

**FACULTY OF ECONOMICS**

**STUDY PROGRAM – MERKETING**

**UNDERGRADUTE STUDIES**

**(FIRST CYCLE OF 4 YEARS STUDIES)**

**Course program**

The study program in Marketing at the Faculty of Economics provides:

- Mandatory courses (up to 60% of the courses),

- Elective courses from the faculty (in the volume of 30% of courses), and

- Elective courses from a unit of the University (in volume of 10% of courses).

Pursuant to the Law on Higher Education, including the Law on Amendments and Supplements to the Law on Higher Education, the students independently decide on the elective teaching courses represented at the university units in accordance with the Rulebook on compatibility of courses adopted by the university.

Such a study program provides a balanced combination of basic knowledge, and at the same time a wider vocational training. In this way, students will be encouraged to develop creative and inventive procedures for solving problems related to data collection and information, marketing procedures.

After completing the fourth year and defending the diploma work, the student acquires the title Bachelor in Marketing.

With graduation, the student acquires 240 ECTS.

**Table 1 Study program: Marketing at the Faculty of Economics**

**(4-year studies in the first cycle of studies)**

**I year**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No**. | **Code** | **Course** | **Total no of classes** | | | **Weekly no of classes** | | | | | **ECTS** | **Workload** |
| Lectures | Exercises | | Lectures | | | Exercises | |
| **I semester** | | | | | | | | | | | | |
| 1 | EC111 | Principles of Economics | 45 | | 30 | | 3 | 2 | | | *8* | *240* |
| 2 | MA111 | Mathematics for Business | 45 | | 30 | | 3 | 2 | | | *8* | *240* |
| 3 | EC112 | Principles of Accounting | 45 | | 30 | | 3 | 2 | | | *8* | *240* |
| *One elective course from the list* | | | | | | | | | | | | |
| 4 | \* | Elective faculty course (List No.1) | 45 | | 30 | | 3 | 2 | | | *7* | *210* |
| **II semester** | | | | | | | | | | | | |
| 1 | MA121 | Statistics for Business | 45 | | 30 | | 3 | | | 2 | *8* | *240* |
| 2 | EC121 | Managerial Economics | 45 | | 30 | | 3 | | | 2 | *8* | *240* |
| *Two elective courses from the following* | | | | | | | | | | | | |
| 3 | \* | Elective faculty course (List No.1) | 45 | | 30 | | 3 | 2 | | | *7* | *210* |
| 4 | \*\* | Elective university course  (List No.5) | 45 | | 30 | | 3 | 2 | | | *6* | *180* |
|  |  | **Total** | **600** | | | | **40** | | | | **60** | **1800** |

**List of elective faculty courses (List No.1)**

|  |  |  |
| --- | --- | --- |
| **No.** | **Code** | **Course** |
|  |  | **I semester** |
| 1. | ME111 | Business Communication |
| 2. | ME112 | Management Information Systems |
| 3. | P111 | Commercial Law |
| 4. | EC113 | Applied Economics |
|  |  | **II semester** |
| 5. | ME121 | Theory of Decision making |
| 6. | EC122 | Costs Accounting |
| 7. | EC123 | Econoomic Theory and Development |

**II year**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Code** | **Course** | **Total hours of classes** | | **Weekly fund of hours** | | | **ECTS** | **Workload** |
| Lectures | Exercises | Lectures | | Exercises |
| **III semester** | | | | | | | | | |
| 1 | MR211 | Marketing | 45 | 30 | 3 | 2 | | *8* | *240* |
| 2 | EC211 | Financial Accounting | 45 | 30 | 3 | 2 | | *8* | *240* |
| *Two elective course from the following* | | | | | | | | | |
| 3 | \* | Elective faculty course (List No.2) | 45 | 30 | 3 | 2 | | *8* | *240* |
| 4 | \* | Elective university course (List No.5) | 45 | 30 | 3 | 2 | | *7* | *210* |
| **IV semester** | | | | | | | | | |
| 1 | МЕ221 | Business Planning | 45 | 30 | 3 | 2 | | *8* | *240* |
| 2 | ME222 | Financial Management | 45 | 30 | 3 | 2 | | *8* | *240* |
| *Two elective course from the following* | | | | | | | | | |
| 3 | \* | Elective faculty course (List No.2) | 45 | 30 | 3 | 2 | | 7 | 210 |
| 4 | \*\* | Elective university course (List No.5) | 45 | 30 | 3 | 2 | | 6 | 180 |
| **Total** | | | **600** | | **40** | | | **60** | **1800** |

**List of elective faculty courses (List N ° 2)**

|  |  |  |
| --- | --- | --- |
| **No.** | **Code** | **Course** |
| **III semester** | | |
| 1. | EC212 | Banking |
| 2. | ME211 | Management |
| 3. | EC213 | Мonetary Economics |
| 4. | EC214 | International Finance |
| 5 | EC215 | Transport and Shipping |
| **IV semester** | | |
| 6. | ME223 | Changes Management |
| 7. | ME224 | Strategic Management |
| 8. | EC221 | Operational Research |

**III year**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Code** | **Course** | **Total hours of classes** | | **Weekly fund of hours** | | **ECTS** | | **Workload** | | |
| Lectures | Exercises | Lectures | Exercises |
| **V semester** | | | | | | | | | | | |
| 1 | EC311 | International Trade | 45 | 30 | 3 | 2 | *8* | | *240* | | |
| 2 | ME311 | Human Resource Management | 45 | 30 | 3 | 2 | *8* | | *240* | | |
| 3 | MR311 | Consumer Behavior | 45 | 30 | 3 | 2 | *8* | | *240* | | |
| *One elective course from the list* | | | | | | | | | | | |
| 4 | \* | Elective faculty course (List No.3) | 45 | 30 | 3 | 2 | | *7* | | | *210* |
| **VIsemester** | | | | | | | | | | | |
| 1 | MR321 | Marketing Research | 45 | 30 | 3 | 2 | *8* | | | *240* | |
| 2 | MR322 | Product Management | 45 | 30 | 3 | 2 | *8* | | | *240* | |
| *Two elective course from the following* | | | | | | | | | | | |
| 3 | \* | Elective faculty course (List No.3) | 45 | 30 | 3 | 2 | 7 | | | 210 | |
| 4 | \*\* | Elective university course (List No.5) | 45 | 30 | 3 | 2 | 6 | | | 180 | |
|  |  | **Total** | **600** | | **40** | | **60** | | **1800** | | |

**List of elective faculty courses (List 3)**

|  |  |  |
| --- | --- | --- |
| **No.** | **Code** | **Course** |
|  |  | **Vsemester** |
| 1. | ME312 | Marketing Management |
| 2. | EC312 | International Economic Relations |
| 3. | ME313 | Leadership |
| 4. | EC313 | Foreign Exchange |
| 5. | MR312 | Internatinal Marketing |
| 6. | EC314 | Bank Accounting System |
|  |  | **VI semester** |
| 1. | EC321 | Securities and Portfolio Management |
| 2. | EC322 | Credit Policy |
| 3. | ME321 | Project Management |
| 4. | MR323 | Services Marketing |
| 5. | MR324 | Strategic Marketing |

**IV year**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Code** | **Course** | **Total hours of classes** | | | | **Weekly fund of hours** | | | **ЕCTS** | **Workload** |
| Lectures | Exercises | | | Lectures | Exercises | |
| **VII semester** | | | | | | | | | | | |
| 1 | EC411 | Economic Policies of the EU | 45 | | 30 | 3 | | | 2 | *8* | *240* |
| 2 | ME411 | Corporate governance | 45 | | 30 | 3 | | | 2 | *8* | *240* |
| 3 | MR411 | Marketing policy of prices | 45 | | 30 | 3 | | | 2 | *8* | *240* |
| *One elective course from the list* | | | | | | | | | | | |
| 4 | \* | Elective faculty course (List No.4) | 45 | | 30 | 3 | | | 2 | *7* | *210* |
| **VIII semester** | | | | | | | | | | | |
| 1 | MR421 | Distribution and Sales channels | 45 | | 30 | 3 | | | 2 | *8* | *240* |
| 2 | MR422 | Promotion | 45 | | 30 | 3 | | | 2 | *8* | *240* |
| *Two electives course from the following* | | | | | | | | | | | |
| 3 | \* | Elective faculty course (List No.4) | 45 | | 30 | 3 | | | 2 | 7 | 210 |
| 4 | \*\* | Elective university course (List No.5) | 45 | | 30 | 3 | | | 2 | 6 | 180 |
| **Graduation thesis** | | |  | |  |  | | |  |  |  |
|  |  | **Total** | **600** | | | **40** | | | | **60** | **1800** |
| **Total (first cycle )** | | | | | | | | | | **240** | **7200** |

**List of elective faculty courses (List No.4)**

|  |  |  |
| --- | --- | --- |
| **No.** | **Code** | **Course** |
|  |  | **VIIsemester** |
| 1. | EC412 | Corporate Financial Reporting |
| 2. | EC413 | International Financial Institutions and Organizations |
| 3. | ME412 | Operational Management |
| 4. | MR412 | Brand Management |
| 5. | MR413 | Organization and control of Marketing activities |
| 6. | EC414 | Tax Management |
|  |  | **VIII semester** |
| 1. | EC421 | Managerial Accounting |
| 2. | EC422 | World Market and Economic Integrations |
| 3. | ME421 | Environmental Management |
| 4. | MR423 | Direct Marketing |
| 5. | MR424 | Marketing Communications |

**List of elective university courses (List N ° 5)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Elective University Courses** | | | |
| **No.** | **Code** | **Course** | **Unit of the University** |
| 1 | МР | Marketing | Faculty of Economics |
| 2 | МЕ | Management | Faculty of Economics |
| 3 | ЕC | Principles of Economics | Faculty of Economics |
| 4 | EC | E-Bussines | Faculty of Economics |
| 5 | ME | Bussines Ethics | Faculty of Economics |
| 6 | OO | English language | Faculty of Economics |
| 7 | ME | Business planning | Faculty of Economics |
| 8 | EC | Financial management | Faculty of Economics |
| 9 | OO112 | Special physical education 1 | Faculty of detectives and criminology |
| 10 | OO122 | Special physical education 2 | Faculty of detectives and criminology |
| 11 | EC122 | Economy and crime | Faculty of detectives and criminology |
| 12 | B112 | Protection of secret data | Faculty of detectives and criminology |
| 13 | P211 | Commercial law | Faculty of law |
| 14 | PN513 | Intellectual property rights | Faculty of law |
| 15 | P121 | Criminal law | Faculty of law |
| 16 | PI223 | International Relations and Diplomacy | Faculty of law |
| 17 | MM | Multimedia | Faculty of informatics |
| 18 | ITCH | Internet Technologies | Faculty of informatics |
| 19 | IT | Information Technology | Faculty of informatics |
| 20 | U311 | Photography | Faculty of art and desing |
| 21 | MOD221 | Modeling | Faculty of art and desing |
| 22 | U111 | Drawing | Faculty of art and desing |
| 23 | VK221 | Visual Communications | Faculty of art and desing |
| 24 | ST115 | Ergonomics | Faculty of dentistry |
| 25 | ST233 | Preventive dentistry | Faculty of dentistry |
| 26 | ST116 | Oral hygiene | Faculty of dentistry |

**FIRST ACADEMIC YEAR**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. | Course name | | | **Principles of Economics** | | | | | | | | |
| 2. | Course code | | | EC 111 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Core course | | | | | | | | |
| 9. | Course goals:  The purpose of the course is to help students understand the meaning, the essence of the economy as a science. Taking into consideration that the direction of overcoming certain programs is more specialized, the content of this discipline has greatly attempted to more precisely address exactly those issues and problems that will directly enable application in the practical engagement of graduated economists. | | | | | | | | | | | |
| 10. | Course contents:  Upon completion of the course, students should be able in practice to apply the acquired theoretical knowledge of the basic economic laws and categories, such as:  - the economy as a science  - basic economic principles  - supply and demand: two magical words  - consumers, producers and efficiency of markets  - money: functions, types, circulation ... inflation  - Finance: system, markets ... foreign currencies  - sources of business capital  - trade: winners and losers  - services are the fastest growing part of the global economy  - state and fiscal policy  - the labor market  - gross domestic product: wealth of the nation. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Mathematics for Business** | | | | | | | | |
| 2. | Course code | | | MA111 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Mathematics | | | | | | | | |
| 9. | Objectives of the course program (competences):  The main objective of the course is to provide students with basic mathematical knowledge, which is necessary for the theory of probability and business statistics. | | | | | | | | | | | |
| 10. | Course content:  An overview of the algebra. A system of real numbers. Polynomials. Factoring. Fractions. Exponents and radicals. Equations. Mathematical functions. Functions. Types of functions. Graphic presentation of functions. Linear functions. Linear equations. Systems of linear equations. Introduction to permutations and combinations. Non-linear functions. Differentiation. Optimization: Methodology and Applications. Exponentials and logarithmic functions. Optimization: Functions with several variables. Calculation of integrals: introduction. Calculation of integrals: application. Financial Mathematics. Interest and its calculation. Calculation of payments. Annuities and their future value. Annuities and their present value. Cost - Benefit Analysis. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Principles of Accounting** | | | | | | | | |
| 2. | Course code | | | EC112 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Basic knowledge of Economics | | | | | | | | |
| 9. | **Course goals:** The main objective of the course is to provide students with basic knowledge in accounting. Students should be able to define accounting, to understand and be able to prepare the basic financial statements, to be aware of the accounting cycle phases, accounting records of assets, liabilities, capital, income, expenditures and financial result.Students should get acquainted with accounting regulations in national and international frameworks through the study of International Accounting Standards. | | | | | | | | | | | |
| 10. | **Course contents:** Introduction and development of accounting. Accounting concepts and qualitative characteristics of accounting information. Accounts as an instrument of the accounting procedure. Accounting cycle in business enterprises. Analytical records. Fixed and current assets. Long-term and current liabilities. Financial results and owners’ equity. Accounting regulations in international and national frames. Perspectives of the accounting as a profession. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussions. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8ECTS \* 30= 240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Statistics for Business** | | | | | | | | |
| 2. | Course code | | | MA121 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | ½ | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Mathematics for Business | | | | | | | | |
| 9. | Objectives of the course program (competences):  The curriculum in the Business Statistics course aims to help students understand the significance, the essence of statistical science, if the science of mass events, to understand the theory of probability, the dynamic data analysis, the methods of central tendency and time series. | | | | | | | | | | | |
| 10. | **Course content:** Upon completion of the course, students should be able in practice to apply the acquired theoretical knowledge about the techniques and methods of statistical methods. The content of the course is focused on the following thematic content:  - Definition, meaning and role of statistics,  - The probability theory,  - Assessment and study of hypotheses,  - Study of the sample,  - Index numbers and descriptive analyzes,  - Simple linear degression,  - Time series | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 25 | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Managerial Economy** | | | | | | | | |
| 2. | Course code | | | EC 121 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/2 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals: Objectives of the course program (competences):  The study of matter in the field of managerial economics should guide the students in the direction of understanding and improving the managerial processes of effective decision making. The managerial economy, above all, should help students become creators of the business strategy of companies | | | | | | | | | | | |
| 10. | Course contents:  Determining the managerial economy, entrepreneurial idea, analysis and market research, defining the target group; Establishment and location of the firm; company registration - types of companies; Classification and size of the company, the organization as the main entity of the market - organizational functions, (production function, sale, purchase, creation of product from idea to realization), management of labor assets, cost-management of costs; Payment of labor, JIT system, economic optimization, managerial decision making process, decision-making in terms of risk and uncertainty, costs in function of economy of operation; the production function of the firm,, analyzing and predicting demand and supply on the market, maximizing the financial result of the firm in different market structures, selling prices as an instrument for managerial decisions, planning, monitoring and evaluation of investments. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ЕКТС \* 30 = 240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90=240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**FIRST YEAR**

**ELECTIVE FACULTY COURSES**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. | Course name | | | **Business Communication** | | | | | | | | |
| 2. | Course code | | | МЕ111 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:Upon completion of the classes students should be able to: to learn essence of business communication between companies and between individuals in order to provoke public interest or consumer to make changes providing better future to successfully combine instruments and elements of business communication, to help in the successful appearance of firms are uncertain and competitive market, to apply modern communication in the operation of businesses, to advance the work of the firm through the presentation of the merits of their products and services, encouraging acquisition, demonstrating professional knowledge. | | | | | | | | | | | |
| 10. | Course contents: The course objective is to familiarize students with business communication as a process by which information is transmitted between individuals or organizations. Communication will be studied as an exchange of facts, ideas opinions or emotions between two or more persons and between organizations. It means information, facts, ideas, emotions or messages to be sent to some recipient who need to hear or feel, to understand and answer. For this goal, the course covers: basics of communication, media communication; interpersonal communication, written business emails, writing reports; skills of speaking and presenting electronic communication. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 x 30 = 210 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course Title | | | **Management Information Systems** | | | | | | | | |
| 2. | Course code | | | МЕ112 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1 / 1 | | | | 7. | ECTS credits | | | 7 |
| 8. | Prerequisits | | | Basic knowledge of Informatics | | | | | | | | |
| 9. | Objectives of the course program (competences):  Mastering the basic information skills, familiarizing with the computer systems, with the information systems, with the waysfor creating, collecting, processing documents, informatizing the company, e-business, cybercrime and protection from it, business graphics and business presentations. | | | | | | | | | | | |
| 10. | Course content:  Basic information skills, computer systems, information systems, digital document (the way of creation, collection, processing and distribution), computerization of the company, e-business, cybercrime and protection from it, business graphics and business presentations.  Computer skills are practically studied within the teaching process(Windows, Word, Excel, Power Point), using the Internet from economic aspect. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7\*30= 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lecturing - theoretical | | | | | 45 hours | |
| 14.2. | | | Exercises (laboratory, seminars) | | | | | 30 hours | |
| 15. | Other activity forms | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Individual tasks | | | | | 45 hours | |
| 15.3. | | | Home learning | | | | | 45 hours | |
| 16. | Assessment methods | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | up to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian and/or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Commercial Law** | | | | | | | | |
| 2. | Course code | | | P111 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals: The purpose of the program is to meet the needs of students studying commerce law and to enable students to know the organization and work of trade companies, their activities, rights and obligations, the bankruptcy procedure and the liquidation of them. Also, the necessity in the company’s work is securities and industrial property. In this way, students will master the professional, theoretical and practical terminology of this field of commerce, which is necessary for the further monitoring of the teaching after the other study years | | | | | | | | | | | |
| 10. | Course contents:The teaching content of the commercial law course is divided into four parts. The first part is dedicated to the legal status (legal status) of traders, types of traders and trade companies (establishment, operation, termination). The second part refers to the supply of goods and trade services performed by individual traders. The third part refers to industrial property and the fourth part is devoted to the money supply transactions (securities, bill of exchange and check). | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45=210 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | **Course name** | | | **Applied Economics** | | | | | | | | |
| 2. | Course code | | | EC 113 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/1 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals: The purpose of the course is for students to form knowledge of applied economics at the national and global level, the benefits from openness, the loses from the closeness of the national economy, the essential parameters such as: the growth of the GDP, employment and consumption, the role of the government. In this way, students will prepare for: self-comprehensively perceiving analytical and organizational problems in solving future developmental economic projects. | | | | | | | | | | | |
| 10. | Course contents:  The definition of the economic system, Elements of the economic policy, Economics as the course of applied economics as a science, Methods of applied economic science, Elements of economic systems, Interactions between elements of the economic systems, Classification of economic systems, Globalization and economic systems , Universal economic problems and economic systems, Problems and perspectives in the development of the Macedonian economy in the new world economic order, Phases of the economic development of Macedonia, Urban planning and the economic development, as well as, the regional development in the Republic of Macedonia. | | | | | | | | | | | |
| 11. | Learning methods:Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Theory of Decision Making** | | | | | | | | |
| 2. | Course code | | | ME121 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First | | | | | | | | |
| 6. | Academic year / semester | | | 1/2 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:The purpose of this course is to prepare students to effectively make decisions and solve problems as a vital part of the daily work of every manager. The intent of this course is to improve student’s skills for decision making. It enables learning through the process of solving problems and decision-making, learning techniques for making business decisions and characteristics of individual and group decision making. | | | | | | | | | | | |
| 10. | Course contents: Course of the elaboration are: nature of decision making, conceptual definition of decision-making and the process of decision-making, terms of decision making, styles of decision-making, models of decision making, ethics in decision making, defining individual and group decision making. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45= 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Costs Аccounting** | | | | | | | | |
| 2. | Course code | | | EC122 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Еconomics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/2 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Basic knowledge of Economics | | | | | | | | |
| 9. | Course goals:  The main objective of the course is to introduce students with the role and significance of costs in the operation of the organizations. By studying this course, students will be introduced to the basic types of costs and their accounting treatment within the accounting system of the organizations. In this way, management is provided with the quantitative information that areessentialfor the planning and analysis of operations.The comprehensive cost analysis implies the application of a number of procedures and methods for determining the cost data and their further use in the process of preparing the financial statements, business decision-making, as well as in the process of planning, controlling and analyzing the results of operations. | | | | | | | | | | | |
| 10. | Course contents:  Cost accounting as a subsystem of the accounting system; Types of costs; Costs as a methodological basis for economic analysis; Cost-volume-profit analysis; Accounting procedures for cost records (individual production, process production); Accounting planning and cost control; Standard costing and other operating standards; Forms of cost allocation; Activity-based costing; Responsibility accounting; Application of cost accounting in business decision-making and economic analysis. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussion. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7ECTS \* 30= 210 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50 = 210 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | **Course name** | | | **Economic Theory and Development** | | | | | | | | |
| 2. | Course code | | | EC 123 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 1/2 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics and Mathematics | | | | | | | | |
| 9. | Course goals:  The goal of the course is to provide students with basic knowledge about goals, models, factors, measurement, strategies and determinants with economic growth and development. | | | | | | | | | | | |
| 10. | Course contents:  The course is a fundamental economic discipline that at the center of its research has the theory and practice of economic development. Within the framework of the economic development, students will study the development goals; classical, exogenous and endogenous models of economic growth and development; factor growth (labor, land, capital, technological progress, R&D, knowledge) and their impact to the growth; strategies and policies of economic development; measurement of GDP, growth and other socio-economic development indicators (PQLI, HDI, Gini), as well as some aspects of international financing for development. | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**SECOND YEAR**

**MANDATORY COURSES**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. | Course name | | | **Marketing** | | | | | | | | |
| 2. | Course code | | | MR211 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:  The goal of the course is to familiarize students with the fundamentals of marketing, the ways in which marketing is functioning on the market, as well as the availability and proper use of the marketing instruments. | | | | | | | | | | | |
| 10. | Course contents:Introduction to Marketing (definition, development, application). Consumption and purchasing (market and market segmentation, research of customers’ needs, consumption factors). Gathering information for decision-making in marketing (market research, market analysis). Content of marketing (product, place, prices, promotion). Management and control of marketing activities (planning, marketing policy, importance of marketing planning, marketing strategies, marketing decisions, marketing organization, control of marketing activities). Optimization of marketing instruments. Marketing of services. Marketing in international trade. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 20 | |
| 15.3. | | | Home studying | | | | | 90 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Financial Accounting** | | | | | | | | |
| 2. | Course code | | | EC211 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Accounting | | | | | | | | |
| 9. | Course goals:  The basic course objective is to provide students withmodern concepts of financial accounting.Students will be able to master the financial analysis, record keeping and summarize of accounting transactions. This course should be a step further in the study of the basic financial categories and application of the basic principles, assumptions, standards and legislation in the preparation of the financial statements for general purpose. Learning specific problems in determining expenditures and revenues for the purpose of rational decision-making in cost allocation, as well as studyingthe accounting treatment of VAT (value added tax) and international accounting standards. The knowledge acquired from this course is also necessary to follow further courses in finance, accounting and auditing. | | | | | | | | | | | |
| 10. | Course contents:  Determination of financial accounting. Accounting concepts and qualitative characteristics of accounting information. Financial reporting. Accounting cycle in business entities. Chart of Accounts. Fixed and current assets. Costs. Capital and liabilities. Revenues, expenses and financial result. Off-balance records. Harmonization of accounting practice. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussion. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8ECTS \* 30= 240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-evaluation | | | | | | | |
| 1. | Course name | | | **Business Planning** | | | | | | | | |
| 2. | Course code | | | ME221 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/4 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Managerial Economics, Management. | | | | | | | | |
| 9. | Course goals:  Aim of the course is to introduced the business planning. | | | | | | | | | | | |
| 10. | Course contents:  Character and concept of business planning. Essentially elements, reasons for expansion, categories. Importance of planning (meaning, need, distribution and disadvantages). Models of business planning. The relationship between the plan and management. Products of the planning process. Objectives (mission, goals, setting, significance, characteristics). Business policy (definition, characteristics, classification, species, time horizon and audit). Strategic and tactical planning. Prerequisites for rational planning. Prediction ( economic horizon, assumptions, choice of methods, forecasting and planning, intuitive methods, statistical methods, quantitative methods, evaluation of the prediction). System information, methodology, organization, decision making, and planning methods. Current planning. Essence and areas of application for business decision making. | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8\*30 = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+40+25+100=240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 40 hours | |
| 15.2. | | | Independent work | | | | | 25 hours | |
| 15.3. | | | Home studying | | | | | 100 hours | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self- Evaluation | | | | | | | |

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| 1. | Course name | | | **Financial Management** | | | | | | | | |
| 2. | Course code | | | ME 222 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/4 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Economics, Mathematics for Business, Commercial Law | | | | | | | | |
| 9. | Course goals: The main objective of this course is to acquire theoretical and practical knowledge in the field of financial management. Basic emphasis will be given to the realization of the basic scientific achievements that are applied in the contemporary world investment practice. | | | | | | | | | | | |
| 10. | Course contents:Financial management, as a special finance area, incorporates the relevant issues in the area of ​​financial structure, taxation, conditions and method of making final financial decisions by the company. The course covers necessary content for students to finance master, especially the part that relates to theircorporations finance management. The course content focuses on mastering the concept of money time dimension, determining the relationship between risk and yield, securities valuation and evaluating and understanding financial derivatives. The course is focused on financial reports analysis , financial analysis and planning. The overall activity of the enterprise can be presented as a set of investment, financial and operational activities and accurately determined means and sources for their execution. The ultimate goal of all activities is the increase value of the company, that is, the increase in the shareholders wealth, which is done through the design and realization of the desired relationship between the yield and the risk and the management of the funds and the sources of capital. Financial management provides a response and a proposal for use, ie for using the funds, providing sources for their financing, the cost of capital, deciding on the distribution of profits, the dividend policy, making the ultimate goal viable. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ЕКТС \* 30 = 240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55=240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**SECOND YEAR**

**ELECTIVE FACULTY COURSES**

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| 1. | Course name | | | **Banking** | | | | | | | | |
| 2. | Course code | | | EC 212 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Economics, Financial Management | | | | | | | | |
| 9. | Course goals: The goal is for students to become acquainted with banking operations, organization and functioning of banks. | | | | | | | | | | | |
| 10. | Course contents:Banking industry characteristics and structure, contemporary trends in banking, functioning of the different types of banks (commercial banks, investment banks, universal and private banks), manners of anticipating and minimizing potential risks. The banking business policies, the organizational structure of the banks, the corporate governance of the banking industry and the commercial activities of the banks (deposit-credit activities, investment activities, Islamic banking, working with debit-credit cards, trustee services) are emphasized. The CAMELS concept is elaborated (indicators for measuring the performance of banks and structure of the Basel accords for determining the capital adequacy, transparency and supervision of banks (Basel I and Basel II)). | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ЕКТС \* 30 = 240 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55=240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Management** | | | | | | | | |
| 2. | Course code | | | ME211 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Managerial Economy | | | | | | | | |
| 9. | Course goals: The aim of the course is for students to learn and manage opportunities to create and develop institutional conditions necessary for the development of human potential. The course will provide students with the knowledge and content of management of human potential in terms of creating conditions for implementation the strategic goals of the organization and the state. Students will be trained for a creative approach to the management and development of human potential in any organization. | | | | | | | | | | | |
| 10. | Course contents: Course of the elaboration: the nature of human resource, functions and activities of human resources, internal and external environment of human resources management, individual differences between people in the organization, analysis and diagnosis of middle management of human resources, goals of human resource management, human resources, design of labor, analysis of labor, human resource planning, recruitment of human resources, selection of human resources, training, career management, training of quality of life, labor, performance evaluation and reward human factor in the organization. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+25+65 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 25 hours | |
| 15.3. | | | Home studying | | | | | 65 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Мonetary Economics** | | | | | | | | |
| 2. | Course code | | | EC213 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:. The aim is for students to gain knowledge about the measures and instruments of the monetary policy of the Central Bank | | | | | | | | | | | |
| 10. | Course contents:Monetary economy as theory, policy and practice;  - Theoretical aspects of money and credit;  - Monetary and credit system;  - Fundamentals of the theory of monetary and credit policy;  - Instruments of monetary and credit policy;  - Monetary aggregates and monetary balance and imbalance;  - Like the place of monetary policy in promoting economic growth and development. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+25+65=210 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 25 | |
| 15.3. | | | Home studying | | | | | 65 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | **Course name** | | | **International Finance** | | | | | | | | |
| 2. | Course code | | | EC 214 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites: | | | Financial Management, Principles of Economics | | | | | | | | |
| 9. | **Course goals**: The goal is for students to become familiar with the structure of the global financial system, the characteristics of the global monetary system and the structure of the financial market (foreign exchange market, euro markets, derivatives markets, capital markets: stocks and bonds). | | | | | | | | | | | |
| 10. | **Course contents**: Course of the International Finance includes:  - exchange of currencies and foreign exchange transactions,  - international investments,  - international trading and transactions with financial instruments,  - Institutional setup of the international monetary system  - Balance of payments,  - hedging market risks,  - related to foreign exchange risk, international taxation, legal framework and regulation among countries.  Special emphasis is placed on the international flow of capital using divergent types of financial instruments in order to generate above average yield and insurance against existing market risks. Problems arising from asymmetric information, the role of financial intermediaries, causes that can trigger a crisis (uncertainty, price oscillation, etc.) in the banking and financial sector and the process of hedging and speculation with existing risks. | | | | | | | | | | | |
| 11. | Learning methods:Method of case study and discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+40+40+55 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 40 hours | |
| 15.2. | | | Independent work | | | | | 40 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | **Course name** | | | **Transport and Shipping** | | | | | | | | |
| 2. | Course code | | | EC 215 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/3 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:  The basic postulates of the course are to familiarize students with the basic types and contemporary models and techniques applied in international transport, shipping and logistics. In modern economic science, the study of transport arises from mass use of transport in everyday life linking the production, exchange of goods.  Theoretical and methodological knowledge and experiences are necessary for understanding the basic characteristics in the development of the traffic system. International transport is a significant economic activity, because without it the international exchange system can’t function. Modern, efficient and rational dimensioned traffic is the basic requirement for the full functioning of the national economy in each country. However, the most important place in the analysis has been given to the new changes and contents in international traffic, because they are the core of the new world economy, which enable maintaining the vitality of contemporary international trade.. | | | | | | | | | | | |
| 10. | Course contents:  The role of transportation as a significant economic activity; The significance of traffic in the development; Basic stages in the development of logistic types and their classification; Importance of transport policy for EU countries; the foreign trade in the EU by types of traffic; Existing traffic infrastructure conditions in Macedonia; Foreign Trade of the Republic of Macedonia by types of traffic; International freight forwarding; Basic characteristics of international freight forwarding; The emergence and development of freight forwarding; General terms in the freight forwarding; Terms of Freight Forwarding and Freight Forwarder; Function of international forwarding in foreign trade and international transport; Importance of the activity of the freight forwarder in the national economy, transport and foreign trade system; Legal sources for freight forwarding in Macedonia; Professional organizations for international freight forwarding; FIATA Documents, Freight forwarding information system; Incoterms; Defining logistic systems; How logistics systems work; Order processing; Management of inventory; Basic goals of logistics systems; New trends in logistics; Logistic decisions; Structure of the general logistics system; Mega Logistics Systems; Global Logistics Systems; Inter logistic systems; Intralogistics systems; Service logistics systems; Information logistics systems | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+40+40+55 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 40 hours | |
| 15.2. | | | Independent work | | | | | 40 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Changes Management** | | | | | | | | |
| 2. | Course code | | | ME 223 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/4 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Management | | | | | | | | |
| 9. | Course goals:The aim of the course is for students to prepare for a business world that is continually changing and adapting to changes that occur on a local, regional and international level. The modern business environment requires the organization and its employees to continually change their approach to the same and the way they perform their work activities and tasks. Accordingly, the most successful enterprises are those that adapt quickly and easily to market changes. Because of this, students must prepare for the constant change of attitudes, understandings and manner of behavior based on the recorded signals from the market. | | | | | | | | | | | |
| 10. | Course contents:The course of elaboration is: the nature of organizational changes, the types of organizational changes, the need for changes and the identification of the factors that cause change, the process of introducing change, roles and responsibilities in the process of change, dealing with the resistance to change, the concept and definition of management of changе, production, cost control, organizational structure of production. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Strategic Management** | | | | | | | | |
| 2. | Course code | | | ME224 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/4 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Management | | | | | | | | |
| 9. | Course goals: Students learn about strategic management as a process | | | | | | | | | | | |
| 10. | Course contents:  Strategic planning and decision making for future operations and behavior to achieve change, fundamentals of strategic management or strategic planning (development strategy and its implementation, appraisal or valuation) conducting operations through three strategic elements: strategic analysis, formulation the strategy and implementation of the strategy, external environment (segments of the general environment, structural analysis of the activity, analysis of the competitors), internal environment (functional analysis, values, PIMS and SWOT analysis), the nature of international strategic management (international environment, competitive advantage in international strategy formulation, choice of international strategy, execution, evaluation and control of international strategy). | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and dicussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7\*30= 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Operational Research** | | | | | | | | |
| 2. | Course code | | | EC 221 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 2/4 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Mathematics, Statistics | | | | | | | | |
| 9. | Objectives of the course program (competences):  The study program in the course Operational research aims to help students understand the meaning, essence and technique of network planning and management. If it is known that courseive assessments in the decision-making process are often negatively manifested on the success of doing business, it is justified in conditions of complex social movements to find new methods for applying more precise planning and management techniques and reducing every business risk to a minimum | | | | | | | | | | | |
| 10. | Course content:  Upon completion of the course, students should be able in practice to apply the acquired theoretical knowledge about the techniques and methods of network planning. The content of the course is focused on the following thematic content:  - Definition, meaning and role of network planning,  - Models of technical planning,  - Steps in network planning,  - Areas of application of operational research,  - Methods for efficient performance of projects,  - Network planning techniques,  - Numbering of the network diagram,  - Critical Path Method - CPM,  - Method for evaluation and program development - PERT and  - Method of cost analysis PERT COST. | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study, discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 x30 =210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45=210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**THIRD YEAR**

**MANDATORY COURSES**

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| 1. | Course name | | | **International Trade** | | | | | | | | |
| 2. | Course code | | | EC 311 | | | | | | | | |
| 3. | Study program | | | Markering | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:  To understand the instruments of the foreign trade system and the basics of foreign trade. | | | | | | | | | | | |
| 10. | Course contents:  Theoretical foundations of international trade and foreign trade policy are studied, introduced to the basic theories of international trade, the basic principles of the WTO as a pillar of the multilateral trading system, the role of customs, non-tariff barriers and the rules for their application, the liberalization of foreign trade, trade in agricultural products, in information technology, in services, as well as regulation of antidumping, dispute resolution in the WTO. A special part is dedicated to the analysis of regionalism versus globalization and the European Union as an economic regional integration. | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ECTS x 30 hours = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+20+90 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 hours | |
| 15.2. | | | Independent work | | | | | 20 hours | |
| 15.3. | | | Home studying | | | | | 90 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Human Resource Management** | | | | | | | | |
| 2. | Course code | | | ME 311 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Managerial Economics, Principles of Management | | | | | | | | |
| 9. | Course goals:  The aim of the course is for students to learn and manage opportunities to create and develop institutional conditions necessary for the development of human potential. The course will provide students with the knowledge and content of management of human potential in terms of creating conditions for implementation the strategic goals of the organization and the state. Students will be trained for a creative approach to the management and development of human potential in any organization. | | | | | | | | | | | |
| 10. | Course contents:  Course of the elaboration: the nature of human resource, functions and activities of human resources, internal and external environment of human resources management, individual differences between people in the organization, analysis and diagnosis of middle management of human resources, goals of human resource management, human resources, design of labor, analysis of labor, human resource planning, recruitment of human resources, selection of human resources, training, career management, training of quality of life, labor, performance evaluation and reward human factor in the organization. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ECTS x 30 hours = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 hours | |
| 15.2. | | | Independent work | | | | | 55 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Consumer Behavior** | | | | | | | | |
| 2. | Course code | | | MR 311 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Marketing | | | | | | | | |
| 9. | Course goals:  The main objective of the program is to introduce students more closely to the issues of Consumer behavior. They also will understand theories and models of consumer behavior, can elaborate the decision-making process and comprehend the consumers’ movement -Consumerism. | | | | | | | | | | | |
| 10. | Course contents:  The intention of the course is to get students acquainted with the consumer as an individual, but also as a person who shares similar characteristics with other consumers and acts as a group. In this sense, students need to acquire knowledge about different aspects of consumer behavior, understand the process of decision-making, understand models and theoris of consumer behavior and apply them in practice in the direction of increasing the success of the company, both on the domestic and the foreign market, that is, to increase sales, and also to learn their rights as consumers, that is, to gain in-depth knowledge of Consumerism. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ECTS x 30 hours = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 hours | |
| 15.2. | | | Independent work | | | | | 55 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Marketing Research** | | | | | | | | |
| 2. | Course code | | | MR 321 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/6 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Business Communication, Marketing | | | | | | | | |
| 9. | Course goals:  The goal is for students to become familiar with the process of marketing research, marketing information system and international marketing research | | | | | | | | | | | |
| 10. | Course contents:  Defining the term Marketing research and explain its importance in business decision-making. Relationship between Marketing research and Marketing information system. Elements of the Marketing information system - internal data, marketing research and marketing intelligence. Relations between marketing researcher and marketing manager. A process of marketing research and its stages: defining the problem, setting hypotheses, collecting data, analyzing and processing data, reporting and decision-making based on marketing research. Marketing Intelligence as a process of data collection for marketing environment and competition. Research of consumers’ needs and elements of the marketing mix (products, price, promotion, place), competition research, market segmentation. Applied Marketing research. International Marketing Research. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ECTS x 30 hours = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 hours | |
| 15.2. | | | Independent work | | | | | 55 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Product Management** | | | | | | | | |
| 2. | Course code | | | МR322 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Marketing Research, Principles of Marketing | | | | | | | | |
| 9. | Objectives of the course program (competences):  The goal of the course is to familiarize students with product management. | | | | | | | | | | | |
| 10. | Course content:  The role of marketing in modern enterprises: the essence of the concept of marketing, the content of the management of product marketing. Product lifecycle, product development strategies, product positioning. Company orientation towards the market, strategic planning and process of product marketing: adjusting the enterprise to the changed environment. Process of strategic planning of marketing of the product, process of marketing management. Marketing planning process: development of business planning, program and content of the marketing plan, allocation of marketing assets. Marketing strategy, marketing strategy depending on the position of the enterprise market, marketing strategy in special conditions, marketing strategy for the global market. Planning marketing tactics, organization of marketing and control of marketing activities. | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study, discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**THIRD YEAR**

**ELECTIVE FACULTY COURSES**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. | Course name | | | **Marketing Management** | | | | | | | | |
| 2. | Course code | | | ME 312 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Marketing | | | | | | | | |
| 9. | Course goals:  By studying this course, students need to gain knowledge about the management and management of marketing activities; preparation of a marketing plan, marketing strategies and being able to implement them in practice; combining and integrating the marketing instruments, i.e the product, the place, the promotion and the prices; to help the company to achieve success in the performance of foreign markets | | | | | | | | | | | |
| 10. | Course contents:  The intention of the course is to familiarize students with the marketing management concept in the work of economic and non-economic entities and how it works in practice. In this sense, students will gain broader knowledge of the micro and macro environment in which the company operates, to answer questions and talk about problems of governance and managing the marketing activities, their organization, marketing strategies, and marketing control issues .All this is explained through the four marketing instruments: the product, the price, the place and the promotion. | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x30 hours =210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 =210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45  hours | |
| 15.2. | | | Independent work | | | | | 45  hours | |
| 15.3. | | | Home studying | | | | | 45  hours | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | **Course name** | | | **International Economic Relations** | | | | | | | | |
| 2. | Course code | | | EC 312 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | International Trade | | | | | | | | |
| 9. | Course goals: The purpose of the course is students to become familiar with principles and goals of international economic relations. At the same time, through practical examples, to develop analytical ability for contemporary international economic relations. | | | | | | | | | | | |
| 10. | Course contents:  - International institutions and their role in regulating the world economy  - Current trends in world trade in goods and services  - Globalization of the world economy  - Regional economic integration as part of global trends  - The role of multinational corporations in the world economy  - The role of multinational corporations in the economic development of the states  - Determinants in the flows of foreign investments  - Country policies to attract foreign direct investment  - Policies of states for enhanced integration in the world economy  - Analysis of current developments in the world economy | | | | | | | | | | | |
| 11. | Learning methods: Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+25+55 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 hours | |
| 15.2. | | | Independent work | | | | | 25 hours | |
| 15.3. | | | Home studying | | | | | 55 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-evaluation | | | | | | | |

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| 1. | Course name | | | **Leadership** | | | | | | | | |
| 2. | Course code | | | ME 313 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Management, Business planning | | | | | | | | |
| 9. | Course goals:  Objectives of the course program (competences):  The aim of the course is for students to become aware of leadership, as a contemporary phenomenon of organizational sciences, whose concept will enable students to acquire knowledge in this field. The success of an organization depends to a large extent on the quality of leadership and management at all levels in it. Ability to lead people and processes is a guarantee that any challenges and situations through which the organization passes will be overcome in the most efficient way. Investing in the development of key management personnel is investing in the future of the company. All of these aspects are aimed at determining the determinants of leadership effectiveness, which further enable students to acquire relevant knowledge and skills that they will successfully apply in practice. | | | | | | | | | | | |
| 10. | Course content:  Leadership as an object of organizational sciences covers the part of the management dedicated to the organizational behavior of the leaders, within the companies that are the most important bearers of the modern society. It is presented through emerging forms of management, determining the characteristics of the leader and the types of leadership, the development of the theories of leadership and the different stances of the representatives of behavioral theories, the particular leadership styles and the challenges of the modern model of leadership. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7x30=210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+30+30+75 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 30 hours | |
| 15.2. | | | Independent work | | | | | 30 hours | |
| 15.3. | | | Home studying | | | | | 75 hours | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Foreign Exchange** | | | | | | | | |
| 2. | Course code | | | EC 313 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics, International Finance, Financial Market and Institutions, Monetary Economics | | | | | | | | |
| 9. | Course goals: Through the course, students should be familiar with the concept and goals of the foreign exchange policy, foreign exchange system and foreign exchange operations, currencies and currency systems, the parity of currencies and the manner of their determination, the issue of foreign exchange rates, and the bases on which the interval relations are determined. | | | | | | | | | | | |
| 10. | Course contents:Foreign exchange policy, as a special finance area, incorporates the relevant issues in the area of ​​the foreign exchange system and foreign exchange operations and forms an integral part of the economic policy. The foreign exchange policy encompasses the study of foreign exchange operations in the modern global environment, the measures that the state undertakes in the field of foreign payments relations in the area of ​​maintaining the currency value of the domestic currency (maintaining the currency or exchange rate) in the area of the permanent realization of the financial flows (internal and external) and the maintenance of the balance in the current balance of payments. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50=210 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **International Marketing** | | | | | | | | |
| 2. | Course code | | | MR312 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Marketing | | | | | | | | |
| 9. | Course goals: The objective of the course is to familiarize students with international marketing management. | | | | | | | | | | | |
| 10. | Course contents:Concept of international marketing. Analysis of international marketing. Defining international marketing. Man as a person in international marketing. Typology of firms. State typology. Analysis of the systems of international marketing. Analysis of the process of international marketing. Research in international marketing. Strategy of entering the foreign market. Entry into a foreign market - export of goods and export of systems. Entry into a foreign market - transfer of production abroad without venture capital. Entry into a foreign market - transfer of production with a venture capital. Product policy. Distribution Policy. Policy of communication abroad (promotion). Price policy. International Marketing Mix. Organization and control of marketing management activites. Organization of the marketing management activities. Who can be an international marketer (personal and professional qualities). | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45=210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Bank Accounting System** | | | | | | | | |
| 2. | Course code | | | EC314 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/5 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of accounting, Financial accounting | | | | | | | | |
| 9. | Course goals:  The main objective of the course is to introduce students with the accounting procedures in the financial institutions.The course Bank accounting system is accepting theoretical, scientific and practical knowledge, it provides students with creation of professional opinion about accounting of financial institutions (banks and savings banks, and other financial institutions), to provide successful management of accounting function. | | | | | | | | | | | |
| 10. | Course contents:  This course focuses on studying bank activities, assessment of solvency of the financial institutions, techniques of credit activities, with appropriate use of International accounting standards in the management of accounting in the financial institutions.The contents of the curriculum in the course Bank Accounting System include the following: Banking accounting function; Chart of Accounts; Payment operations; Accounting records of banking activities; Bank accounting reports; Audit of the banks' annual accounts. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussion. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7ECTS \* 30= 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-evaluation | | | | | | | |

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| 1. | Course name | | | **Securities and Portfolio Management** | | | | | | | | |
| 2. | Course code | | | EC 321 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/6 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Financial Management | | | | | | | | |
| 9. | Course goals:This course deals with the securities related to the investment activity. Special attention is paid toequity securities (stocks, certificates of deposit) and securities of fixed income securities (obligations, bills, bonds, discount securities value, mortgage bonds, etc..) derivatives (options, futures, forward) and other hedging instruments.Important analysis is the analysis of the nature, manner of issuance, way of trading and valuation, and depreciation and protest od the securities. | | | | | | | | | | | |
| 10. | Course contents:This course deals with the securities related to the investment activity. Special attention is paid toequity securities (stocks, certificates of deposit) and securities of fixed income securities (obligations, bills, bonds, discount securities value, mortgage bonds, etc..) derivatives (options, futures, forward) and other hedging instruments.Important analysis is the analysis of the nature, manner of issuance, way of trading and valuation, and depreciation and protest od the securities | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50= 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Credit Policy** | | | | | | | | |
| 2. | Course code | | | EC322 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/6 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics, Banking | | | | | | | | |
| 9. | Course goals: The basic course objective is to provide students with the knowledge of credit policy, basic elements and determinants of the credit portfolio management. | | | | | | | | | | | |
| 10. | Course contents: The course deals with the financial theory and financial environment in which a company or a bank makes credit decisions. Special attention is paid to: introduction into credit policy; principles of credit policy; analyses of the determinants relevant to the efficiency of credit policy; credit evaluation criteria and investment decisions; credit analyses. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50 =210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Project Management** | | | | | | | | |
| 2. | Course code | | | ME321 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/6 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of management, Strategic management, Business planning, E-business | | | | | | | | |
| 9. | Course goals:  The goal of the course is the students to get acquainted with project planning in the program package Microsoft Project. | | | | | | | | | | | |
| 10. | Course contents:  Appointing the basic situational conditions for the emergence of project management and the process of management (planning, organizing, coordinating, motivating, controlling and decision making) in the new environment. Analysis of the relationship price-efficiency, techniques of report making, management of the behavioral and the technical aspect of a project, change management, software tools for project leadership and teamwork, using the program package Microsoft Project for project planning and development. | | | | | | | | | | | |
| 11. | Learning methods:Method of study case and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7\*30=210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Services Marketing** | | | | | | | | |
| 2. | Course code | | | MR323 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 3/6 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Marketing | | | | | | | | |
| 9. | Course goals:.  The goal is for students to become familiar with the specifics of marketing of services | | | | | | | | | | | |
| 10. | Course contents: Definition, characteristics and classification of services. The difference between marketing of physical products and marketing of services. The role of marketing communications in service activities. Distribution of services: service delivery options, role of intermediaries, franchising and international distribution of services. Price policy for services. Importance of physical environment in the marketing of services. Managing (front-line) people for delivering services. Productivity and service quality. Marketing strategies for service-providers. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 =210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | | Course name | | | | | **Strategic Marketing** | | | | | | | | | |
| 2. | | Course code | | | | | MR 324 | | | | | | | | | |
| 3. | | Study program | | | | | Marketing | | | | | | | | | |
| 4. | | Organizer of the study program (unit, institute, department, division) | | | | | Faculty of Economics | | | | | | | | | |
| 5. | | Degree (first, second, third cycle) | | | | | First cycle | | | | | | | | | |
| 6. | | Academic year / semester | | | 3/6 | | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | | Pre-requisites | | | Principles of Marketing | | | | | | | | | |
| 9. | | Course goals:  The aim of the course is for students to become familiar with the marketing strategies applied by modern companies. | | | | | | | | | | | | |
| 10. | | Course contents:  The concept of product life cycle, marketing strategies in the introduction phase, marketing strategies in the phase of growth, marketing strategies in the stage of maturity, marketing strategies in the phase of abandonment, then marketing - strategy depending on the position of the company in the market (market strategy leaders, market challengers strategy, market strategy of followers, marketing strategy of tamponers) as well as marketing - strategy in terms of lack of products, inflation and recession, marketing strategy for global market (assessment of international marketing environment, deciding whether to export, deciding on which markets to export, decisions on how to enter the foreign markets, drafting marketing program, organization of marketing). | | | | | | | | | | | | |
| 11. | | Learning methods: Method of case study and discussions | | | | | | | | | | | | |
| 12. | | Total available time for classes | | | | | | | 7х30=210 hours | | | | | |
| 13. | | Distribution of the available time | | | | | | | 45+30+45+45+45 | | | | | |
| 14. | | Forms of teaching activities | | 14.1. | | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | | Other forms of activities | | 15.1. | | | | Projects | | | | | 45  hours | |
| 15.2. | | | | Independent work | | | | | 45  hours | |
| 15.3. | | | | Home studying | | | | | 45  hours | |
| 16 | | Method of assessment | | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | | 20 points | | |
| 17. | | Criteria for evaluation (scores/ rate) | | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | | Conditions for getting the sign and passing the final exam | | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | | Teaching language | | | | | Macedonian or English | | | | | | | |
| 20. | | Evaluation methods | | | | | Self-Evaluation | | | | | | | |

**FOURTH YEAR**

**MANDATORY COURSES**

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| 1. | | **Course name** | | | | **Economic Policies of the EU** | | | | | | | | | |
| 2. | | Course code | | | | EC 411 | | | | | | | | | |
| 3. | | Study program | | | | Marketing | | | | | | | | | |
| 4. | | Organizer of the study program (unit, institute, department, division) | | | | Faculty of Economics | | | | | | | | | |
| 5. | | Degree (first, second, third cycle) | | | | First cycle | | | | | | | | | |
| 6. | | Academic year / semester | | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 8 | |
| 8. | | Pre-requisites | | | | Principles of Economics | | | | | | | | | |
| 9. | | Course goals:  To familiarize students with the basic elements of certain types of economic policies of the European Union, the role of the European institutions in the creation of economic policies, as well as how those policies are adopted and implemented | | | | | | | | | | | | | |
| 10. | | Course contents:Theoretical foundations of the principles of economic integration and stages of economic integration in the EU are studied. A reflection on the role of individual institutions in the creation of EU economic policies, as well as the functioning of the single market. Introduction to the Economic and Monetary Union and the role of the European Central Bank. The Europe 2020 and E-Europe Strategies, as well as the common agricultural policy, the EU's industrial policy and the role of small and medium-sized enterprises. Students will be familiarized with the fundamentals of the EU energy policy, the basic elements and goals of the EU's competition policy, as well as the role of R&D. Employment and labor market policies will be studied. Particularly will be analyzed the institutionalization of the external economic relations of the European Union. The future of the integration processes in the EU.EU policies to deal with the debt crisis in 2008 and 2012. with a comparative analysis of US and EU policies in comparison to the latest economic crisis | | | | | | | | | | | | | |
| 11. | | Learning methods: Method of study case and discussions | | | | | | | | | | | | | |
| 12. | | Total available time for classes | | | | | | | 8 ECTS x 30 hours = 240 hours | | | | | | |
| 13. | | Distribution of the available time | | | | | | | 45+30+30+30+105 = 240 hours | | | | | | |
| 14. | | Forms of teaching activities | | | 14.1. | | | Lectures - Theory | | | | | 45 hours | | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | | |
| 15. | | Other forms of activities | | | 15.1. | | | Projects | | | | | 30 hours | | |
| 15.2. | | | Independent work | | | | | 30 hours | | |
| 15.3. | | | Home studying | | | | | 105 hours | | |
| 16 | | Method of assessment | | | | | | | | | | | | | |
| 16.1. | | Tests | | | | | | | | 60 points | | | |
| 16.2. | | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | | |
| 16.3. | | Activity and participation | | | | | | | | 20 points | | | |
| 17. | | Criteria for evaluation (scores/ rate) | | | | | to 50 points | | | | | 5 (five) (F) | | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | | |
| 18. | | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Corporate governance** | | | | | | | | |
| 2. | Course code | | | ME411 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7 | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Management | | | | | | | | |
| 9. | Course goals:  Understand the concept and benefits of corporate governance, transparency and disclosure of data and information, the basic provisions for the determination of shareholders’ rights and development of new concepts and models for corporate governance. | | | | | | | | | | | |
| 10. | Course contents:  The course content covers contemporary debates in explanation of the term, the definition and importance of corporate governance, the theoretical debates on the legal nature of the corporation, and the legal organization of physiognomy corporation, relations between's management and shareholders, as well as corporate social responsibility, the phenomenon of the global economy.  Students will learn corporate control through the links in the chain of delegation of power from shareholders and Supervisory Board, to managerial positions and possibilities for solving the collective problem of corporate governance, the existence of separation of management and widely dispersed ownership structure corporations.  In the center of the study will be the management bodies and their importance, the position, the selection of members, powers and responsibilities of the two models of corporate governance structure: single (monistic) and two-tier (dualistic) system management joint stock companies.  Presented are global differences, and the characteristics of the models of corporate governance in certain countries, including systems and the determining factors and directions of its development. Emphasis is placed on principles of Corporate governance, according to the OECD, and is covered and normative framework for good corporate governance in the country. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 ECTS x30 hours = 240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+30+30+105 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 30 hours | |
| 15.2. | | | Independent work | | | | | 30 hours | |
| 15.3. | | | Home studying | | | | | 105 hours | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: written and oral) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Marketing policy of prices** | | | | | | | | |
| 2. | Course code | | | MR411 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Marketing, Business planning | | | | | | | | |
| 9. | Objectives of the course program (competences):  Students will learn about the contemporary pricing practices in the enterprise. | | | | | | | | | | | |
| 10. | Course content: Definition of prices, importance of price decisions and implications of current price decisions. Demand (some concepts of price theory, price and understanding of the value of the customer's side, indifference curve and effects of price change, prices and elasticity of demand), then factors of price policy (costs as a factor of price policy , demand as a factor of price policy, competition as a factor of price policy, measures of economic policy as a factor of price policy). Methodological aspects of price policy (price formation procedures, pricing methods - cost plus methods, margin method, margin method, role of ROI in pricing), policy instruments prices (price flexibility policy, price discount policy), peculiarities of price policy and price strategy (nature of prices for new products, price policy in a trading company, price policy in non-products your activities). | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study, discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Distribution and Sales Channels** | | | | | | | | |
| 2. | Course code | | | MR421 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Marketing policy of prices | | | | | | | | |
| 9. | Objectives of the course program (competences):  The purpose of this course is for students to become familiar with the issue of distribution of products from the manufacturer to the final consumers. | | | | | | | | | | | |
| 10. | Course content:  Distribution Channels, Channel Selection, Alternative Distribution Strategies, Sales Methods, Sales Systems. | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study, discussion | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Promotion** | | | | | | | | |
| 2. | Course code | | | MR422 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 8 |
| 8. | Pre-requisites | | | Marketing, Consumer Behavior | | | | | | | | |
| 9. | Objectives of the course program (competences):  The aim of the course is to familiarize students with promotional marketing management. | | | | | | | | | | | |
| 10. | Course content:  Defining promotional marketing management. Promotion as an element of mass communication and one of the 4P elements of the marketing mix. Forms of promotional activities (avdertising, personal sale, sales promotion, direct marketing, public relations and publicity). Stages of successful communication. Decision-marketing in advertising. Advertising – tools and media. Decisions on personal sales. Decisions on sales promotion. Decisions on publicity and public relations. | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study, discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 8 x30 =240 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+55+55+55 = 240 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 55 | |
| 15.2. | | | Independent work | | | | | 55 | |
| 15.3. | | | Home studying | | | | | 55 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**FOURTH YEAR**

**ELECTIVE FACULTY COURSES**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
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| 1. | Course name | | | **Corporate Financial Reporting** | | | | | | | | |
| 2. | Course code | | | EC412 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Financial accounting, Corporate governance | | | | | | | | |
| 9. | Course goals:  The main objective of the course is to provide students with the knowledge of financial reporting in corporate organizations. The rapid development and internationalization of operations, as well as the increasing competitiveness among enterprises represent an additional challenge for successful monitoring of the operational results of the organizations in the international level. Good corporate finance management implies the implementation of an effective financial reporting system that will respond to the requirements of the complex environment. | | | | | | | | | | | |
| 10. | Course contents:  Conceptual framework of financial reporting. Regulation of financial reporting. Presentation of financial statements. Presentation of non-current assets. Presentation of non-current material assets. Impairment of assets. Construction contracts. Accounts receivable and doubtful accounts. Inventories. Financial assets and liabilities. Provisions, contingent liabilities and uncertain assets. Accounting for leases. Tax accounting. Revenue recognition. Accounting for equity capital. Securities and investments. Accounting for acquisitions and mergers. Accounting for associate entities. Consolidated financial statements. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussion. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7ECTS \* 30= 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **International Financial Insitutions and Organisations** | | | | | | | | |
| 2. | Course code | | | EC 413 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Financial Markets and Institutions, International Finance | | | | | | | | |
| 9. | Course goals:  Studying the course matter in this course should help students in familiarizing themselves with international financial organizations and institutions. | | | | | | | | | | | |
| 10. | Course contents:  Introduction to the international financial system; Financial Markets; Financial instruments; Financial Innovation; Financial regulation; Measuring interest rates; Money Market; Stock market; Bond Market; Market of derivative financial instruments; Institutional structure of the financial markets (primary and secondary market); Commercial banks; Other depository corporations; Non-bank financial institutions; Global governance of financial institutions; The IMF; World Bank; European Central Bank; BIS; Paris Club; London Club. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 45 hours | |
| 15.3. | | | Home studying | | | | | 45 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Operational Management** | | | | | | | | |
| 2. | Course code | | | ME 412 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Management, Business planning | | | | | | | | |
| 9. | Course goals:Objectives of the course program (competences):  Studying course teaching allows students to become familiar with the complex issues of production management understood as a process of planning and organizing production as well as controlling the functioning of production as a system in order to achieve the goals of producing the most efficient and the most effective way. Within this framework, particular attention is paid to the following aspects of production management: production as a system, production planning system, product - product design, product - product quality, product - production program, production location, production capacity, production equipment, factory buildings, factory space planning, production processes, planning and monitoring of production in time, inventory control, storage and inland transport, maintenance equipment and construction facilities, and the provision of energy production, cost control and organizational structure of production. | | | | | | | | | | | |
| 10. | Course contents:Production capacity, production as a system, planning of the production system, product and product design, product quality control, product - production program, location, factory premises planning, factory buildings, material in production, inventory control, production equipment , system of storage and inland transport, production processes, method planning, process study and time of payment of labor, planning and monitoring of production in time, maintenance of equipment and the provision of energy production, cost control, organizational structure of production. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Brand Management** | | | | | | | | |
| 2. | Course code | | | MR 412 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Marketing, Promotion, Product, Prices | | | | | | | | |
| 9. | Course goals: The purpose of the course is for students to become familiar with brand management | | | | | | | | | | | |
| 10. | Course contents: Brand and importance of the brand (concept, definition, types, role and their meaning), Identity and identity elements, Strategic brand management (classical and modern brand management, stages in the brand management process, and managing obstacles and gaps of brands), Brand Development Strategies (Strategy of extension of brands, Brand sponsorship, Corporate Brand Strategy-Cobrending, Brand Internationalization Strategy), Value and Measuring the Value of a Brand (financial value, market value, standardized measurements of market value of brands). Lessons learnt from unsuccessful brands | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Organization and Control of Marketing activities** | | | | | | | | |
| 2. | Course code | | | MR413 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Marketing management, Marketing | | | | | | | | |
| 9. | Objectives of the course program (competences):  The priority of the curriculum is for students to get into the aspects of organizing, the way of organizing marketing activities, the possible forms of organizing marketing, while also recognizing which of the alternative forms are most applicable on the Macedonian market, and of course getting acquainted with the control indicators the success of marketing activities. | | | | | | | | | | | |
| 10. | Course content:  Organization of marketing; Introduction of the marketing conception; Creating a marketing orientation in the enterprise; Emotional development of the marketing service; Forms of organizing marketing in the enterprise; Functional model; Production model; Geographic model; Segmented model; Combined models; Approach to the organization of marketing activities; Marketing in the free market and marketing in unstable conditions of business. | | | | | | | | | | | |
| 11. | Learning Methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 x30 =210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45=210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Tax Management** | | | | | | | | |
| 2. | Course code | | | EC414 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM – Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/7 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Economics, Public Finance | | | | | | | | |
| 9. | Course goals:Students in the study of the matter in the area of tax management will be directed toward understanding and defining the place, role and importance of taxes in the working of the enterprises. Therefore, special emphasis will obtain the study of the concept, types and characteristics of taxes; tax management in order to successfully doing business in a legal entity. | | | | | | | | | | | |
| 10. | Course contents:Tax concept and characteristics: tax principles; types of taxes; taxation of corporation profits; personal income tax; flat tax; value added tax - VAT; excise taxes; tariffs; property tax; inheritance and gift tax; sales tax on real estate and rights; other public revenues; social security financing; avoidance of taxation; data management. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+50+50 =210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 | |
| 15.2. | | | Independent work | | | | | 50 | |
| 15.3. | | | Home studying | | | | | 50 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-evaluation | | | | | | | |

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| 1. | Course name | | | **Managerial Accounting** | | | | | | | | |
| 2. | Course code | | | EC421 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Principles of Accounting, Financial Accounting | | | | | | | | |
| 9. | Course goals:  This course provides a comprehensive frame of the scope of work of managerial accountant, including strategic and annual planning, financial reporting and management of all aspects of the accounting department. Increased workload and rising costs require the accountant to expand the scope of his role in processing accounting transactions and presenting the financial statements.Managerial accountant should also possess significant managerial and analytical skills so that the accounting department and other departments in the company will function in a more effective and efficient way. | | | | | | | | | | | |
| 10. | Course contents:  Managerial accounting as part of the accounting system; Internal control; Operational and strategic planning; Analysis of sales; Analysis of the cost of sales; Measuring and controlling the costs of direct material; Measuring and controlling direct labor costs; Target costing; Fixed and variable costs; Allocation and control of indirect costs; Cash management; Cash and investment control; Accounts receivable management; Inventory management systems; Equity planning; Debt management; Activity-based costing; Measurement of performance; Tax versus external reporting; Financial analysis; Selection of accounting information system. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study, discussion. | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7ECTS \* 30= 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures – Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **World Market and Economic Integrations** | | | | | | | | |
| 2. | Course code | | | EC 422 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | International Trade | | | | | | | | |
| 9. | Course goals:  The purpose of this course is for students to get acquainted in detail with the functioning of the world economic integration and their impact on world trade and international economic relations | | | | | | | | | | | |
| 10. | Course contents:  Basic principles of regional trade integration, types of economic integration, their characteristics, economic and political integration, USA, EU, NAFTA, EFTA, OPEC, ASEAN, MERCOSUR and others. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ECTS x 30 hours = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+25+65 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 hours | |
| 15.2. | | | Independent work | | | | | 25 hours | |
| 15.3. | | | Home studying | | | | | 65 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60% of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Environmental Management** | | | | | | | | |
| 2. | Course code | | | МЕ421 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Management | | | | | | | | |
| 9. | Course goals:Objectives of the course program (competences):  The aim of the course is for students to learn about the environmental management system in order to establish a systematic approach in the industry and other branches, which ensures that the environmental causes in business strategy and practice are included. The course will enable students to acquire management knowledge, namely: planning, organizing, coordinating and controlling economic activity in the field of ecology, in relation to ecology, in an environmentally friendly manner or in achieving the goals that enter the domain of ecology. Through the implementation of this knowledge, students will be able to manage different levels of organizational systems through risk control and achieving survival of ecosystems. | | | | | | | | | | | |
| 10. | Course contents:  Environmental management as a course covers environmental management that includes all the knowledge about the consequences of anthropogenic impact of technological development and mitigation measures on the ecosystem, environmental management science, integrated and combined knowledge of ecology, biochemistry, geochemistry, biodiversity and environmental protection. Integrating and combining economic sciences and management with environmental sciences, sociology and ethics. Advantages of applying management tools in environmental management by reducing costs, ensuring compliance with regulations, reducing environmental risks, improving relationships with institutions, improving image in the public, increasing enthusiasm for employees, etc. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Direct Marketing** | | | | | | | | |
| 2. | Course code | | | МЕ423 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8 | Pre-requisites | | | Marketing | | | | | | | | |
| 9. | Course goals: The purpose of the program is in a clear, accessible and acceptable way for students to become familiar with the course, methods and goals of Direct Marketing. | | | | | | | | | | | |
| 10. | Course contents:By studying this course students will gain knowledge about direct communication of companies with carefully selected individual consumers, in order to get a quick response and to nurture lasting mutual relationships. Companies use databases in order to harmonise their offers with the needs of closely-defined segments and individual buyers. Direct marketing encompasses all the activities that are related to the immediate sale of the company's products to consumers, without the use of intermediaries, which is why it is also referred to as marketing for direct sales. Today, with the explosion of various electronic media (e-mail, Internet, online services, telemarketing), a growing number of companies sell their products and services directly to consumers without intermediaries. All this makes direct marketing attractive and quite inexpensive way of marketing communication. Students will get acquainted with all the instruments of direct marketing, its advantages and disadvantages and its combined use with other instruments from the promotional mix. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| .  16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Marketing Communications** | | | | | | | | |
| 2. | Course code | | | МЕ424 | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | EURM - Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | | 4/8 | | | | 7. | Number of credits according ECTS | | | 7 |
| 8. | Pre-requisites | | | Marketing, Business Communications | | | | | | | | |
| 9. | Course goals: The purpose of this course is for students to become familiar with the basics of marketing communications, business communications, verbal communications, etc. | | | | | | | | | | | |
| 10. | Course contents: Introduction to communication marketing management (types of communications, communication process, communication ability and practice, evolution of communication, communications and organizational efficiency). The nature of communication marketing management. Cultural differences and communications in business (basic components of culture, characteristics of cultures of individual states and nations, cultural differences and the impact of business communications), oral communication (main features of body language, analysis of individual dimensions and their implications in the communicative process ). Meetings as a form of communication marketing management. Characteristics of written communication. Communication marketing management (nature of communication conflicts, perception and conflicts, communication conflict management). | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 7 ЕКТС \* 30 = 210 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+45+45+45 = 210 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 45 | |
| 15.2. | | | Independent work | | | | | 45 | |
| 15.3. | | | Home studying | | | | | 45 | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

**ELECTIVE UNIVERSITY COURSES**

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| 1. | Course name | | | **E-Business** | | | | | | | | |
| 2. | Course code | | |  | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | |  | | | | 7. | Number of credits according ECTS | | | 6 |
| 8. | Pre-requisites | | | Principles of Economics | | | | | | | | |
| 9. | Course goals:The basic tenets of this course is to familiarize students with the appearance, meaning, use, application and protection in e-business. | | | | | | | | | | | |
| 10. | Course contents: In modern economic science study of e-business has become a necessity and imperative in modern business. The goal of the program is available in clear and acceptable way familiar with the requirements, models, application and protection of e-banking. Here are the basic models of electronic e-commerce, e-banking, e-business infrastructure and so on. Electronic business or e-business in brief is aimed at expanding the powers of an organizational unit in the development of innovative information and communication technologies within the organization and outside it, through full interaction with their partners and customers. This process should be considered only as a simple inclusion of modern technological advancements to make these changes in the organizational unit. In order to ensure successful management of e-business are necessary broad spiritual values ​​in marketing and sales by developing new products and services, manufacturing and logistics input and output procedures. Organizations also need the change management process and seeking new technologies through support for traditional activities such as human resource management. This approach to e-business includes the attitudes and opinions, as electronic communications would could be used to expand all aspects of managing the supply chain. It also involves maximizing the organizational chain of values​​,  the correlation between the party out of a supply company resources page demanding goods and services. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 6 x 30 = 180 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+35+35 = 180 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35 hours | |
| 15.2. | | | Independent work | | | | | 35 hours | |
| 15.3. | | | Home studying | | | | | 35 hours | |
| 167 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |
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| 1. | Course name | | | **Business Ethics** | | | | | | | | |
| 2. | Course code | | |  | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First Cycle | | | | | | | | |
| 6. | Academic year / semester | | |  | | | | 7. | Number of credits according ECTS | | | 6 |
| 8. | Pre-requisites | | | / | | | | | | | | |
| 9. | Course goals:The goal is the students to adopt the terms moral and ethics as a foundation of the contemporary economic working, as well as their impact on the business relationships and interaction with the clients (target groups).  The goal of business ethics, and by pointing the examples form the practice, is the students to get acquainted with the moral problems and dilemmas from the experience in everyday working in the business, but also with the manner of their resolution in the manager’s every day work. | | | | | | | | | | | |
| 10. | Course contents: The content of this course covers the moral and ethics in contemporary economic relationships and business cycles. The course involves learning the types of moral and ethics, as well as the terms working moral, bonton, diligence, professionalism etc. A course of elaboration of business ethics as a science, are the values and norms incorporated in labor function, and an emphasis is devoted to the application of the ethic norms in the concrete environments, decanted in codes of the business world. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 6 x 30 = 180 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+20+25+60 = 180 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45 hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30 hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 20 hours | |
| 15.2. | | | Independent work | | | | | 25 hours | |
| 15.3. | | | Home studying | | | | | 60 hours | |
| 16 | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19 | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |

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| 1. | Course name | | | **Business English** | | | | | | | | |
| 2. | Course code | | |  | | | | | | | | |
| 3. | Study program | | | Marketing | | | | | | | | |
| 4. | Organizer of the study program (unit, institute, department, division) | | | Faculty of Economics | | | | | | | | |
| 5. | Degree (first, second, third cycle) | | | First cycle | | | | | | | | |
| 6. | Academic year / semester | | |  | | | | 7. | Number of credits according ECTS | | | 6 |
| 8. | Pre-requisites | | | Orthographic knowledge of the English language, knowledge of basic grammar and vocabulary | | | | | | | | |
| 9. | Course goals: Upon completion of the course students will master the most important communication skills from the field of economics. They will be able to improve their oral communication, actively use all language components and apply the basic principles of written correspondence. | | | | | | | | | | | |
| 10. | Course contents:  Within this course students will further their grammar knowledge and perfect communication skills not only in everyday communication, but in the use of course-specific vocabulary. | | | | | | | | | | | |
| 11. | Learning methods: Method of case study and discussions | | | | | | | | | | | |
| 12. | Total available time for classes | | | | | | 6 x30 =180 hours | | | | | |
| 13. | Distribution of the available time | | | | | | 45+30+35+35+35 = 180 hours | | | | | |
| 14. | Forms of teaching activities | | 14.1. | | | Lectures - Theory | | | | | 45  hours | |
| 14.2. | | | Exercises (lab, auditory), seminars, team work | | | | | 30  hours | |
| 15. | Other forms of activities | | 15.1. | | | Projects | | | | | 35  hours | |
| 15.2. | | | Independent work | | | | | 35  hours | |
| 15.3. | | | Home studying | | | | | 35  hours | |
| 16. | Method of assessment | | | | | | | | | | | |
| 16.1. | Tests | | | | | | | | 60 points | | |
| 16.2. | Seminar works/ projects (presentation: oral and written) | | | | | | | | 20 points | | |
| 16.3. | Activity and participation | | | | | | | | 20 points | | |
| 17. | Criteria for evaluation (scores/ rate) | | | | to 50 points | | | | | 5 (five) (F) | | |
| from 51 to 60 points | | | | | 6 (six) (E) | | |
| from 61 to 70 points | | | | | 7 (seven) (D) | | |
| from 71 to 80 points | | | | | 8 (eight) (C) | | |
| from 81 to 90 points | | | | | 9 (nine) (B) | | |
| from 91 to 100 points | | | | | 10 (ten) (A) | | |
| 18. | Conditions for getting the sign and passing the final exam | | | | Scored 60 % of the points from the two colloquiums or the written exam | | | | | | | |
| 19. | Teaching language | | | | Macedonian or English | | | | | | | |
| 20. | Evaluation methods | | | | Self-Evaluation | | | | | | | |
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