



Study programs in Faculty of Economics of the
University “Ukshin Hoti” Prizren for the academic
year 2021/2022

I. Faculty of Economics

Within the University "Ukshin Hoti" Prizren, operates the Faculty of Economics which was established in 2010. The establishment of the Faculty of Economics came from the need of the market demand for specialists in the field of management, business administration, finance of companies and accounting and auditing in the region of Prizren. Furthermore, the Faculty of Economics contributes to the business community through the preparation of staff for the internationalization of regional and local companies through study programs in business administration, international management and accounting and auditing.

The Faculty of Economics, more specifically, offers the following study programs:

The study programs at the Bachelor level are:

- Business Administration and
- International Management.

The study programs at the Master level are:

- Business Administration and
- Accounting and Auditing.

The development of these programs is closely related to the needs of the labor market and development of businesses not only in the region of Prizren but also beyond. The number of students who finish high school from this region, have an opportunity to choose from one of these programs for bachelor studies and then continue with studies at the master level.

Considering the number of the request to enroll in these programs, during the previous years, which has been constantly increasing, there is a full rationale for the development of these programs at the Bachelor and Master level at the Faculty of Economics of the University "Ukshin Hoti" in Prizren.

1.1. Business Administration (BSc.)

The study program Bachelor of Business Administration is a carefully designed interdisciplinary program for students who are interested in the field of business administration.

The mission of the Business Administration program (AB) is to prepare students with practical managerial skills in the context of global enterprises by achieving sufficient professional skills and capacity for a productive leadership career in the economic system of free markets and private enterprises based on the spirit of competitive entrepreneurship.

This study program also has the mission of providing quality education and advancing the students' practical knowledge and skills in business competition and business management, not only in the domestic market but also in the international market. Important for this study program is to increase the level of research in the business field and for students to develop creative, innovative and communicative thinking skills in solving business and decision-making problems based on the use of extensive analytical, research and practice based literature to create leaders in the field of Economy.

Such a level of knowledge is guaranteed by the Curriculum of this program, which includes subjects from the field of Entrepreneurship development, then Modern Management of Business, Marketing, Macroeconomics, Microeconomics, Corporate Finance, Accounting, International Business etc., (see Curricula of the programs).

The study program Bachelor of “Business Administration” is a three-year study program and includes 6 semesters with a total of 180 ECTS. This program enables students to achieve a good level of basic knowledge in the field of Business Administration, to recognize the complexity of local and international business organizations, the interrelated business-to-business interactions and local and international legislation on which they develop businesses and learn to manage difficulties faced in business administration. This study program will provide students with sufficient knowledge of contemporary business management in a competitive business environment. By studying this program, students will be able to fully master the core business courses principles including: Management Bases, Financial Accounting, Corporate Finance, Marketing Bases, Entrepreneurship, Macroeconomics, Microeconomics, Business Communication, Corporate Governance, Making Business decisions, etc.

This program offers students practical experience and thus prepares them for immediate access to various positions, including managerial positions in different business sectors. This concept of professional practice will be implemented by practical programs conceived in cooperation with local and international business entities. We have now established a program for professional practice with Raffeisen Bank in Kosovo, and with the Kosovo Economic Bank, where our students pursue an internship lasting from one to three months. We also have a written agreement with the Kosovo Business Alliance through which we place all third-year students in businesses, financial institutions, municipal assemblies and public enterprises for the duration of 60 hours of professional practice.

The Faculty of Economics has signed a cooperation agreement with the Chamber of Commerce and Industry of Edirnes - Turkey, where every year, third-year students (priority will give to those who know the Turkish language) will be able to partake for their professional practice placement.

The objectives of this program are to:

- Enable students to embrace theoretical and practical knowledge of business organizations;
- Enable students to develop essential analytical skills to conduct research and encourage innovative ideas;
- Enable students to be knowledgeable and skilled to manage different businesses;
- Enable students to develop the accessibility and flexibility of access and the ability to initiate and respond positively and appropriately to changes;
- Prepare students for a career in business or business related areas and to develop their skills to contribute to society;
- To enhance students lifelong learning skills, communication skills and personal development;
- Students should be able to approach the problem with problem solving skills that they may face in the business competition;
- In the field of this program, students will benefit from social and intercultural experiences;
- Prepare students to successfully manage changes in the corporation as well as to develop and practice the need to apply business ethics and social responsibility.

Also, study visits for students will be required, from which students will be able to closely monitor the flows of management, governance, finances, etc. in international and local corporations. Agreements have been signed with the Turkish Chamber of Commerce, as well as with Business Associations of the Western Countries and with the Kosovo Chamber of Commerce.

Upon completion of studies in the "Business Administration" program, students:

- Will have a higher level of knowledge in both theoretical and practical terms;
- Will have the necessary practical and theoretical skills developed to analyze and solve problems as well as to apply their knowledge in practice through various forms of communication and reporting;
- Will be able to make decisions and manage businesses independently and responsibly;
- Will be prepared to enter the internal and external labor market;
- Will be able to operate in a competitive business environment.

Curriculum

Scientific Bachelor in Business Administration - BSc

Year I - Semester I and II, academic year 2021/2022

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Business Mathematics	2	3	6
2	C	Financial Accounting – I	2	3	6
3	C	Microeconomics	2	2	5
4	C	Entrepreneurship	2	2	5
5	C	Basics of Marketing	2	2	4
6	C	Business English – I	2	2	4
Σ					30

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Financial Accounting – II	2	3	6
2	C	Macroeconomics	2	2	5
3	C	Statistics	2	3	5
4	C	International Business	2	2	5
5	C	Basics of Management	2	2	5
6.1.	E	Business English - II	2	2	4
6.2.	E	Academic Writing	2	2	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

Year II - Semester III and IV

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Corporate Finance	3	2	6
2	C	E- Marketing	2	2	5
3	C	Business Decision Making	2	2	5
4	C	Business Informatics	2	2	5
5	C	Organization of Enterprise	2	2	5
6.1.	E	Business Communication	2	2	4
6.2.	E	German Language	2	2	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Human Resources Management	2	2	6
2	C	Market Research	2	2	5
3	C	Negotiating Skills - Leadership	2	2	5
4	C	Management of Changes	2	2	5
5	C	Project Management	2	2	5
6.1.	E	Ethics in Business	2	2	4
6.2.	E	Turkish Language	2	2	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

Year III - Semester V and VI

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Financial Reporting I	2	2	6
2	C	Audit	3	1	6
3	C	Tax Accounting	2	2	6
4	C	Accounting Informatics System	2	2	6
5	C	Study Visit			6
Σ					30

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Financial Analysis	1	2	4
2	C	Management Accounting	1	2	4
3	C	Financial Reporting II	1	2	4
4	C	Corporate Governance	3	0	3
5	C	Internship/Professional Practice			3
6	C	Dissertation Thesis			12
Σ					30

1.2. International Management (BSc.)

The mission of the International Management program is to prepare students with the necessary practical managerial skills in the context of global enterprises, acquiring sufficient intellectual skills and capabilities for international business careers, and reach a productive leadership in the economic system based on the free market, private enterprises and on the spirit of managing a competitive entrepreneurship. The University of Prizren "Ukshin Hoti" serves in the region of Prizren and the country for the sole purpose of the development and education of students to be able to get involved in the labour market in Kosovo and beyond.

The University aims to develop the competency skills of the students through the above-mentioned programs in order for the students to be equal and prepared with the necessary knowledge and skills for their practical implementation.

The purpose of the International Management Program is to build, develop and implement a practical orientation of knowledge in the field of management, especially in the management of international businesses. Moreover, the International Management Program offers opportunities for our graduate students to gain sufficient knowledge of the global market and the behaviors in the global market. The International Management Program as part of the BA studies includes courses in the field of Management, International Management, Statistics, Business and International Business Law, Marketing, E-Marketing, Accounting, International Accounting Standards, Company Laws, Corporate Governance and Intercultural Communication and Quantitative Analysis in business, etc.

The other goal of this program is for students to develop creative, innovative and communicative thinking skills in solving business and decision-making problems based on the use of extensive analytical, research and practical literature.

The "International Management" study program is a three-year program of studies and includes 6 semesters with a total of 180 ECTS. The aim of the program is to achieve a qualified level of basic knowledge in the area of management and international business. This program enables students to recognize the complexity of local and international business organizations, interdependent business-to-business interactions and domestic and international legislation on which they develop businesses as well as difficulties faced in managing a business. This student program will provide students with sufficient knowledge on contemporary business management in a competitive business environment.

Also, one of the other goals of this program is to provide to student's practical experience for preparing them for access to various positions, including managerial positions in various domestic and international business sectors. This professional practice biography will be implemented by practical programs conceived in co-operation with local and international business entities where students will also grasp the organizational working culture and behaviors of managers in the organization.

The **objectives** of this qualification program are:

- The program will enable students to embrace sustainable theoretical and practical knowledge of on behaviors, and local and international business activities;
- Through the International Management Study Program, students will be able to develop the necessary analytical skills and reflect on business issues happening in the global markets;
- Students will be able to develop adaptability and flexibility of access and the ability to initiate and respond positively and appropriately to changes;
- International Management as a program will prepare students for career in business, efficient management or areas related to management and leadership for the sole purpose of contributing to our society and to global management;

- The goal of this program is to increase student skills in terms of communication skills, knowledge of globalization and their development as an international manager;
- Students will be able to apply the knowledge gained to solve problems scientifically and without prejudice;
- From the International Management Program, students will gain social and intercultural competences.
- The ethical aspect is also important and students will be able to perceive ethical behaviors and norms, and apply them in practice.

Curriculum

Scientific Bachelor in International Management - BSc

Year I - Semester I and II, academic year 2021/2022

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Business Mathematics	2	C	6
2	C	Accounting Basics	2	C	5
3	C	Basics of Economics	3	C	5
4	C	Basics of International Management	3	C	5
5	C	Intercultural Communication Management	2	C	4
6	C	Business English – I	2	C	5
Σ					30

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Financial Accounting	2	C	6
2	C	Basics of Finance	3	C	5
3	C	Statistics	2	C	5
4	C	The Basics of Marketing	2	C	5
5	C	International Business Environment	3	C	5
6.1.	E	Business Law	2	E	4
6.2.	E	Academic Writing	2	E	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

Year II - Semester III and IV

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	Operations Management	3	2	6
2	C	Project Management	2	2	5
3	C	Business Informatics	2	2	5
4	C	Business English – II	2	2	5
5	C	Market research	2	2	5
6.1.	E	Consumer Behavior	2	2	4
6.2.	E	Career Development	2	2	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	C	International Finance	2	C	5
2	C	Entrepreneurship	2	C	5
3	C	E- Marketing	2	C	5
4	C	Quantitative Analysis in Business	3	C	6
5	C	German Language - I	2	C	5
6.1.	E	Financial Analysis	2	E	4
6.2.	E	Turkish Language	2	E	4
Σ					30

Students must choose one of the elective courses which counts 4 credits

Year III - Semester V and VI

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	E	Business Informatics Systems	3	1	6
2	E	Corporate Governance	3	1	6
3	E	Human Resource Management	2	1	5
4	E	English Language III	1	2	5
5	E	Logistics and Distribution	2	1	5
6.	E	Internship			3
Σ					30

No.	C/E	Module/Subject	Hours/ Weeks		ECTS
			L	E	
1	O	Strategic Marketing	2	1	4
2	O	Company Law	2	1	4
3	O	International Business- Project	0	3	4
4	O	Turkish Language III	2	1	3
5	O	Study Visit			3
6	O	Dissertation Thesis			12
Σ					30

1.3 Business Administration (MSc)

Master's degree program “Business Administration” is a postgraduate program in business management. This program is especially designed for students who have completed basic business studies and who want to advance strategic and planning knowledge and skills to apply them in business management, not only in the internal market but also in international markets.

Mission of this master's study program aims at providing quality education and improving students' research and development capacities, developing their analytical skills and competencies to meet the challenges of managing a business in an innovative entrepreneurial environment and locally, nationally and internationally competitive environment. Graduates of this study program will have developed their skills and competences complementary to the demands of the labor market, and will be responsible in providing their contribution to the community.

The “Business Administration” master's curriculum enables students to gain the knowledge to identify and solve business problems locally and internationally, offering general subjects in the areas of quantitative analysis, financial management, strategic management, human resource management, managing operations, providing specialized knowledge through elective course delivery and, finally, providing experience learning through the work of a master's degree thesis and retracted research done with both professors and the work in the company.

An important part of this master's degree program is to increase the level of business research. It is essential that students develop analytical skills along with creative, innovative and communicative skills for solving various business problems. Students develop research skills not only through the courses offered by the curriculum of this program but also through collaboration with professors in various research projects and internships in the company. Therefore, the research institute established within the FE provides better conditions for deepening and advancing the research and collaboration work between professors and students, as well as professors with other international professors.

At the same time, this study program has an important part in contributing to society by providing a quality program that develops knowledge applicable to the labor market in Kosovo, the region and beyond by developing research skills that will help businesses, employees and the population in general to identify and solve their problems. To this end, the Industrial Advisory Board (IAB) has been established which aims at contributing to the IAB in the design of teaching curricula based on labor market demand. The study program also envisages the development of study visits, through which students will be able to follow closely the flow of management, governance, finance, etc., in local and international businesses. The list of agreements with business community partners can be found in the appendix to this self-assessment report.

The objectives of this program are:

- to enable students to acquire consistent theoretical and practical knowledge for business organizations
- students to be able and capable to manage different businesses,
- students be able to develop adaptability and flexibility of approach and the ability to initiate and respond positively and appropriately to change,
- prepare students for a career in business or business-related fields and develop their abilities to contribute to society,

- enhance lifelong student learning skills, communication skills and personal development,
- students to be able to approach the problems that they may face in the business competition,
- students to be able to approach the problems that they may face in the business competition,
- in the field of this program, students will gain social and intercultural competences,
- students are prepared and successful in managing corporate change, and developing and practicing the need to implement business ethics and social responsibility.

Learning outcomes:

Upon completion of the master study program “Business Administration”, students will be able to:

- enter the domestic and international labor market as professionally qualified and with advanced knowledge in the field of business management;
- operate in a competitive business environment,
- analyze the strategic level, solve problems and make decisions suitable in the highly complex and changing business field,
- apply their knowledge in practice and communicate it to their audience clearly and convincingly specialized,
- prepare and present theses and reports according to professional standards,
- lead investment projects,
- organize and implement research projects,
- manage the time effectively and independently,
- have basic computer and communication skills,
- administer the business independently and socially responsible.

Curriculum

Scientific Master in Business Administration MSc

Year I - Semester I and II, academic year 2021/2022

No.	C/E	Module/Subject	ECTS	Hours/Week	
				L	E
1	C	Scientific research methods	6	2	2
2	C	Management information system	6	2	2
3	C	Corporate financial management	7	3	2
4	C	Marketing management	6	2	2
5.1	E	Corporate social responsibility	5	2	1
5.2	E	European economic integration	5	2	1
Σ			30		
No.	C/E	Module/Subject	ECTS	Hours/Week	
				L	E
1	C	Managerial economics	6	2	2
2	C	Public economics	6	2	2
3	C	Corporate governance	6	2	2
4	C	Advanced financial accounting	7	3	2
5.1	E	Management skills	5	2	1
5.2	E	Human resource management	5	2	1
Σ			30		

Year II – Semester III and IV

No.	C/E	Module/Subject	ECTS	Hours/Week	
				L	E
1	C	Strategic management	7	3	2
2	C	International business	6	2	2
3	C	Operating management	5	2	2
4	C	Econometrics	7	3	2
5.1.	E	Advanced managerial accounting	5	2	1
5.2.	E	E-business	5	2	1
Σ			30		
No.	C/E	Module/Subject	ECTS		
1	C	Dissertation	30		
Σ			30		

Students must choose one of the elective courses which counts 5 credits

1.4 Accounting and Audit (MSc)

The study program at the master level "Accounting and Audit" has been developed in partnership with leading practitioners and professional associations. The program provides in-depth scientifically based knowledge of all specialized areas that are relevant to the field of accounting and auditing, without neglecting the practical importance of teaching content or preparing candidates for the job market. Students who complete these studies gain the expertise to solve practical problems on a sound scientific basis. This program is designed especially for students who have completed basic studies in the field of business administration and who want to advance their strategic and planning knowledge and skills to apply them in practice, for financial management, corporate governance, financial reporting. of businesses, not only in the domestic market but also in international markets.

The mission of this master study program aims to provide quality education and build research capacity of students, develop their analytical skills and competencies to meet the challenges of business administration in an innovative entrepreneurial environment and competitive locally, nationally and internationally. Graduates of this study program will have developed their skills and competencies complementary to the demands of the labor market, and will be responsible in providing their contribution to the community.

Due to the specific nature of the program, FE has harmonized the curricula of some courses and their syllabi with the program for certification of accountants and auditors offered by the Association of Certified Accountants and Auditors of Kosovo (SCAAK), as part of the agreement. on mutual acceptance of exams, in which case our students after graduation at this level of postgraduate studies, will have the opportunity to obtain the Certificate of Accountant after undergoing only one final exam which will be organized by SCAAK. In that case, our students will have a real opportunity to come much faster to the workplace in the labor market.

An important part of this master study program is to increase the level of research in the field of business. It is essential that students develop analytical skills along with creative, innovative and communicative skills to solve various business problems. Students develop research skills not only through the courses offered by the curriculum of this program but also through collaboration with professors in various research projects and internships in companies. To this end, the Center for Innovation and Employment established within the FE

provides better conditions for deepening and advancing research work and cooperation between professors and students, as well as professors with other international professors.

At the same time, this study program has as an important part of it, the contribution to society by providing a quality program that develops knowledge applicable to the labor market in Kosovo, in the region and beyond by developing research skills that would help businesses, employees and the general population to identify and solve their problems. For this purpose, the Industrial Advisory Board (ICC) has been established, which aims at the contribution of the ICC in the design of curricula based on the needs of the labor market. Also, the study program has foreseen the development of study visits, through which students will have the opportunity to follow closely the flows of management, governance, finance, etc., through local and international businesses. To this end, a number of agreements have been signed with relevant market actors. A list of agreements with the business community partners can be found in the appendix to this self-assessment report.

Objectives of this programme are:

- enable students to acquire sound theoretical and practical knowledge on the functioning of business organizations,
- students develop analytical skills to conduct research and encourage innovative ideas,
- students to be able and skilled to manage different businesses,
- students are able to develop adaptability and flexibility of approach and the ability to initiate and respond positively and appropriately to change,
- prepare students for careers in business or business-related fields and develop their skills to contribute to society;
- enhance the student's lifelong learning skills, communication skills and personal development;
- students are able to approach the solution of the problems they may face in the business competition,
- in the scope of this program, students will gain social and intercultural competencies,
- students successfully prepare and manage changes in corporations, as well as develop and practice the need to implement business ethics and social responsibility.

Expected learning outcomes:

After completing the studies of the master study program "Accounting and Auditing", students will be able to:

- To enter the domestic and international labor market as qualified professionals with advanced knowledge of accounting and auditing, governance, taxation, reporting, analysis, etc.,
- operate in a competitive business environment,
- analyze the strategic level, solve problems and make appropriate decisions in the very complex and changing field of business,
- apply their knowledge in practice and communicate it in the form of reports to directors or decision makers in a clear and convincing manner,
- prepare and introduce accounting policies according to professional standards,
- propose the internal control system for different companies and organizations
- prepare financial reports in full compliance with International Financial Reporting Standards
- lead investment projects,
- organize and implement research projects,

- manage time effectively and independently,
- possess a number of computer and communication skills,
- manage the business independently and with social responsibility.

Curriculum

Scientific Master in Accounting and Audit - MSc

Year II - Semester III and IV, academic year 2021/2022

No.	C/E	Module/Subject	ECTS	Hours/Week	
				L	E
1	C	Methodology of Scientific Research	7	2	2
2	C	Financial Analysis	6	3	2
3	C	Strategic/Management	6	2	2
4	C	SPSS/Anova	6	2	2
5.1.	E	International Business	5	2	2
5.2.	E	Taxes and Decision Making	5	2	2
Σ			30		
No.	C/E	Module/Subject	ECTS		
1	C	Dissertation	30		
Σ			30		

Students must choose one of the elective courses which counts 5 credits