

Word of Thanks

The International Summer University Macedonia 2006 could not have been organised without the support of numerous individuals and institutions. The organisers are most grateful for their indispensable assistance, financial contribution and expert advice. Especially worth mentioning are:

- The Embassy of the Kingdom of the Netherlands in Skopje as main donor of the project;
- The Ministry of Education and Science of Macedonia for its financial and moral support to the project;
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- The Faculty of Economics Prilep for its financial contribution;
- The ICRC for donating books and brochures for one ISUM course;
- The SEE University in Tetovo for providing excellent facilities and services as host of the ISUM 2006;
- The voluntary contribution of 20 international teaching staff, instructing the ISUM courses together with 20 professors from Macedonia;
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- Prof. Dr. Aljadin Abazi, Rector of SEEU, Tetovo;
- Prof. Dr. Gorgi Martinovski, Rector University Ss.Cyril and Methodius, Skopje;
- Prof. Dr. Violeta Panovska Boshkoska, Rector of St. Kliment Ohridski University, Bitola;
- Prof. Dr. Nexhbedin Beadini, Rector of the State University of Tetovo;
- Mr. Carlos Pais, Ambassador of OSCE, for his Opening Speech;
- Dr. Andris Barblan, Secretary General of the Magna Charta Observatory for his participation in an ISUM debate;
- Mr. David Crosier, Programme Development Director of the European University Association for his participation in an ISUM debate;
- Dr. Robert Greenberg and Dr. Sophie Howlett for evaluating the programme;
- The help of many dedicated logistics officers, interns and volunteers.

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Include all logos (also OSCE)

Photo: Speakers at the ISUM Opening Ceremony

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Executive Summary & Main Recommendations

From 10-28 July 2006, the International Summer University Macedonia (ISUM) 2006 was held at the South East European University in Tetovo. The ISUM 2006 was organised by four universities in Macedonia in cooperation with ATA.

	IWUM	ISUM	ISUM
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20 international visiting professors instructed the intensive summer courses together with 20 co-professors from Macedonia. In total, 3361 students from over 60 countries applied to study at ISUM 2006. In the end, 556 students participated and 435 of them finished their course successfully. Among the 437 participants from Macedonia, 121 came from the SEE University, 135 students from the University of Ss. Cyril and Methodius Skopje, 91 from Tetovo State University, and 90 from the University of St. Kliment Ohridski Bitola. Additionally, 89 students from the East European region and 30 participants from other countries outside of the East European region attended the courses, together representing 16 different countries.

All 14 participating faculties have accepted to grant credit to their students to award successful participation in the Summer University. This represents the first instance of Macedonia-wide credit transfer for students, on the basis of the Bologna ECTS model.

The Inter-University Conference is becoming increasingly involved in the project. An IUC representative has been appointed to become a member of the Coordination Committee and the IUC devoted an entire meeting to the Summer University.

A varied recreational programme was organised that enriched the ISUM experience. All ISUM participants appreciated it, and used these opportunities to interact with students, professors and ATA staff. An exchange visit between student delegations of the ISUM and of the Pristina Summer University underlined the regional character of the Summer University.

ATA is strongly committed to continuously improve its work. Thorough internal and external evaluation of the programme has taken place. The results and recommendations of these evaluations have been included in this report. In principle all recommendations will be implemented in next years' edition of the ISUM. Key recommendations include:

- The IUC should take a more active role in the project and should also address the issue of financial contributions.
- ATA should increase the participation of all student unions in Macedonia in organising ISUM.
- The Coordination Committee should make sure that participating faculties and universities contribute financially to the project.
- The Committee should try to avoid selecting courses with very similar course topics.
- ATA should start earlier with the recruitment of visiting professors.
- English testing should be performed more accurately and in a way less sensitive to fraud.

Photo: Students in their course

	IWUM 2005	ISUM 2005	ISUM 2006
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Courses	8	13	20
Faculties involved	7	13	14
Visiting Professors	8	12	20
Co-Professors	8	14	20
Applications	1634	1834	3361
Participants	182	372	556
Certificates	152	282	435
Average ECTS	2	2,5	4
Participants University of Skopje	55	111	135
Participants SEE University	46	74	121
Participants University of Bitola	41	49	90
Participants University of Tetovo	N/A	68	91
Participants from SEE with scholarship	27	60	89
International self-financing participants	13	10	30
Public Debates	4	3	6
Open Lectures	N/A	1	1
Social Activities organised by ATA	11	13	20
Student Evaluation Forms returned	150	257	385
Student Satisfaction	4.3	4.3	4.03

The ISUM in Numbers

Preface by Mr. Erwan Fouéré

Preface by ATA

Dear Readers,

With more than 550 participants, the third International Summer University Macedonia (ISUM) 2006 was the largest academic event in Macedonia and the biggest summer university in Europe. It brought together domestic and foreign students & professors to work towards the implementation of the Bologna Action Lines in Macedonia. Moreover, the heavy focus on European integration in the curriculum was designed to assist the pre-accession process.

At the same time, the International Summer University Macedonia represents an excellent opportunity for students and professors to establish new friendships and cooperation with colleagues from various European and American universities.

On a South East European level, approximately 1.500 students took part in one of the summer courses established by ATA: the third edition of the ISUM, the eleventh Summer University Tuzla, the sixth Pristina Summer University, and the first international Summer Courses in Mitrova. All events cater to students from the entire South East European region. This year, the regional character of the Summer Universities was highlighted by an exchange visit of student delegations of the ISUM and the Pristina Summer University.

We would like to express our gratitude to all partners and donors who have enabled the realisation of the project, above all the Embassy of the Kingdom of the Netherlands in Macedonia, the Ministry of Education and Science of Macedonia, as well as the Faculty of Economics in Prilep and the Faculty of Education of the Ss. Kliment Ohridski University Bitola who were the first faculties to underline their commitment to the ISUM with a financial contribution. We are also pleased with the successful cooperation with the OSCE/ODIHR which we hope to continue in the future.

Over the next year, the transfer and sustainability of the ISUM are of utmost concern to ATA. We are pleased that the Inter-University Conference has recognised the benefits and importance of the ISUM and encourage the IUC to take a leading role in coordinating the project in the future. Also, as funding by the Embassy of the Netherlands in Macedonia will be reduced as of 2007, it is imperative that project partners and other local financiers start contributing in order to ensure sustainability of the project, as has already been achieved in Tuzla and Pristina.

We look forward to continue working closely with all participating faculties, the new Minister and other partners in order to make the ISUM a true academic tradition in Macedonia!

On behalf of the ATA Team,

Yannick du Pont
Director ATA

Julika Shundovska
ISUM Coordinator

Background and Sustainability of the ISUM Project

The main goals of the ISUM is to establish a sustainable, high quality summer university serving as a platform for inter-university cooperation, while improving the quality of higher education in Macedonia and accelerating the Bologna Process and thus Macedonia's integration into the European Higher Education Area.

In order to ensure sustainability of the project, the organisation of the ISUM will be gradually transferred to a local ISUM Committee and a local ISUM Coordination Office under the umbrella of the Inter-University Conference (IUC). During the first years of the project, the focus has been on training staff, as well as on achieving the project's main objectives. The last edition will focus on transferring the project, using the organisational fundamentals established by earlier editions.

The project can only become institutionalised if all decision-making is under the responsibility of the proper officials within the existing structures of the participating faculties/universities and a true feeling of ownership is developed on all levels. In this regard, the role of the ISUM Coordination Committee has been strengthened in 2006 and should be further enhanced in 2007. This is also the case for the Inter-University Conference, which has formally agreed that the project should become embedded in IUC structures. The President of the IUC has appointed a representative to chair the Committee meetings as of 2006, and ISUM was on the agenda of the official IUC meeting in February 2006, where a representative of ATA and the chair of the Committee presented the ISUM project. Over the next year, concrete steps should be taken by the IUC to take a more operational role.

Another aspect of crucial importance for the sustainability of the ISUM is fundraising. As funding by the main donor, the Embassy of the Netherlands in Macedonia, will be reduced as of 2007, local funds are being sought. In 2006, contributions were received by the Ministry of Science and Education, the OSCE/ODIHR, and the ProCredit Bank. The Faculty of Education of University Sc. Kliment Ohridski in Bitola and the Faculty of Economics in Prilep took exemplary steps by paying 30 % of the costs for each student that participated from their faculty. Similar co-financing arrangements should be made with other faculties for the next edition.

Fundraising efforts and transfer of the project to the IUC will be the main areas of focus for ATA and the ISUM Committee over the next year.

Courses and Professors

Course Programme

The courses for the ISUM 2006 were selected out of 39 courses suggested by the 14 participating faculties. The application for visiting professors was opened in December 2005. In total, about 150 international professors applied to teach at the ISUM 2006. ATA submitted all suitable applications to the faculties who were asked to indicate which of the visiting professors they would like to invite. Eventually, about 45 applications were presented to the Coordination Committee which is responsible for making the final selection of courses and professors. Besides the quality of the visiting professors and course proposals, the Coordination Committee paid particular attention to an equal distribution of courses and co-professors among the participating faculties. Eventually, at least one course and co-professor from each of the fourteen faculties was selected; some faculties provided two courses and co-professors.

Visiting Professors

Visiting Professors were selected by the ISUM Coordination Committee at the end of February 2006. The confirmation of the complete programme was somewhat delayed by several cancellations of visiting and co-professors. In the future, cancellations could be largely avoided through short phone interviews during which ATA should check the availability and motivation of pre-selected candidates. Two visiting professors had to cancel their participation at the last moment but ATA managed to find replacements even at very short notice, so none of the courses was cancelled.

The visiting professors who eventually taught at the ISUM were from Switzerland, Austria, Belgium, Germany, France, Spain, Romania, Turkey, Hungary, Poland, Russia, USA and Canada. Three of them had already taught at the ISUM in 2005. After the end of the ISUM visiting professors and co-professors received a detailed evaluation questionnaire on the organisational aspects of ISUM, co-teaching, students' performance and extra-curricular activities. The results of their evaluations have been included in this report.

Visiting professors taught without a salary. Their travel expenses were reimbursed and free accommodation was provided. The majority of visiting professors were accommodated on the university campus where two professors shared an apartment with two bedrooms, kitchen and bathroom. Visiting professors were satisfied with the accommodation provided on SEEU campus. Some professors found it very beneficial for the social interaction among professors to be accommodated jointly on the campus, although some stated that three weeks on the campus was a bit too long.

Some professors accommodated at a motel nearby the campus were not so thrilled about the noise caused by construction works and wedding parties. Visiting professors were provided with a mobile phone or SIM-card if requested. The campus facilities such as library, computer lab and wireless internet were made available to all professors during the whole period of ISUM by the SEEU. Visiting professors were generally satisfied with the facilities provided at SEEU and all stated that it felt safe on the campus.

Photo: Professors at the Opening Dinner

Co-teaching

The main objective of the model of co-teaching by a visiting and a local professor is to promote sustainable cooperation between colleagues, and to facilitate transfer of knowledge. It provides local faculty staff with the opportunity to incorporate obtained training/knowledge and teaching skills into

regular curricula. Most of the recommendations of ISUM 2005 were implemented during ISUM 2006: the co-professors were mainly young, English-speaking teaching staff whose specialisation matched well with the subject area (with the exception of two co-professors). Co-professors for the ISUM were officially appointed by the teaching councils from their respective faculties and the final selection was made by the ISUM Coordination Committee.

During the ISUM, co-professors assumed all kind of academic tasks from fine-tuning the design of the course together with the visiting professor, leading discussions, providing lectures or case studies, assisting in the examination of students, to staying in contact with the students and logistics officers.

The actual role and contribution of the co-professor varied greatly between courses. According to the feedback from visiting professors, not only the level of personal motivation and commitment, but also the level of co-professors' experience and qualification was very diverse. Four visiting professors found that their co-professors were not committed and three stated that the actual contribution of the co-professor did not lead up to their expectations, mainly because the co-professor was frequently absent from class, and/or did not participate as actively in the course as the visiting professor had expected. On the other hand, several co-professors indicated that they would have preferred to have a more active role in class or a more 'equal' relationship with their visiting professor.

Several professors, visiting and local, indicated that it had not been entirely clear to them from the information provided by ATA what the role and tasks of the co-professor should be. Whereas in ideal cases, the task division is agreed between the two professors themselves, based on their expectations and qualifications, ATA will provide more specific guidelines regarding the aims of co-teaching and the task divisions between professors next year. It has also been suggested to organise a joint preparatory session for all visiting professors and co-professors before the beginning of the ISUM courses, during which topics such as co-teaching, teaching methods and inter-cultural communication are addressed.

Almost all professors stated that they had a friendly, comfortable relationship with their counterparts from the beginning of the ISUM and almost all professors felt that they have learnt from each other. In several cases, co-professors and visiting professors indicated to consolidate their relationships and continue working together after the ISUM, e.g. by drafting joint project proposals, joint research projects, participation in conferences and future co-teaching plans.

Photo: Professors at the campus restaurant

Study Visits

Before the start of ISUM 2006, 16 co-professors made a study visit of up to one week to the institution of the visiting professor. The main purpose of the Study Visits for professors from Macedonia is to design the syllabus for the ISUM course together with their visiting professors and to develop a strategy for the implementation of the Bologna Action Lines at the home institution. Each co-professor had to submit a Study Visit Report including logbook within one month after return.

All but one of the visiting professors who had received their co-professor on a study visit felt that the visit was useful, mainly in academic terms but also on a personal level. All professors discussed course literature, assignments and exams during the study visit. About half of them also exchanged syllabi and curricula of their department with the co-professor. All co-professors agreed that the Study Visits are very important and useful in terms of preparing the course and learning more about

the implementation of ECTS. Four co-professors could not go on a Study Visit due to obligations at their home university.

Course Logistics, facilities and literature

The SEEU provided the infrastructure for all courses. All courses took place in classrooms equipped with all the necessary teaching equipment and even air-conditioning. The SEEU provided teaching equipment such as beamers and overhead projectors and two computer labs in four classrooms equipped with 250 PCs and Internet. Additional teaching equipment was made available by ATA. Logistics officers could address any problems with the teaching equipment to the IT support service of the SEEU, who were very prompt in solving the problem. As the teaching facilities and equipment at SEE University are exceptional, visiting professors were very satisfied with the teaching conditions. Only two professors stated that they felt somewhat restricted by limited internet or computer access.

For each course, a limited budget was available for reading materials. Most of the books were purchased by ATA from the list given by professors. Some visiting professors brought the books for their course to Macedonia. The ICRC donated 75 books and booklets for one of the courses. 90% of the books ordered through bookshops in Macedonia and Amsterdam arrived on time, some books arrived during the first week of ISUM and very few books could not be ordered or received at all. At the end of the courses, the best local and regional students were allowed to keep the books. Five copies of each book were donated to the libraries of participating faculties.

For each course one logistics officer was appointed who helped professors and students by providing them with all necessary information, materials and facilities needed for the course. He/she also kept the daily course attendance record. Most professors were (very) satisfied with the performance of their logistics officers.

Teaching Methods and Field Work

All professors used diverse inter-active teaching methods such as group work, discussions, case studies, simulation games, and presentations. In most cases, the co-professors used similar methods. Thirteen courses organised fieldwork for their students, some of them even two or more field trips per course. The field trips were usually arranged by the co-professors and took students to different institutions or companies, such as: the OSCE Mission in Macedonia - Skopje, the Government Office in Skopje, a local NGO LOJA in Tetovo, the Macedonia Stock Exchange, or the ProCredit Bank. One course conducted a survey among ISUM students in order to learn and practice research methods. Several courses invited guest speakers such as representatives of local or international organizations, or foreign ambassadors.

Photo: Guest lecture of the Austrian Ambassador

ECTS and Certificates

The participating faculties have committed themselves to implementing the so-called Bologna Action Lines. The ISUM supports these developments at the participating universities. Participants who attended at least 80% of their classes and passed the appropriate assignments and examinations received a European Credit Transfer System (ECTS) compatible "International Summer University Macedonia Certificate".

The grade on the student's certificate indicates the success of the student as compared to other students in the course. Grades indicating a successful completion of the course (with the percentage of successful students receiving this grade in brackets) are: A (excellent - 10%), B (very good - 25%), C (good - 30%), D (satisfactory - 25%), E (sufficient - 10%). All professors agreed that the correct

number of ECTS was given to their students, but some complained about the grading curve which they found difficult or impossible to apply to a small group of students.

A	120
B	104
C	98
D	64
E	49
Total	435

Table 1: Certificates per grade

Photo: Students with certificates

Recommendations

- ATA should conduct short phone interviews with pre-selected professors before submitting CVs to faculties.
- The Coordination Committee should try to avoid selecting courses with very similar course topics.
- A joint preparatory session for all teaching staff should be organised before the beginning of ISUM, with a professional trainer/instructor.
- ATA should provide professors with more detailed information and guidelines regarding co-teaching.
- The recruitment of visiting professors should be started and finalised earlier.
- English language courses and/or English tutoring should be offered for students whose English is not sufficient to participate in the regular courses.
- More training and teambuilding sessions should be organised for logistics officers before the beginning of ISUM.
- Professors and students should receive the task description of the logistics officer.

Participants

Promotion

The promotion campaign of the ISUM 2006 was very elaborate. A total of 11,000 flyers, 450 posters, and 1000 brochures were printed in English. During the application period, the promotion was intensified with TV and radio commercials and with free media coverage. Furthermore, a press conference was held about the project and ATA staff was invited to several TV-shows. Internationally, ISUM was promoted by means of e-mailing, and international student networks. Universities throughout Europe were approached through phone and e-mail to distribute promotion material of ISUM.

For promotion in the scholarship countries, an ATA staff member made an intensive three-week promotion tour through the Balkan region, visiting universities and student union representatives. For next year, it is recommended to assign a liaison-promotion officer in each respective country. Furthermore, a promotion officer and/or local promotion teams should be installed at least 4 weeks before the promotion-tour starts. Also, visiting professors of the current and previous year(s) should be approached to help with promotion at their universities.

Selection of Students

The pre-registration for ISUM 2006 was open from 1 January until 26 March 2006. During this time, students had the possibility to pre-register via de ATA website, after which they received a message informing them when registration period opened. Between 27 March and 21 April, students could apply on-line; students in Macedonia could also fill in a paper application form at the ISUM Helpdesk in their university. These help desks were run by the student unions. In total, 3361 students from over 60 countries applied to study at ISUM 2006.

Students from Macedonia were selected based on the basis of Grade Point Average (GPA), English language proficiency, and course relevance. Moreover, it was taken into account that all participating universities would be represented in the student body of each course. After the application period closed, all students from Macedonia were tested on their English level. ATA-staff conducted two rounds of tests in four cities in Macedonia. Due to the fact that some student union members were late in sending applications to ATA, some students were admitted without passing the English testing. This should be avoided in the future as it can result in a lower percentage of students successfully finishing ISUM or higher drop-out rates. Fraud during English testing should also be minimised.

Students from outside Macedonia were selected based on course relevance, year of study and English proficiency, which all applicants had to indicate in their application form.

Of all applications received, a total of 887 students were offered a place in ISUM. 329 students were put on a waiting list. In order to discourage drop-out, selected students had to confirm their participation by signing and returning a contract within one week. Moreover, students from Macedonia had to pay a 5 Euro registration fee. In the end, 556 students participated, and 435 received a certificate and credits.

	Skopje	SEEU	Bitola/Prilep	Tetovo	Total MK	Scholarship	International	Total
Applications	438	607	264	353	1500	1201	660	3361
Waiting List	61	61	40	31	201	107	20	329
Selected	178	178	135	131	622	277	93	887
Contracts Signed	152	140	98	100	490	119	46	657
Participated	135	121	90	91	437	89	30	556
Drop-out	15	24	9	24	72	8	2	84

Table 2: Student Statistics

About half of the visiting professors stated that the students in their class matched their original target group well, whereas the other half found that the students did not, or only partly match their target group.

In comparison to last year, more professors complained about the insufficient knowledge of English of some students. In almost each class, there seemed to be at least a few students who could hardly follow the class. In 13 courses, only 50-80% of the students from Macedonia had sufficient command of English in order to participate in the class and discussions. In eight courses, less than 50% of the students from Macedonia had sufficient relevant background knowledge in order to participate actively in the class. Many professors found the great diversity in the group both challenging and rewarding.

Photo: Students registering at the Helpdesk

The atmosphere amongst students in the classrooms and on the campus was generally very relaxed and cooperative. However, a confrontation between a few individual students from Kosovo and Serbia during an evening of cultural presentations led to a tenser atmosphere in the following days. The organisation intervened by taking measures in consultation with the SEEU management towards these students and tried to provide accurate information to participants and professors. However, interventions at an earlier stage and a screening of the cultural presentations may have prevented the incident. Also, the organisation concluded that permanent presence of at least one senior international staff member during the entire event and a crisis communication plan are indispensable in order to avoid similar situations in the future.

In general, the student evaluations revealed that most students highly appreciated the opportunity to meet and cooperate with participants from other cultural backgrounds. Despite the incident, students and professors stated that they felt very safe on the campus.

Students' Travel and Accommodation

This year ATA provided 390 scholarship students from South East Europe and Macedonia with free accommodation and food at the SEEU dormitory. Foreign students from outside the South East European region were also given the opportunity to stay at the dormitory and to eat in the restaurant, but they had to cover these costs themselves.

As there were only limited places available, not all students from Macedonia could be accommodated at the SEEU campus. Students who were not accommodated on campus travelled every day up and down and received reimbursement for their travel cost. At the beginning of the Summer University, many students registered for accommodation in the dormitory, even though they had not previously requested accommodation on their application form. Moreover, it turned out that students who did apply for accommodation had not been informed by ATA whether they would receive accommodation or not. As a result, some confusion and chaos occurred when assigning accommodation at the Helpdesk, and some students had to wait several hours until they got a room. Eventually some beds were moved, which made it possible to accommodate all students who needed accommodation.

In the dorms, 4-5 students shared a 2-room apartment with one bathroom. Accommodation was sufficient and clean. Every day, the students received a 'dormitory-complaint form', on which they could write their complaints about the accommodation. SEEU maintenance was very responsive and solved every problem within one day of notification. The student evaluations reveal that students were very satisfied with the accommodation on SEEU campus, but not happy with the food.

Photo: Students at the campus restaurant

Student Evaluations

At the end of the Summer University, students filled in evaluation questionnaires on the quality of courses, recreational events, logistics & location and organisation on the last day of ISUM. 385 students filled out the evaluation forms. The results of the student evaluations were processed by an independent institution and presented in a report (available on the ATA-website).

On the whole, the ISUM was perceived positive by the students. With regard to the courses, the total satisfaction average was 4.03 on a scale from 1 -5. The aspect that was most highly valued by the students was the opportunity to cooperate with participants from different cultural backgrounds. Other aspects of the courses that were identified as very positive were the interaction of the

professors with the students, the fact that the professors encouraged students to participate and comment during the courses, the fact that students were able to freely utter their opinion during class and the fact that the professor explained things clearly. Students also thought that the classes taught by the visiting professors were of great value. Furthermore, the class equipment and materials were highly valued.

While the scores concerning the organisational aspects of ISUM 2006 turned out to be lower than the course scores, they were still good (scoring 3.72 out of 5). The evaluation also reveals that students felt very safe during ISUM 2006. Students were satisfied with the course schedule, the accommodation was perceived to be of good quality and the provision of information was positively rated. Overall, students thought that Tetovo was a good location to organise a Summer University.

Photo: Students of course 10 during final session

Recommendations

- English testing should be performed more accurately and in a way less sensitive to fraud.
- ATA should improve the procedure for assigning student accommodation and inform students on time if they are granted accommodation or not.
- An article should be included in the Student contract about responsibility for damage caused during ISUM
- A key deposit should be requested when students receive keys for dormitory rooms.
- ATA should open more info/registration desks at the beginning of ISUM when students register.
- More international students from outside South East Europe should be selected.
- ATA's promotion network and activities outside South East Europe should be extended.
- Visiting professors of current and previous years should help to promote ISUM among students and professors of their universities.
- A communication plan should be developed for crisis situations.
- At least 1 senior international staff member should always be present on site during the summer university.

ISUM Courses

Course 1

Visiting professor:

Co-Professor:

Course level:

Teaching period:

Class hours per day:

ECTS credit:

Teaching methods:

EU Institutions and Policies

Dr. Cornelius Friesendorf

Geneva School of Diplomacy & International Relations, Geneva, Switzerland

Prof. Vladimir Petkovski, PhD

Faculty of Economics

Ss. Cyril and Methodius University Skopje

BA

10 – 28 July 2006

4

4

lecture, discussion, group work, case study, presentation

Course description:

This BA-level course provides students with knowledge of the European Union. It examines the history of European integration, theories of European integration, and the structure and functioning of EU institutions. Moreover, the course looks at EU policies such as Monetary Union, Competition policy, Foreign and Security Policy, and Justice and Home Affairs, and Eastern Enlargement.

Course 2

Visiting Professor:

Co-Professor:

Course Level:

Teaching Period:

Class hours per day:

ECTS credit:

Teaching Methods:

Integrated Marketing Communications

Professor Robert F. Lauterborn

University of North Carolina at Chapel Hill, U.S.A.

Ass. Prof. Snezana Mojsavska Salamovska, MSc

Faculty of Economics – Prilep

University of Bitola “St. Kliment Ohridski”

BA

10 - 28 July 2006

4

4

lecture, discussion, group work, case study, presentation

Course Description:

In this BA-course, students will review the traditional tools and methods of promotion, and recognise the enlarged role of IMC. The increasing importance of various non-traditional promotional tools will be considered. Marketing mix itself is presented in a non - traditional manner as well: traditional 4 P's turn into Lauterborn's 4 C's. IMC is described as the only sustainable organisational communication model that leads to increased overall organisational effectiveness in the long run. This course is designed for students who will become decision-makers in companies/organisations consumer/costumer communications including: advertising, public relations, promotion, marketing, media and client organisations. Course objectives are to emphasize the strategic nature of marketing communication; to recognise the IMC as the only sustainable organisational communication model that increases the overall organisational effectiveness in the long run; to illuminate the role of all forms of marketing communication in brand development and management.

Photo: Course 'Integrated Marketing Communications' with certificates

Course 3

Visiting professor:

Management Accounting

Dr. Marc Jegers

Vrije Universiteit Brussels, Belgium

Co-Professor: Ass. Fisnik Dalipi, BA
Faculty of Economics & Business
Tetovo State University

Course level: BA
Teaching period: 17 - 28 July 2006
Class hours per day: 5
ECTS credit: 4
Teaching methods: lecture, discussion, group work, case study, presentation

Course Description:

In this course students were introduced to the cost volume profit analysis, product costing systems, business overhead costs, the preparation of schedules and budget statements, the concept of budgeting, variance analysis systems, and absorption versus direct costing. Course objectives are to present and explain the most common techniques of management accounting, taking into consideration their theoretical background, but with emphasis on practical applications.

Course 4 **Managing the Digital Enterprise**

Visiting Professor: Dr. Ahmet Sarpyener
Boston University Brussels, Belgium

Co-Professor: Ass. Prof. Afrim Alili, MA
Faculty of Economics & Business
Tetovo State University

Course Level: BA
Teaching Period: 10 - 28 July 2006
Class hours per day: 3
ECTS credit: 4
Teaching Methods: lecture, discussion, group work, case study, presentation

Course Description:

While giving the premises and the details of the essentials of the management information systems, this course explores the digital integration of the firm and the use of internet to digitally enable business processes for electronic commerce and electronic business. Special attention was given to the on-line information flow between input, transformation process and output components by using the new information technology infrastructure. The objective of the course was to provide students with knowledge about the organisation, management, and strategy of information systems, ethical and social issues in the digital firm, analysis of the business process for an enterprise system, management of hardware and software assets, management and data resources, designing the enterprise portal, information systems security and control, and the needs of small businesses and entrepreneurs.

Course 5 **Operations Management**

Visiting professor Prof. Francis Ille
International University of Monaco, Monaco

Co-Professor Ass. Prof. Kiril Postolov, PhD
Faculty of Economics
Ss. Cyril and Methodius University Skopje

Course level BA
Teaching period 10 - 28 July 2006
Class hours per day: 4
ECTS credit: 3
Teaching methods lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course introduces students to the processes of operational management in and around organisations that can lead to effective management of enterprises to achieve efficiency and effectiveness. The complexity of organisations and their environments makes it unlikely that any single theory can provide a definitive answer to all questions about how people in organisations act. Understanding theories of location, quality, capacity, among others, improves the understanding of operational management problem solving. Knowing these theories will help students to identify issues of work design. By focusing on diverse facets of problems, students improve their skills in diagnosis and action. Students were motivated to initiate research projects on the basis of networks that can emerge by the end of the module.

Course 6 **EU Policy-making: Institutions, procedures, strategic objectives**

<i>Visiting Professor:</i>	Dr. Hella Gerth Viadrina University, Frankfurt/Oder, Germany
<i>Co-Professor:</i>	Luan Eshtrefi Department of Business Administration South East European University
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course will introduce students to the policy- and decision-making mechanisms of the European Union. After a series of lectures on the historical development of the European integration, institution-building, modes of decision-making, theories and actors, the core issues of European economic integration and the related process of enlargement were dealt with in teamwork on case studies. By analysing basic approaches across key policy areas students were introduced the interaction of EU institutions and interest groups and were finally capable to assess current challenges and strategic objectives of the European integration process.

Course 7 **Educational methodologies**

<i>Visiting Professor:</i>	Dr. Robin McCord Chandler-Gilbert College, Chandler, USA
<i>Co-Professor:</i>	Ass. Prof. Daniela Andonovska – Trajkovska, MSc Faculty of Education University of Bitola "St. Kliment Ohridski"
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4,5
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course introduced students to a variety of educational methodologies, including critical thinking, inquiry-based learning, concept modelling, collaborative learning, and others. It is designed to assist future and in-service teachers/instructors at all educational levels to maximise their classroom skills by introducing, practicing and critiquing the latest and most effective instructional methodologies. The course aimed to provide leadership in advancing the theoretical base of education, addressing issues of fundamental importance, particularly in school settings, and

promoting the improvement of educational practice within a coherent, integrated and collaborative set of strategies emphasizing excellence in scholarship, teaching and professional development. Students were active, practiced different activities related to their work, simulated real situations, and practiced cooperative learning. Participants worked in small, hands-on groups to model techniques and develop their own portfolio of lessons, reference materials, and annotated bibliography.

Course 8	Integrating Technology in Schools
<i>Visiting Professor:</i>	Dr. Boris Kotsik, UNESCO Institute for Information Technologies in Education, Moscow, Russian Federation
<i>Co-Professor:</i>	Ass. Vasko Ivanovski, BA Faculty of Pedagogy, Shtip Ss. Cyril and Methodius University Skopje
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	3
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course will provide knowledge and skills needed to effectively integrate technology into the teaching/learning process. The focus is on the K-5 Learning environment. The course addresses theories of learning as they are reflected and influenced by technology (constructivism, human cognition, problem-solving and critical thinking); Also, it will deal with technology and culture of schools. At the end of the course students were familiar with examples of Technology such as Telecommunication and Internet, text processing and Desktop Publishing, Spreadsheets and Databases, Hypermedia and Authoring Software tools for teaching units production.

Course 9:	Research Methods in Public Opinion and Mass Communication
<i>Visiting Professor:</i>	Dr. Dragan Stefanovic Appalachian State University, U.S.A.
<i>Co-Professor:</i>	Teaching Ass. Vladimir Bozinovski, MA Faculty of Law Ss. Cyril and Methodius University Skopje
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course was designed to introduce participants to the methods and techniques used by social scientists when they are conducting research in the Social Sciences. This course focused particularly on Public Opinion and Mass Communication. Students were exposed to every step of the research process including how to design a research project, gather and analyse data and how to report their findings. Besides this, students constructed an actual questionnaire, administered it, and analysed and reported the results. In the hands-on portion of the courses students learnt to use SPSS for Windows in order to code and analyse the data obtained from the survey.

Course 10: Democratisation and Globalization from a Gender**Perspective**

<i>Visiting Professor:</i>	Dr. Doris Gödl University of Salzburg, Austria
<i>Co-Professor:</i>	Ass. Prof. Maja Muhic, MA Department of Teacher Training South East European University
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

Understanding Globalization as a process that is driven fundamentally by economic policies, referred to varyingly as neo-liberalism, the students of this course will get a basic introduction into current academic, political and cultural discourse about globalization. Discussing different theoretical approaches the students will get an insight in the current broad-based debate about global transformation processes and their effects on economy, democracy and human/women rights. The students will learn about the necessity to scrutinize the well known notion of 'globalization' to get a basic knowledge about different theories and concepts; and, to get an insight how democracy, development, poverty and gender equity is conceptualized. Discussing effects and consequences of Globalization the students will learn about positive and negative 'fruits of globalization' in different parts of the world. Referring to this, the students should get awareness that 'globalization' has to be seen in a national and regional context. Against this background, students will learn about alternative concepts and political practice. Due to different socio-political circumstances we will discuss the role of non-governmental-organisations (NGOs) to challenge the notion 'Think global – act local', to demonstrate interweaving processes between international, national and regional acting groups. This course was organised in cooperation with the OSCE.

Course 11: Communication and Education

<i>Visiting Professor:</i>	Svitlana Taraban, MEd York University, Toronto, Canada
<i>Co-Professor:</i>	Ass. Prof. Saso Ognenovski, MA Faculty of Education St. Kliment Ohridski University Bitola
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This course is designed to help students understand the nature and role of communication in every day life and especially in educational settings. Throughout the course, students have learned different contexts, participants and associate purposes that may influence the selection of modes and media for communication. Students had the opportunity to develop and demonstrate an appreciation of the importance of communication in all aspects of education and to practice the selection and application of a repertoire of appropriate communication skills. Among the topics examined in the course were: the role of communication in education; varieties of public speech; argumentation and debate; language development; classroom communication; communication in culturally and linguistically

diverse (CLD) educational settings; language and power; language and identity; non-verbal communication.

Photo: Class picture of the course 'Communication and Education'

Course 12:	Engaging Teaching Strategies for Effective Learning
<i>Visiting Professor:</i>	Dr. Alison Preece University of Victoria, Canada
<i>Co-Professor:</i>	Prof. Suzana Miovska-Spaseva, PhD Institute of Education, Faculty of Philosophy Ss. Cyril and Methodius University Skopje
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course will feature presentations and analyses of teaching strategies designed to create an environment for critical thinking, engaged student participation and active learning. The course is based on the educational theory of John Dewey; the constructivist tradition associated with Jean Piaget, Lev Vygotsky, and others; the metacognitive learning theories of Ann Brown, Isabel Beck, and others; and the conceptions of intelligence popularized by Howard Gardner and Daniel Goleman. Special attention will be given to the importance of multilevel questioning and the corresponding levels of thinking (based on Sander's revisions to Bloom's taxonomy of educational objectives). Students will experience different teaching strategies, discuss the effects of their implementation, and analyse their contribution to learning. Emphasis will be given to the complexity of the teacher's role, the challenges faced when attempting to introduce changes to instructional practice, and participatory strategies for assessing student learning. Towards the end of the course, students will design a lesson incorporating strategies introduced and experienced.

Course 13:	Comparative Corporate Governance
<i>Visiting Professor:</i>	Professor Laszlo Kocsis Bolyai University Cluj/ Kolozsvár, Romania
<i>Co-Professor:</i>	Prof. Goran Koevski, PhD Law Faculty Ss. Cyril and Methodius University Skopje
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	3,5
<i>ECTS credit:</i>	3
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This course is an interdisciplinary course on the boundaries of Law, Economics, Finances and Management, addressing actual and acute problems of business accountability, in the light of legal provisions and social responsibility. It presents the wide variety of governance mechanisms and their economic rationale, also in the context of state companies and institutions, in their complexity, interdependency and continuous evolution. It provides students with an insight into the present day functioning of corporate governance principles in different legal systems, presenting their main settings and practical implementation in different countries. In this course, students also examine, from an economic and legal point of view, the governance models developed in different cultural and

social settings analysing company structures and the way how governing bodies function. The course is aimed at providing students with a sound knowledge of key principles and encourages students to apply them in their home environment to the realities of their countries or regions, using critical thinking to implement or improve corporate governance mechanisms existing at their current or future workplaces.

Course 14:	European Union Law
<i>Visiting Professor:</i>	Dr. Agata Jurkowska University of Information and Technology, Poland
<i>Co-Professor:</i>	Ass. Prof. Nora Ziba, LL.M. Faculty of Law, Tetovo State University
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

The main objective of this BA-level course is to acquaint students with the main facts of European integration and to provide deep understanding of the legal basis of the EU itself as well as integrating processes. The course emphasizes the general rules of the EU law that are cornerstones of the new EU legal culture. The course aims to provide students with a thorough knowledge of the relations between EU law and Member States' legal orders, a key to understanding the challenges of the accession process. Students should also learn how to deal with European legal acts and where to find EU documents. The main feature of this course is a mixture of legal and economic elements as well as some concepts taken from political science.

Course 15:	International Humanitarian Law
<i>Visiting Professor:</i>	Lia Potec, Central European University, Budapest, Hungary
<i>Co-Professor:</i>	Ass. Prof. Bekim Nuhija, MSc Department of Legal Studies, SEE University
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	3,5
<i>ECTS credit:</i>	3
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

The main goal of this BA-level course was to provide basic knowledge about the origins, purpose, content, development and impact of international humanitarian law (IHL). During the course the main notions of IHL were discussed in an inter-active way by using practical examples. Through students individual research was focused on the content of IHL and its application and effects in modern conflicts. The end of the course they should be able to identify situations in which the principles of humanitarian law are being broken, the international norms that applicable and available mechanisms for addressing breaches, including those lying at the intersection of international law and politics.

Course 16:	Public International Law
<i>Visiting Professor:</i>	Amaya Ubeda de Torres University Complutense, Madrid, Spain
<i>Co-Professor:</i>	Ardit Memeti

Department of Legal Studies, SEE University

Course Level: BA
Teaching Period: 10 - 28 July 2006
Class hours per day: 4
ECTS credit: 4
Teaching Methods: lecture, discussion, group work, case study, presentation

Course Description:

This course is based on the study theory through relevant case law selected for students' presentation and interactive discussion. It provides students with a general background in Public International Law, as well as enables them to understand how to use the information and to build their legal thinking and analysis. The course covers five main topics: sources of international law, International Subjectivity; the treatment of principles of the prohibition of the use of force and United Nations' policy towards peace and security; the protection of specific Human Rights and the position of individuals under International Criminal Law after the creation of the ad hoc tribunals as well as the birth of the ICC. The course incorporates lectures on major theoretical concepts and introduces students to simulation exercises on key issues.

Course 17:

Teaching Creative Writing

Visiting Professor: Dr. Natalia Fernandez
Universidad Autonoma of Barcelona, Spain
Co-Professor: Ass. Suzana Ejupi, BA
Faculty for Teachers, Tetovo State University
Course Level: BA
Teaching Period: 10 - 28 July 2006
Class hours per day: 3
ECTS credit: 3
Teaching Methods: lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course introduced students to basic and complex tools related to creative writing. The starting point was the idea of the concept in order to develop skills like precision and clarity. Then we approached strategies of coherence and articulation. Students learned how to pull all the discursive pieces together to make writing logical and effective. In the meantime the course analyzed some moves at different levels - contents, structuration, connectives, organisation of topic, resources, styles, genres, and rhetorical mechanisms - and students worked on every single aspect of all it. This introductory course was open to students with no particular knowledge of the course topics but interested in improving their ability to communicate in (written) English.

Course 18:

Public Finance

Visiting Professor: Dr. Sinan Sönmez
Atilim University, Turkey
Co-Professor: Sevil Rexhepi, MBA
Department of Public Administration, SEE University
Course Level: BA
Teaching Period: 10 - 28 July 2006
Class hours per day: 4
ECTS credit: 4
Teaching Methods: lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course will introduce students to the main themes in public finance which implies mainly the study of the budgetary sector of public policy. Within this context, the course will examine major functions of public activities, budgeting, public/social goods and their efficient provision (models), international aspects of public good provision, public decision-taking procedures (government behaviour), public expenditure, public revenue and taxation. Students will also be familiarized with fiscal policies and sustainability of public finances with special reference to the EU, economics of public debt, and the impact of neo-liberal globalization on public sector activities and public finance.

Course 19:	Introduction to Public Administration
<i>Visiting Professor:</i>	Dr. Carl Ekstrom Iowa State University , USA
<i>Co-Professor:</i>	Memet Memeti Department of Public Administration, SEE University
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	4
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

This BA-level course is designed to introduce students to the academic field of Public Administration and how concepts in this field may be applied to the carrying out of public service in governmental and nongovernmental organisations. The focus is on improving public service and making public administration more effective and responsive. While many of the concepts developed in this course emerge from experiences in the United States of America, using expertise in Macedonia and from among students from the area as well as using the Municipality of Tetovo as a field site, the course has been made relevant to Balkans and EU experience. The course explores possible changes that might occur in government and non-government administration in the future and strategies that young practitioners should consider in order to be better positioned for those changes. A major aspect of the course involves development of small working groups and various short projects, especially organisational analysis assignments in selected units of the Municipality of Tetovo.

Course 20:	Organisational Theory and Behaviour
<i>Visiting Professor:</i>	Dr. Muhittin Acar Selcuk University, Konya, Turkey
<i>Co-Professor:</i>	Ass. Prof. Branko Dimevski, MPA Interdisciplinary Studies of Public Administration St. Kliment Ohridski University Bitola
<i>Course Level:</i>	BA
<i>Teaching Period:</i>	10 - 28 July 2006
<i>Class hours per day:</i>	4
<i>ECTS credit:</i>	3,5
<i>Teaching Methods:</i>	lecture, discussion, group work, case study, presentation

Course Description:

The course examines various theories developed in an attempt to explain and predict employee behaviour in an organisational context. This course will help to develop the student's analytical thinking capabilities by comparing and contrasting conflicting theories of organisations. Studying the organisations by utilizing the historical perspective helps students to understand the evolutionary development of organisational theory during the past 100 years. By considering the impact of various organisational management and human resource styles on individuals within public organisations, the student should develop a better understanding of human behaviour. This course should be useful in

increasing the student's awareness of the cultures and experiences of persons in a multi-cultural society as the application of different management styles and priorities exerts a substantial impact upon diverse cultural groups. The course prepares the student for more advanced studies in political science and public administration.

Public Debates

During the ISUM 2006, six public debates were organised to encourage discussion between professors, students and the general public. The speakers were academics, representatives of different local or international organisations and other experts. A moderator led the discussions. The following debates were organised:

Tuesday 11 July: **Fight Against Stigma: Equal Opportunities for Students with Disabilities**

Speakers:

- Mrs. Dimitrinka Jordanova Peshevska – Psychologist, World Health Organisation (WHO), Skopje Office
- Dr. Stojan Bajraktarov – Psychiatrist, World Health Organisation, Skopje Office
- Mr. Dusko Minovski – ESE Macedonia, Hope MK
- Mr. Nenad Markovich – Student, NGO Dignitas
- Mr. Aleksandar Shumkovski – Moderator

Jordanova Peshevska spoke about WHO mental health programmes and about various stigmas. Furthermore, she addressed the problematic implementation of the rights of people with disabilities. Bajraktarov spoke about mental aspects of stigma and about the difference between physical and mental disabilities. He also mentioned different kinds of stigma. Minovski stressed the social dimension of disabilities, and he emphasized the lack of support for the disabled in Macedonia. He mentioned that Macedonia is redefining its approaches to these issues in relation to integration in the EU, but faces a big obstacle in the “mental complexity” of Macedonians themselves. Therefore, Minovski tries to raise awareness on human rights issues. Markovich’ NGO, Dignitas, is active in lobbying for the disabled, among others within the parliament. Markovich noted that, although more responsive, the Macedonian government is still not responsive enough to the needs of the disabled, which was shown by the lack of support for a ‘System law’ that covered many relevant issues. Most parliamentarians supported the law, but they did not put it on vote.

A considerable number of students, about 55, attended this debate. Questions from the audience addressed the need for constitutional and juridical reforms to improve the situation of disabled people. Other questions focused on the inclusion of children with disabilities.

Photo: Debate ‘Fight against stigma’

Thursday 13 July: **Student Standard: Corporate Social Responsibility in raising the student standard in the Republic of Macedonia**

Speakers:

- Mr. Lefter Andonov – SU University Ss. Cyril and Methodius, Skopje
- Ms. Slavica Arsova – Board member of the student union of SU University Ss. Cyril and Methodius, Skopje
- Mr. Atanas Bojcev – Food Management, Student Center, Skopje
- Ms. Liljana Asenov – Student SEEU, Tetovo
- Mr. Aleksandar Shumkovski – Moderator

Mr. Shumkovski introduced all the speakers and mentioned that in the run-up to the elections the big parties were “fighting over” the students, e.g. in relation to (the lack of) dormitories. Arsova discussed various aspects of student standards, such as social and health insurance, scholarships, credits and loans. Mrs. Andonov, a student representative responsible for student welfare, noted the lack of accommodation for students. Mr. Bojcev stated that most of the problems related to student standards in his view are caused by budgetary constraints. Mrs. Asenov talked about corporate social responsibility (CSR) in relation to raising student standards. CSR implies involving corporations in

assuring quality standards, and it challenges businesses to be accountable for their acts. To raise student standards, HEIs should cooperate with the business sector, e.g. with regard to internships, jobs fairs and career centres.

About 40 students attended this debate. Questions that arose from the audience were, among others: how can CSR be related to other fields of study instead of merely to business studies, and how to convince companies to be responsible for their community?

Tuesday 18 July: Which opportunities does the Bologna Process offer to students and professors from Southeast Europe?

Speakers:

- Mr. David Crosier – EUA
- Dr. Andris Barblan – Secretary General, Magna Charta Observatory, Bologna
- Prof. Dr. Bozin Donevski – President of the University Evaluation Committee, Faculty of Technical Sciences, St. Kliment Ohridski University, Bitola
- Prof. Dr. Vladimir Radevski – Associate Professor, University of New York in Skopje and SEEU, Tetovo
- Mr. Aleksandar Shumkovski – Moderator

Mr. Crosier kicked off the debate by introducing himself and the European University Association (EUA). EUA actively participates in implementing the Bologna processes “in the field” and by representing universities at ministerial meetings. Crosier noted several misunderstandings with regard to the Bologna process, e.g. as merely shortening degrees and making students pay (more) for their HE. The main point of the Bologna process is to change the way of thinking of HEIs, changing them into student centred institutions. Dr. Barblan spoke about the European dimension of HE and about the vision of European cooperation behind the Bologna process. The process offers a toolkit for European cooperation, mainly in the form of diploma supplements, evaluations and ECTS. Prof. Donevski discussed the Bologna Action Line (BAL) on mobility, especially with regard to visa issues. Several measures were implemented at Donevski’s institute with regard to this BAL, such as an international relations office and summer academies. The problems, however, are numerous, as very few students participate in these activities and as the infrastructure for mobility is insufficient. Prof. Radevski spoke about the differences in the structure of HE between SEE and Western Europe. Changes have started to take place due to the Bologna process, e.g. due to its clear focus on the quality of education and its creation of common learning structures.

Approximately 60 students attended this debate, many of whom engaged in a lively discussion. The focus of the discussion was on the difference between pre-Bologna HE and HE as a result of the Bologna process. Other questions concerned the issue of how trust can be generated between HEIs in Macedonia and between private and public universities.

Thursday 20 July: Internships as part of the Curriculum and Career Placement

Speakers:

- Prof. Dr. Vladimir Radevski – Associate Professor, University of New York in Skopje and SEEU, Tetovo
- Mr. Visar Ademi, MBA – Interim Director Career Center, SEEU, Tetovo
- Prof. Dr. Valentina Gacevska – Vice Dean, Faculty of Mechanical Engineering, Ss. Cyril and Methodius University – University Business Start-up Center, Skopje
- Renata Petreska – Pro Credit Bank
- Mr. Aleksandar Shumkovski – Moderator

Mr. Ademi explained that the Career Center at SEEU has 3 main activities: preparing students for employment, cooperation with companies, and developing a database of alumni. Ademi’s experience

is that companies and students do not understand the importance of internships. Prof. Gacevska spoke about the way in which her institute is incorporating internships into the curriculum. Mr.s Petreska spoke about the internship programme at the Pro Credit Bank. Most of the interns are proactive students, undertaking internships in the summer months. Pro Credit Bank is one of the few companies hiring interns. Radevski noted that internships are not a new idea, but that they are changing in form and content. For Radevski, the knowledge generated by SEEU should create jobs and for this communication between companies and the university has to be improved. Student, companies and universities should improve their presentation skills. Furthermore, curricula need to be modernised by including a diploma project; courses in professionalism, ethics and law; and courses giving experience in teamwork.

Approximately 30 students attended this Forum. The first part of the discussion focused on the difference between internships and “practical work”. A student representative from the audience noted the poor loan arrangements for students and the low educational level of managerial staff at companies. Many companies do not understand the opportunities that interns can provide for them.

Monday 24 July 2006: **The challenges of Gender in the Macedonian contemporary society**

Speakers:

- Elena Grozdanova, Head of the Unit for Gender Equality, Ministry of Labor and Social Policy;
- Marija Gelevska, Deputy Executive director Association for emancipation, solidarity and equality of women (ESE);
- Daniela Dimitrievska, President of the Macedonian Women Lobby Group;
- Sonja Locar, President of the Gender Task Force of the Stability Pact for South Eastern Europe.
- Mr. Zarko Trajanovski, Human rights and gender expert, Helsinki Committee - Chair

Elena Grozdanova gave a presentation on the findings of the CEDAW report. In the future, all countries that sign the Convention for the Elimination of all form of Discrimination against Women, including Macedonia, need to change their national legislation with regard to the gender issue. Marija Gelevska Deputy presented the summary of the findings and methodology of the Shadow report. The process of the 2006 report, in which the rights of women in Macedonia are described, was summarized and the need for implementation of focus groups was stressed. Daniela Dimitrievska stressed the importance of putting gender on the agenda of the upcoming parliament, as there is an urgent need for female participation in Macedonian politics. Sonja Locar talked about gender from a regional perspective. She compared the transition in the SEE region to other transitional countries. Conclusion was that transition in SEE was the worst, because it was a transition by means of wars. Women were worst off as they were excluded from all political decisions. After the presentations there was some time left for debate with the attending participants.

Tuesday 24 July: **Forum Theatre**

One of the public debates was organised in cooperation with the Forum Theatre from Macedonia. Forum Theatre is a theatrical game, in which a problem is shown in an unsolved form and the audience as *spec-actors* is invited to suggest and act out (perform) the solutions. After one showing of the scene (which is known as the model) it is shown again slightly speeded up, and follows exactly the same course until a member of the audience shouts Stop, takes the place of the protagonist and tries to defeat the oppressors. The game is between spec-actors trying to bring the play to a different end and actors making every possible effort to bring it to its original end. Approaches and modes of the spec –actors are presided and lead by a figure called the Joker. His role is to ensure smooth running of the game and to teach the audience the rules.

The 'play' evolved around two hostile groups that distinguished themselves by their coloured faces (blue or green) and the issues of exclusion, mutual respect and integration. The participants in the Forum Theatre were students who are not professional actors, but use the same language as actors use on the stage: their voices, bodies, movements and expressions. The audience, mainly ISUM students and professors, was requested to intervene in and stop the play as it was going on and to actually take part as actors, in order to let the play develop towards a positive ending.

The idea behind Forum Theatre is the pooling of knowledge, tactics and experience and at the same time to rehearse for reality, and to enable people to become the protagonists of their own lives. Using theatrical techniques which question rather than giving answers, by analyzing rather than accepting, the actors and the audience make discoveries about themselves and about the other, clarifying and expressing desires, sharing information, developing capacities for empathy, developing the trust in oneself and the other, finding the roots of prejudices and stereotypes, finding channels for open communication and dialogue. The Forum Theatre thus facilitated a sort of interactive discussion among the audience on the above mentioned issues.

Monday, 17 July: **Open Lecture by Mr. Erwan Fouéré**
EU Special Representative and Head of Delegation of the European Commission
"The prospects of Macedonia's accession to the European Union in the context of the Balkan enlargement – facts, challenges and state of affairs"

Upon invitation of one visiting professor, Mr. Erwan Fouéré gave an open lecture on the development of EU policies and institutions to all students enrolled at ISUM.

Mr. Fouéré confirmed that the enlargement of the EU includes Southeast Europe and that the EU is committed to completing this fifth enlargement once each of the countries of SEE succeeds in meeting all the conditions for EU membership, such as enhanced political dialogue and cooperation in the area of Common Foreign and Security Policy, removing obstacles to trade and investments, regional trade integration, participation in the European Charter for small enterprises, preparing the administrations for the European integration, supporting free, independent and professional media, participation in the Community programmes and agencies, etc.

Mr. Fouéré observed that most of the countries in the Western Balkans are making tangible progress in their relations with the EU, but many issues still need to be addressed.

Approximately 400 students and professors attended the Open Lecture. Particularly students were very interested in the speech and challenged the speaker with questions afterwards. In that way, the lecture led to a very intensive discussion between the audience and the speaker who was very eager to discuss and answer all the questions of the students. Many of the professors found the Open Lecture and ensuing discussion the most interesting of all debates organised during ISUM.

Photo: Debate about 'Student Standards'

Recommendations

- The organisation should make even more use of the expertise of visiting professors by involving them more in public debates.
- A different moderator should be invited for each debate, in order to avoid reiteration of opinions and perspectives.

Social Activities

In addition to the academic courses and debate programme, many recreational activities were organised during the ISUM. These social events were very important, not only to provide leisure and

fun, but also to encourage informal contact and exchange between international and local professors and participants. Students and professors were very satisfied with the organisation of these activities and valued them as enriching for their ISUM experience. The following social events tied the ISUM programme together:

Opening ceremony

On 10 July 2006, the ISUM was ceremonially opened at the Amphitheatre of SEE University. The following speakers contributed:

- Opening by Prof. Dr. Aljadin Abazi, Rector SEEU, Tetovo
- Welcome by Dr. Azis Polozani, Minister of Education and Science
- Speech by Mrs. Frédérique M. de Man, Ambassador of the Kingdom of the Netherlands
- Speech by Mr. Erwan Fouéré, EU Special Representative and Head of Delegation of the European Commission
- Keynote Speech by Mrs. Marijana Grandits, Director of Stability Pact, Working Table 1, Brussels
- Welcome by Prof. Dr Ljubica Shuturkova, Vice-Rector University Ss.Cyril and Methodius, Skopje
- Welcome by Prof. Dr Dobri Petkovski Pro-Rector of St. Kliment Ohridski University, Bitola
- Welcome by Prof. Dr Serafim Tomovski Vice-Rector of the State University of Tetovo
- Welcome by Mr. Carlos Pais, Ambassador of OSCE
- Welcome and Introduction of ISUM Professors by Mr. Yannick Du Pont, Director of ATA
- Classical Music Performance by the students from Faculty of Music Arts, University Ss. Cyril and Methodius, Skopje

Photo: Speakers of the ISUM Opening Ceremony

The host of the ISUM 2006, SEEU Rector Abazi, stressed that in an era of transnational education, universities in SEE have to provide their students with a global consciousness. He stressed that the IUC will continue to support the ISUM and would like to possibly expand it to other disciplines over the next years.

Minister Pollozhani stated the opportunity to get to know each other and to find answers to new challenges is the most important aspect of ISUM. He expressed his hope that ISUM will contribute to the main aims of the Bologna Process, i.e. enhance mobility, improve quality and increase confidence between academic institutions.

Ambassador Mrs. De Man predicted a sunny future for the ISUM as the IUC has taken on a stronger leadership role, but stressed that additional resources have to be found in order to make the ISUM sustainable. She highlighted the importance of regional participation and of long-lasting friendships for future professional cooperation.

Mr. Erwan Fouéré called the ISUM a truly European event. He praised that the ISUM course topics address the main challenges in societies and highlighted the importance of the social programme in discovering the cultural heritage of Macedonia. He called ISUM the best example of tolerance and reconciliation in a country.

Marijana Grandits first addressed the role of the students in building the future, stressing that each country needs and has human brains and talents, i.e. human capital. She encouraged students to challenge politicians to invest in them and in building this capital. She further stressed the importance and difficulties of cooperation, living together and identity-building. She encouraged the students not to accept stereotypes, but to try to find values that unite. The EU, as Grandits put it, needs a lot of multi-lingual, well-trained politicians and administrators. She finished her speech by pointing out that democracy is a permanent process that has to be kept alive, as it is the best system we have at the moment.

The rectors of the four participating universities welcomed the students, all praising the ISUM initiative as an example for creating a high-quality platform for cooperation in higher education. The Opening Ceremony speeches ended with short contributions by Carlos Pais, Ambassador of OSCE in Macedonia, and ATA Director Yannick du Pont. After that, all visiting professors and co-professors of all courses were introduced and welcomed by Ardita Zekiri of ATA Skopje. The Ceremony finished with a classical music performance by students from Faculty of Music, University Ss. Cyril and Methodius in Skopje.

The welcoming speeches were addressed to an audience of about 750 students and professors, media, members of the academic community as well as representative of domestic and international institutions and organisations. The ceremony was followed by a reception. After that classes started.

Photo: Minister and Ambassadors at ISUM Opening

Closing Ceremony

On 28 July 2006, a closing reception was held in the Amphitheatre of SEE University. Closing speeches were delivered by Assistant Professor Bekim Nuhija, on behalf of SEE University, and Ms. Julia Shundovska, ISUM Coordinator and Head of ATA Skopje Office. In addition, students from different countries and universities presented their impressions and experiences gained during ISUM. Afterwards, the certificates were handed out. The students who had successfully completed their courses received their ISUM certificates from their professors. The event was closed with a cocktail.

Excursions

Following the recommendation of last year and considering the large number of students, parallel excursions were organised. In total, 8 excursions were organised; two parallel excursions on each day of the weekend.

On the first Saturday, around 220 participants and professors from Courses 1 – 10 visited the town of Ohrid. At the same time, participants and professors from Course 11- 20 had the opportunity to visit Skopje. On Sunday, 130 ISUM participants and professors from Course 11 - 20 visited Struga, a city located on the shores of Lake Ohrid. 70 ISUM participants and professors from course 1 – 10 went hiking on Shapka on Shar Mountain. The second weekend during Saturday and Sunday the same excursions were realized but with the reverse schedule of the courses. On Saturday 180 ISUM participants and professors visited Ohrid and 50 ISUM participants and professors visited Skopje. On Sunday 120 ISUM participants visited Struga and 40 ISUM participants and professors were hiking on Shapka.

Photo: Students on excursion to Struga

For every excursion there was a professional tour guide available, who lead the excursions and explained the history of each place visited. For the hiking excursion, professional hikers were hired. In every bus, 2 logistics officers were present, responsible for the students in the bus. Together with an ATA employee they coordinated the students on the excursions. During the excursions all students received lunch packages. These excursions were a good opportunity for the students to learn more about the history of Macedonia, and get acquainted with the surroundings. Professors and students were very satisfied with the organisation of the excursions and the choice of destination. The only complaints that were received referred to the length of the first mountain hike and the fact that the groups were too big for only one tour guide.

Photo: Professors and students on a long hike

Delegation Visits

For the first time this year, delegation visits between the ISUM and other ATA summer events in the Western Balkan region were organised to facilitate additional regional contact and exchange. Students interested in becoming part of the Summer University delegation were asked to contact their visiting professor. From each Summer University Programme, 7 students with different backgrounds were selected to visit the other projects. At ISUM, in total 72 students applied to be part of the delegation. Four students from Macedonia, two regional students and two international students were selected for the delegation. On Friday, July 21, the ISUM delegation left for Pristina. In the evening they received a city tour of Pristina. Thereafter, the ISUM delegation met the PSU delegation for dinner and a party. On Saturday, the two delegations participated with other PSU students in an excursion to Prizren. After spending the day in the old town the two delegations left for Tetovo. On Sunday ISUM had organised a hiking trip in Popovo Sapka, during which students from the PSU delegation had the time to meet other ISUM students.

The atmosphere in the group was very positive and students expressed how much they had enjoyed the visit. In general, all participating students of the delegation perceived the visit to Kosovo as an interesting and positive experience. They realized that they had prejudices about Kosovo before coming on this trip. In the evaluation, participants stressed how much they were positively surprised by what and whom they got to know.

Photo: Dinner with student delegation in Pristina

Other Social Activities

Other recreational activities that were organised during ISUM were: two parties with live music, a karaoke party, an evening with cultural presentations, movie evenings, 3 sport tournaments, a historical tour of Tetovo, two official dinners for the professors, ATA staff and logistic officers, and individual course lunches and dinners.

Recommendations:

- The delegation visits should be part of the official programme next year. The programme for the visits should be developed further, e.g. including academic content, participation in public discussions, courses, etc.
- If groups are large during excursions, more tour guides should be hired.
- Cultural presentations should be organised in a different setting and screened by ATA beforehand, or excluded from the programme.

Other Project Components

In addition to the activities described in the previous sections of this report, the ISUM project includes a number of other activities.

Workshop Series 'Putting ECTS into Practice'

Since the fall of 2005, ATA has been organising a series of interactive, skill-oriented workshops that give participants the opportunity to train practical skills, which will help them to put ECTS into practice. The philosophy behind these workshops is 'learning-by-doing'. In addition to practical exercises and interactive discussions, workshops provide participants with the opportunity to pose questions to international and local experts and to exchange experiences with regard to the respective topics. The workshops are led by international experts in cooperation with experts from Macedonia and are open to university management, faculty, administrators, and students. ISUM co-professors are expected to attend the workshops as part of their contractual engagement. Participation in the workshops is free of charge. Participants who live outside the town in which the respective workshop is organized receive a reimbursement for their travel costs.

In order to promote the workshops, a brochure has been printed and distributed, announcing the workshop topics and providing the opportunity to subscribe to a mailing list in order to receive regular updates on contents, dates and locations.

Since the summer of 2005, ATA has organised 6 practice-oriented workshops on the implementation of ECTS and Bologna Action Lines:

November 11, 2005 - Tetovo	Basic Elements of ECTS
November 30, 2005 – Bitola	Basic Elements of ECTS
December 16, 2005 - Skopje	Higher Education and Minorities
December 21, 2005 - Skopje	Recognition of ECTS
March 3, 2006 - Skopje	The ECTS Information Package: a comprehensive approach toward transparency
April 27, 2006	Career Placement and Internships

The participants in the workshops were university management officials, faculty teaching staff, administrators, students and ISUM co-professors. On average 40 people attended the workshops. The feedback from the participants has generally been very positive.

Detailed reports of the previous workshops and more information about the upcoming workshops can be obtained from the ATA office in Skopje.

Workshops Series on Gender

During the ISUM 2006, ATA in cooperation with OSCE organised four workshops on different gender topics for civil society representatives who are appointed and invited by OSCE/ODIHR. These workshops aimed at raising the awareness on Gender equality at the local level, thereby accelerating and deepening the social, cultural, economic and political reform process in local communities and civil society as a whole.

The workshops took place on SEEU premises and were provided by experts appointed and invited by OSCE/ODIHR. The workshops were held in local languages with simultaneous translation into Macedonian/ Albanian and from English into the local languages when necessary.

Workshops were free of charge for participants; in addition participants received lunch, 2 coffee breaks and travel costs. The workshops were attended by 24 participants on average. In 2 out of 4 workshops, 10 places were reserved for participants from the gender course.

The following workshops were organised:

Friday 14 July: Integrating gender equality aspects into social work

Date: Friday 14 July 2006
Time: 9:30 - 15:30
Location: South East European University, Tetovo, Lecture Room 814/02
Participants: 22 (social workers + participants in the academic course)
Trainers: Silva Pesic OHCHR Skopje;
Elena Grozdanova, Gender Equality Commission Ministry of Social Labour Welfare of RM
Guest Speakers: Dimitrinka Jordanova, WHO social exclusion expert
Enisa Eminova, Consultant on Roma Women issues;

Monday 17 July: The political participation of women

Date: Monday 17 July 2006
Time: 9:30 -17:00
Location: South East European University, Lecture Room 814/02.
Participants: 26 (young politicians + participants of the academic course)
Trainers: Jovana Gender Equality Commission, Women can do it project,
Safka Todorovska
Daniela Dimitriovska, Macedonian Women lobby group;
Moderator: Katerina Kolozova, Director of the Research Center in Gender Studies
Guest speakers: Lile Popovska President of DOM
Teuta Arifi (DUI)

Tuesday 18 July: The role of media in promoting gender equality

Date: Tuesday 18 July 2006
Time: 9:30 -17:00
Location: South East European University, Lecture Room 814/02.
Participants: 16 (journalists + participants of the academic course)
Trainers: Jasminka Frisick ESE;
Klime Babunski Institute of Social Science, University of Skopje;
Zarko Trajanovski, Human rights expert Helsinki Committee

Wednesday 19 July: The role of women in promoting peace

Date: Wednesday 19 July 2006
Time: 9:30 - 17:00
Location: South East European University, Lecture Room 814/02.
Participants: 26 (civil society activists from local NGOs + participants of the academic course)
Trainers: Gjuner Nebiu
Gordana Pirkovska Zmijanac

Detailed reports of the workshops can be obtained from ATA Skopje of OSCE.

Regional Student Union Seminar

In the framework of the ISUM, the student unions of the 4 universities organise a 4-day seminar for 32 SEE-union representatives every year. The seminar focuses on cooperation between the unions in Macedonia and how joint efforts can promote compatibility between study areas of their universities. On a wider SEE-level, the seminar aims to foster regional cooperation among the student unions, especially in terms of the Bologna Action Lines. This years' seminar will be organised in October 2006.

About ATA

ATA is an independent not-for-profit foundation, based at the University of Amsterdam, with field offices in Belgrade, Pristina, and Skopje.

We aim to support the ongoing processes of transition and reconstruction in post-conflict societies. We believe that an important way to facilitate these processes lies in the strengthening of educational and economic institutions.

We aim to contribute to sustainable reform of educational and economic institutions in post-conflict societies in a way that is lasting and demands the pro-active participation of local communities. Key principles in our work are:

- A demand-driven approach that pinpoints the needs and priorities of local beneficiaries;
- A society-oriented focus that ultimately benefits society as a whole;
- The support of long-term cross-regional and international cooperation processes;
- The promotion of local ownership as precondition for sustainability.

More information on ATA's past, present and future activities can be found at:

www.academictraining.org

ATA Board of Recommendation

Prof. Dr. Wolfgang Benedek

Chairman of World University Service (WUS) Austria

Dr. Andris Barblan

Secretary General of the Magna Charta Observatory

Dr. Daan Everts

NATO Senior Civilian Representative in Afghanistan;

Former Head of the OSCE Mission in Kosovo;

Deputy Special Representative of the Secretary General for the United Nations, responsible for the capacity-building component of the United Nations Interim Administrative Mission in Kosovo

Prof. Dr. Hans J.A. van Ginkel

United Nations Under-Secretary-General;

Rector, United Nations University, Tokyo

Justice Richard J. Goldstone

Former Judge at the Constitutional Court of South Africa;

Former Chairperson of the Commission of Inquiry re Public Violence and Intimidation "Goldstone Commission";

Former Chief Prosecutor of the UN International Criminal Tribunals for the former Yugoslavia and Rwanda;

Chairperson of the International Independent Inquiry on Kosovo

Prof. Dr. Tadeusz Mazowiecki

Former Prime Minister of Poland;
Former Special Reporter to the United Nations over conflicts in the former Yugoslavia

Prof. Dr. P.W.M. de Meijer

Former Rector of the University of Amsterdam, the Netherlands

Mr. Ad Melkert

Vice Secretary General of United Nations Development Program (UNDP);
Former Minister of Social Affairs and Employment;
Former Netherlands Executive Director at the World Bank

Drs. Jan P. Pronk

Special Representative for Sudan;
Former Netherlands Minister of Housing, Spatial Planning and Environment;
Former Netherlands Minister of Development Cooperation;
Professor, Institute of Social Studies, The Hague, the Netherlands

Dr. Elisabeth Rehn

Former United Nations Special Rapporteur for Human Rights in the Former Yugoslavia

Mr. Max van der Stoep

Former OSCE High Commissioner on National Minorities;
Former Netherlands Minister for Foreign Affairs;
Netherlands Minister of State

Dr. Carl Tham

Former Swedish Ambassador to Germany;
Co-Chairperson of the International Independent Inquiry on Kosovo;
Former Secretary General of the Olof Palme International Center;
Former Minister of Education and Science of Sweden;
Former Director General of the Swedish International Development Agency (SIDA)

Prof. Drs. Ed van Thijn

Member of Dutch Senate;
Professor, University of Amsterdam, the Netherlands;
Former Major of the city of Amsterdam, the Netherlands;
Former Minister of the Interior, the Netherlands;
Former Co-ordinator for International Monitoring (CIM) in Bosnia-Herzegovina