

Specialty

**Business Innovation and Management taught in English**

**/Joint Programme/**

**2 semesters**

***Full Time education***

### **Educational Objectives**

The Master's degree programme in Business Innovation and Management taught in English /Joint Programme/ lasts 2 semesters and has an objective to prepare highly qualified middle and senior level managers for the demands of the business. It is intended to expand and deepen the knowledge and skills of employees working in this field as well as of holders of Bachelor's degree in the professional fields of UNWE and other accredited higher education institutions in the country. The most important educational objectives are:

- Acquisition of the necessary knowledge of the basic economic and administrative tools for the management of the business organization;
- Acquisition of knowledge and skills that distinguish a company from its competitors through factors such as authenticity of idea, methodology of operation, efficiency of processes and development of new ideas;
- Acquisition of the necessary knowledge to successfully meet the objectives and business needs;
- Acquisition of knowledge and skills that drive effective strategic management, intelligent decision-making and business innovation;
- Acquisition of the necessary skills to deal with the problems in the company by increasing the knowledge of anti-crisis management.
- Acquisition the skills to recognize business opportunities and introduce new business ideas by having strategic skills.

## **Professional Development**

Graduates of the Master`s degree programme in Business Innovation and Management taught in English /Joint Programme/ have the opportunity for successful professional development in the:

- Central and local government administration as experts;
- Private and public companies in the field of innovation risk management;
- High technology companies;
- Start-up companies;
- Consulting organizations;
- Research and development organizations;
- Non-governmental organizations.