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International  
Business College  
Mitrovica



# WELCOME TO IBC-M!

I am delighted to welcome you to the International Business College Mitrovica – a higher education institution with a difference. Since its founding in 2010, IBC-M has provided its graduates with a unique set of skills and made its distinctive mark in Kosovo and beyond. Since my first contact with IBC-M I have been impressed by its curriculum and facilities. The more I got to know it, the more I liked its: Practical approach to studies, warm and friendly atmosphere as well as a strong emphasis on internationality.

Indeed, I like it so much that in August 2019 I packed my bags and moved from Finland to this very special place called Mitrovica. And I haven't looked back ever since.

But don't just take my word for it. Come and have a look yourself.

IBC-M offers you a dynamic learning environment on its two campuses serving all communities in Mitrovica. We are committed to our students' success. As one of them, you will be challenged to develop yourself and put your knowledge into action.

You will have opportunities to gain real world business experience through projects and internships, to broaden your horizons through studying in English and attending one of our partner universities abroad, and to contribute to the society through your growing skills and competencies. All this while studying and a having great time in diverse student groups supported by experienced professionals.

As we are about to celebrate our tenth anniversary, I can honestly say that there has never been a better time to join IBC-M.

Make your move and make a difference!

Harri Tuomola  
Executive Director  
International Business College Mitrovica

# WHY IBC-M?

## HIGH QUALITY TEACHING

At IBC-M we pride ourselves on our high quality teaching by experienced lecturers who really care. We use a student-centered learning model, which means that lessons are engaging and fun. Guest lectures, field trips, and multimedia resources add to the diverse learning experience.

## REAL WORK EXPERIENCE

Full-time professional work placements are a mandatory part of every degree at IBC-M. This means that you will graduate with practical skills for employment. IBC-M projects and assignments are also based on real-life problems from the world of work, and you will conduct research with real organisations and companies.

## INTERNATIONAL OUTLOOK

As an IBC-M student, you will be exposed to diverse perspectives on global issues through lessons, consultations, and projects designed by our experienced multi-national faculty and staff. You will have the chance to participate in international exchanges and complete your professional work placements abroad. Additionally, your academic English language skills, developed and fine-tuned at IBC-M, will open you up to opportunities all over the world.

## OUTSTANDING GRADUATE EMPLOYABILITY

Employers know that an IBC-M graduate is a skilled, hard-working professional and has great English skills – that's why we have an impressive 81% rate of graduate employment. IBC-M degree-holders go on to secure top quality jobs with reputable employers – both locally and internationally.

# STUDYING AT IBC-M

## *From Theory to Practice*

### OUR APPROACH

Our motto is “From Theory to Practice,” and this is at the core of our approach to education here at IBC-M.

**Internships:** All IBC-M students have to complete at least one practical internship, lasting from 3-6 months, which ensures the practical development of professional skills.

**Student projects:** IBC-M works closely with enterprises, Chambers of Commerce as well as with municipalities, ministries and NGOs, to provide students with opportunities to apply their knowledge in market-oriented projects.

**Entrepreneurship:** We encourage innovative and entrepreneurial thinking and acting. A number of IBC-M graduates have established their own start-ups, and we even have IBC-M students running the Riverside campus canteen!

The “From Theory to Practice” learning model, incorporated with problem-based learning methodology, teaches students to think for themselves, conduct individual and group research, interact professionally, and learn from one another.

### WORKLOAD

We use the European Credit Transfer System (ECTS) points system. One ECTS point is understood as equivalent to 25-30 hours of study. One semester has a workload of 30 ECTS or 750-900 working hours (this includes all learning activities, seminars, group work and self-study). The Student workload is expected to take up to 45 hours per week, over a 18 week semester (16 weeks of teaching).

## **CAMPUSES**

All IBC-M students benefit from our state of the art education facilities. Our specially designed campus buildings are modern, spacious, and new. The structures meet the highest European quality standards in higher education. Across our two campuses, we offer a large auditorium, seating for up to 250 people; spacious and fully equipped classrooms; two canteens; study and recreational spaces; a library; two IT labs, a career centre, a research centre, a Student Representative Council office, and of course, our dedicated Student Service offices. The campuses have Wi-Fi throughout and classrooms are fully equipped with heating and air-conditioning.

## **PROFESSIONAL WORK PLACEMENTS**

Full-time professional work placements (also called internships) are built into every programme of study at IBC-M. Through these placements, you will develop professional skills, gain workplace experience and build your networks for future employment.

## **FIELD TRIPS & GUEST LECTURERS**

Regular study visits and guest lectures from relevant companies, organisations and institutions help to give real-world context to classroom learning.

## **STUDY EXCHANGES**

Through our partnership with Erasmus+, there are a number of opportunities to complete a semester abroad each year.

## THE GENERAL SEMESTER COORDINATOR

The General Semester Coordinator will ensure a smooth introduction to IBC-M programmes, help your academic and social transition to college and guide you from the very beginning of your study providing information, advice and support regarding semester activities, courses, assignments and projects.

## STUDENT SERVICES

At IBC-M we have a fantastic and dedicated student services team, who are committed to helping you settle in and be successful throughout your time here. Our friendly staff in both the Riverview and Riverside campuses will be more than happy to help you with any query – from questions about the study programmes to queries about getting around.

## ENGLISH DEPARTMENT

IBC-M has a well-established English department on hand to assist students while they study in the English language. The Academic English and Study Skills course places emphasis on writing in English for academic purposes and developing the study and critical thinking skills needed to succeed at IBC-M and beyond. English classes are taught by international, native-speaking teachers. Students also receive one-on-one support from a member of the English department to answer queries or provide assistance at any stage in their studies.



## IBC-M STUDY PROGRAMMES

IBC-M offers four unique and high-quality study programmes which ensure you gain practical work experience and skills for employment as well as theoretical knowledge.

Two levels of qualification:

Bachelor degree: 3.5 years (equivalent to 210 ECTS)

- International Sales & Marketing
- Environmental & Agricultural Management
- Public Administration

Master degree: 2 years (120 ECTS)

- International Management and Leadership
- Environmental Management
- Business Management

Key features:

- All of our study programmes are delivered in English.
- We award double degrees. This means that our graduates receive a diploma from IBC-M and a diploma from the relevant partner institution.
- We use the European Credit Transfer System (ECTS). This means that the qualifications we award are internationally recognised and transferable.

## GENERAL SEMESTER

The first semester at IBC-M is an interdisciplinary common semester across all programmes and it is called the General Semester. The General Semester ensures a smooth introduction of IBC-M programmes to new students and supports their academic and social transition to college.

It introduces students to learning opportunities and resources available at IBC-M. All first semester students take the same classes that represent the basic management courses and courses related to academic departments and programmes.

The first semester of studying at IBC-M also includes orientation, academic advice, tutoring, and other services by dedicated academic and administrative staff aiming to support student learning and success.

General Semester includes a variety of workforce relevant courses. This includes Organizational and Management Studies, which has been created to provide basic knowledge about the management in organisations and its functions, as well as the role, competencies and responsibilities of managers in different organisational structures and cultures.

Effective Communication , as a course, will teach you how to bring an audience to the desired goal using the main communication techniques that are crucial for success in the real business world. -

Achieving maximum results with minimum investment and thinking like an economist in order to understand how a modern market economy functions are at the core of Principles of Economics .



A photograph of a crowd of people at what appears to be a conference or event. The image is dimly lit with a teal/cyan color cast. In the foreground, a person's hand is visible holding a smartphone, with their fingers positioned as if taking a photo or video. The background shows several other people, including a man with a beard looking towards the camera and another man looking slightly away. The overall atmosphere is that of a busy, modern gathering.

# **INTERNATIONAL SALES & MARKETING**



# INTERNATIONAL SALES & MARKETING

Get a comprehensive and diverse business education that will equip you with applied knowledge and practical skills in marketing, communications, management, entrepreneurship and innovation that top regional and international employers are looking for.

The International Sales and Marketing (ISM) programme is designed to provide students (you) a dynamic and unique learning experience that will prepare them (you) for a rewarding marketing and management career within an international business perspective.

Within the ISM programme, students learn to understand and analyse customer behaviour, and follow up on the current market trends in global business. Mastering this programme, students become equipped with knowledge and skills needed to address modern marketing challenges, develop successful marketing and sales strategies and plans, gain “hands-on” sales experience, implement marketing and sales tools and techniques, and develop networking opportunities in the international market. Along with the knowledge of Marketing & Sales, students learn to apply tools, concepts and decision making methodologies needed to effectively manage and create value for businesses.

# COURSE HIGHLIGHTS

## Market Research

The various techniques of collecting and analysing market relevant data are discussed in this course. Upon the completion of this course, you will be able to collect and interpret the analysed data that would help a company to understand its business environment, identify its strong and weak points, market threats and opportunities for increasing its sales.

## Theory of Finance and Investments

This course provides an overview of financial concepts and techniques found in business organisations. The topics such as financial planning and control along with some aspects of business investment are studied. Upon the completion of this course you will be able to help the business identify and address its typical finance-related problems, and propose solutions for growing its revenues and improving the business performance.

## Sales Force Management

Coursework focuses on the management of an organization's sales force and its selling policies. Topics include recruitment and hiring of sales personnel, compensation plans, motivation techniques and setting individual selling territories. Upon the completion of this course you will be able to provide the business tips on establishing individual sales quotas, evaluating employee sales performance and creating an overall sales forecast.



# **ENVIRONMENTAL & AGRICULTURAL MANAGEMENT**



# ENVIRONMENTAL & AGRICULTURAL MANAGEMENT



Engage in a very unique study programme to be able to learn the tools and techniques needed to understand the complex issues of environmental and agricultural management. A multidisciplinary systems approach is used and emphasised during the whole study cycle in order to strengthen the link between practical skills and theoretical learning programmes.

The EAM programme offers diverse learning opportunities to engage effectively with the challenging environmental and agriculture issues we face, sustainably manage the natural and human environment, and ensure food safety and quality.

It also allows you to become part of practical activities on several local and international field trips, research and lab activities in the second year and third year of studies.



# COURSE HIGHLIGHTS

## Nature Planning, Conservation, Restoration and Habitat Management

Dive into the key issues associated with managing natural resources in a sustainable way and balancing human demand with the need to maintain ecological integrity. The course will review basic ecological principles that underpin natural resource management and natural planning: 1) problems associated with the use/misuse of our natural resources and 2) current management practices associated with the conservation and restoration of natural resources and habitat.

## Green Technology, Renewable Energy, and Waste Management

Develop a broad understanding of resource use and minimisation, as well as waste management, treatment, technologies, and prevention methods related to waste in the region, with particular emphasis on emerging technologies and the management systems in a waste management and development of green technology and renewable sources.

## Sustainable Agriculture

Build a foundation in understanding of the theory of the economics of agricultural and natural resource policy analysis. The course also addresses the role of government and other institutions in setting agricultural and natural resource policy and provides students with tools for analysis of effects of various programmes on producers, consumers and taxpayers, especially contemporary issues and market failures.

A close-up photograph of a man in a light blue button-down shirt pointing his right index finger at a document. The document is held by a woman whose hand, wearing a silver ring, is visible at the bottom right. The document is white with a purple logo consisting of a stylized 'N' and the text 'International Business Administration' and 'Murray State University' in a smaller font. The background is slightly blurred, showing a bookshelf with orange and green books.

# PUBLIC ADMINISTRATION & WELFARE



# PUBLIC ADMINISTRATION & WELFARE



Engage in the highly dynamic study program of Public Administration to be able to be involved in problem-solving projects and initiatives for developing a modern public administration sector, and be part of this important reform towards the European Administration perspective.

Covering a range of social, democratic and economic concepts such as human rights, innovation, development, and European integration, the Public Administration department will support and inspire you in your ambition to make a difference in your world.

# COURSE HIGHLIGHTS

## State Organization & Policy Development

Models of state organization of modern states will be discussed, with a focus on developing countries, and how different roles and responsibilities of state institutions interlink in policy development and implementation, with an impact of developing welfare societies and economies.

## Human Rights & Administrative and Public Sector Legislation

This course links to dimensions of legislation development in the principles of human rights integration as ethical and legal norms in public administrations in modern states and in established political entities. Further, the administrative procedures in developing legislation in translating rule of law and policy development issues will be analyzed based on the actions of public administration institutions.

## Research Methodology & Project Cycle Management

Social research methods and tools will be applied to reflect on student competences towards evidence-based policy making and evaluation. Students will develop project cycle management skills and practices which are crucial in supporting public administration reform.



# MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT & LEADERSHIP





# MASTER OF SCIENCE IN INTERNATIONAL MANAGEMENT & LEADERSHIP

The Master in International Management and Leadership programme is unique among science and management master programmes due to providing a strong and advanced foundation in management while offering an opportunity to specialize in business management and environmental management as specific specializations.

It promotes critical thinking and helps students to become responsible future leaders, choose a role within an organisation and contribute to its further development, or start their own business. The application of new innovations, technologies and associated know-how, including the transfer of technology knowledge through new courses and training will be a powerful driver of economic growth and sustainable development in the Western Balkans.

The programme was highly evaluated by the International Expert Panel during the International Accreditation Process, receiving perfect scores across the board.

## SPECIALIZATIONS IN:



### Business Management



### Environmental Management

#### Enrollment Requirements

In order to be considered for admission to the master programme, students must prove the completion of a Bachelor degree relevant to the programme at least 3 years or 180 ECTS in length.

**In addition, applicants to the study programmes need to fulfill the criteria below:**

- Minimum average grade of 7.5 (Kosovo Grading Scale) or 7 (IBC-M Scale)
- Advanced English language skills
- TOEFL iBT: minimum 82 points, no less than 20 in each category
- IELTS: 6.0, with a minimum of 5.5 in writing

# OUR SUCCESS STORIES



ARDITA GJERGJEKU,

Ardita started her career at Tatamata the leading creative agency in Kosovo as Project Manager in 2016, she became Creative Director in 2019 due to professional and academic experience she gained at IBC-M



EGZON GERXHALIU


"IBC-M helped me to develop the skills, knowledge, and academic capacities required by the labour market, which were fundamental for my career life. The most important qualities gained from IBC-M for my success are organization, writing skills, ability to verbally communicate succinctly what you need to be accomplished, and influencing skills."

Currently, Egzon is working as Project Manager at IADK and is responsible for managing the project "Supporting the value chain of MAP by creation of employment and export continuation".



INITIATIVE FOR AGRICULTURAL  
INICIATIVA PER ZHVILLIMIN E B  
INICIATIVA ZA POLJOPRIVREDNI

# STUDENT SUCCESS STORIES

A photograph of Donjeta Pllana, a young woman with dark hair, wearing a dark beanie and a light grey jacket, smiling at the camera. The background is slightly blurred, showing an outdoor setting with trees and a fence.

## DONJETA PLLANA

I am Donjeta Pllana, an undergraduate student of International Sales & Marketing at International Business College Mitrovica (IBC-M).

Firstly I must say that I am honoured to be given this opportunity of working with North West Regional College because having the opportunity to work abroad, in a different workplace and with people coming from a different background and culture is something that most of the students strive for. For me as a Kosovan student, having the chance to work in the UK would have never been possible without the continuous help from the IBC-M team who are always keeping the students informed with all of the exchange opportunities abroad.

A photograph of Aleksandra Lazarević, a young woman with long brown hair, wearing sunglasses, a grey puffer jacket, and a red scarf. She is looking upwards and to the side with a slight smile. The background is a brick building.

## ALEKSANDRA LAZAREVIĆ

As a communicative, versatile, open-minded and positive person, IBC-M was attractive to me. I enjoy the place and the people, and I feel like I am studying abroad. Diversity is something I like the most because I learned a lot about others and myself, as well. I had a chance to study in Odense, Denmark, for six months. That was one of the most amazing experiences I ever had!





# LIVING IN MITROVICA

“True love doesn’t give you a choice. There are so many charming spots in the world; seaside towns that are peaceful, tidy and cozy, neat and beautiful; tens of places that I fancy and that I like very much. Mitrovica is the only town I love”

By Blanka Cechova “Totál Balkán”



An aerial photograph of the city of Mitrovica, Kosovo, taken from a high vantage point. The city is densely packed with buildings, mostly multi-story apartment blocks. A river, the Ibar, winds through the city, and a bridge is visible crossing it. In the background, a large, prominent mountain rises above the city, its peak slightly hazy. The overall tone of the image is dark and moody, with a blueish-grey color palette.

# THE CITY

The city Mitrovica is one of the oldest known settlements in Kosovo, and has been home to cultural diversity since medieval times. With the building of the Trepca mines, Mitrovica was once also the centre of Kosovo's industrial production. The Mitrovica Bridge, also known as the River Ibar bridge, is one of the most interesting tourist spots in Kosovo, with a symbolic role in the recent history of the region. The river cuts the town into a nearly exclusively Serb-inhabited northern part and a predominantly Albanian-inhabited south. The city is also home to smaller ethnic groups, Bosniaks, Turks, Roma, Ashkali and Balkan Egyptians, and others. There are several examples of communist industrial architecture in the area, and the National Museum of Minerals is rich with artefacts from the Trepca mines. Nearby the city is the Shala region. It offers many opportunities, such as camping, skiing, ecotourism, mountain biking and rock climbing. 10km of mountain road is constructed for walking and biking through the villages of the Shala Region. Mitrovica, like the rest of Kosovo, has four distinct seasons. Spring and autumn are long and temperate. Summers are hot, with temperatures reaching up to 30 degree celsius while in winter it can drop as low as minus ten.

## LOCAL TRANSPORT

Taxis are affordable and a trip within the city shouldn't cost you more than 1 Euro. You can easily walk around the whole of Mitrovica on foot. Buses and combis (minibuses) to other towns and cities leave frequently from the city bus terminal and cost 1-2 Euro. Neighbouring countries such as Albania, Macedonia, Montenegro and even Greece can be reached in just a few hours by buses which depart frequently from Pristina and are inexpensive. The airport is less than an hour away and has direct flights to dozens of European cities.

## EATING AND DRINKING

Mitrovica has an abundance of restaurants offering traditional and international dishes. There are many possibilities to buy a meal. A lunch in a simple restaurant will cost you between 3-5 Euros. Buying a small lunch in a shop or bakery is even cheaper. For a good dinner, with drinks, in a restaurant expect to pay around 6-10 Euros. Market stalls that sell fresh, seasonal fruit and vegetables are everywhere while larger supermarkets will stock recognisable European brands. For drinking, a coffee should cost around .80 cent while a glass of wine or draft beer in a local bar won't cost you more than a Euro. Rakija is the traditional alcoholic beverage in Kosovo; it is a hard liqueur made from plum and served in a shot glass.

## COMMUNICATION

Depending on your network provider it may be possible to use your mobile telephone in roaming mode. You can also buy a cheap local number for 2-4 Euro including pre-paid credit. Data plans are also cheap and easy to purchase. Wi-Fi is available free of charge in most public buildings.



## HEALTH AND WELFARE

Mitrovica has many private health clinics, pharmacies and dentists and it is possible for foreigners to obtain treatment at the public hospital should you need it. You should be able to declare a printed invoice provided by the hospital to your own health care insurer.

## EXPLORE THE OUTDOORS

Aside from city life, Mitrovica offers beautiful natural surroundings. Near Mitrovica you will find mountains with hiking tracks and amazing scenery. With several well established hiking clubs and organizations, you can enjoy amazing sightseeing and breathtaking nature almost every week.

## **ENQUIRY**

If you need more information about enrolling at IBC-M, or wish to come to one of our Info Days, email [info@ibcmitrovica.eu](mailto:info@ibcmitrovica.eu) or visit our website [www.ibcmitrovica.eu](http://www.ibcmitrovica.eu)

## **APPLICATION**

You can fill in an application form online on our website or you can come to our campus any time from 8:00 to 16:00, Monday to Friday.

## **DORMITORIES**

Limited dorms are available for students coming from outside the Mitrovica region. If you are able to provide evidence that you live further than 40km from IBC-M, or one hour commute, we offer FREE dormitory accommodation in the city. The dorms are based in convenient locations in Mitrovica center (North and South)

## **ENTRY EXAM & INTERVIEW**

The Entry Exam will test your English and Math skills.  
At this stage, you will be asked to indicate which programme you are most interested in.

## **OFFER AND REGISTRATION FEE**

Based on your performance in the entry exam and interview, you will be contacted and offered a place at IBC-M.  
To secure your place, you need to pay a €50 registration fee.  
If you are an international student, you may need to proceed with a visa application.



# Applied Information Technology Bachelor



The background is a light blue-grey gradient. It features a complex network of thin, dark grey lines connecting small black dots, resembling a global or digital network. A large, semi-transparent purple circle is centered on the left side. In the upper right corner, there is a wireframe model of a human head, composed of a mesh of lines and dots, colored in shades of orange and brown. The text is centered within the purple circle.

There is a difference  
between what technology  
enables and what historical  
business practices enable.

Bill Gates

# Applied Information Technology

IBC-M offers an excellent general education in information technology (IT) with opportunities for quality and competitive international studies, offering the most innovative program in information technology. The Faculty of Applied Information Technology is fully focused on providing teaching in modern, practical and in line with global technological developments, so that tomorrow our students will be competitive in global markets as individuals or as an integral part of prestigious organizations. This bachelor program in the field of information technology or computer science is unique with a focus on planning, modeling, design and implementation of complex software and hardware systems and processes. The program offers the modern curriculum required in the information technology market with European standards and the academic staff in this program has professional knowledge from relevant fields, including experienced local and international professors.

The Applied Information Technology program

aims to provide students with operational skills that are relevant to potential employers and thus allow for rapid integration into the professional world. The bachelor program provides students with basic theoretical knowledge and applied in the essential fields of IT and (Computer Science), but also practical thought to apply these technologies in industry. In this program students will gain knowledge in the field of software engineering, database, networking and telecommunications, web or mobile programming, computer graphics and multimedia, robotics, virtual reality, artificial intelligence and security. Studies are carried out through innovative platforms and technologies, including modern methods and the most popular international practices in teaching and learning, offering quality and contemporary laboratories, which are possessed by this faculty.

# Why study Applied IT ?

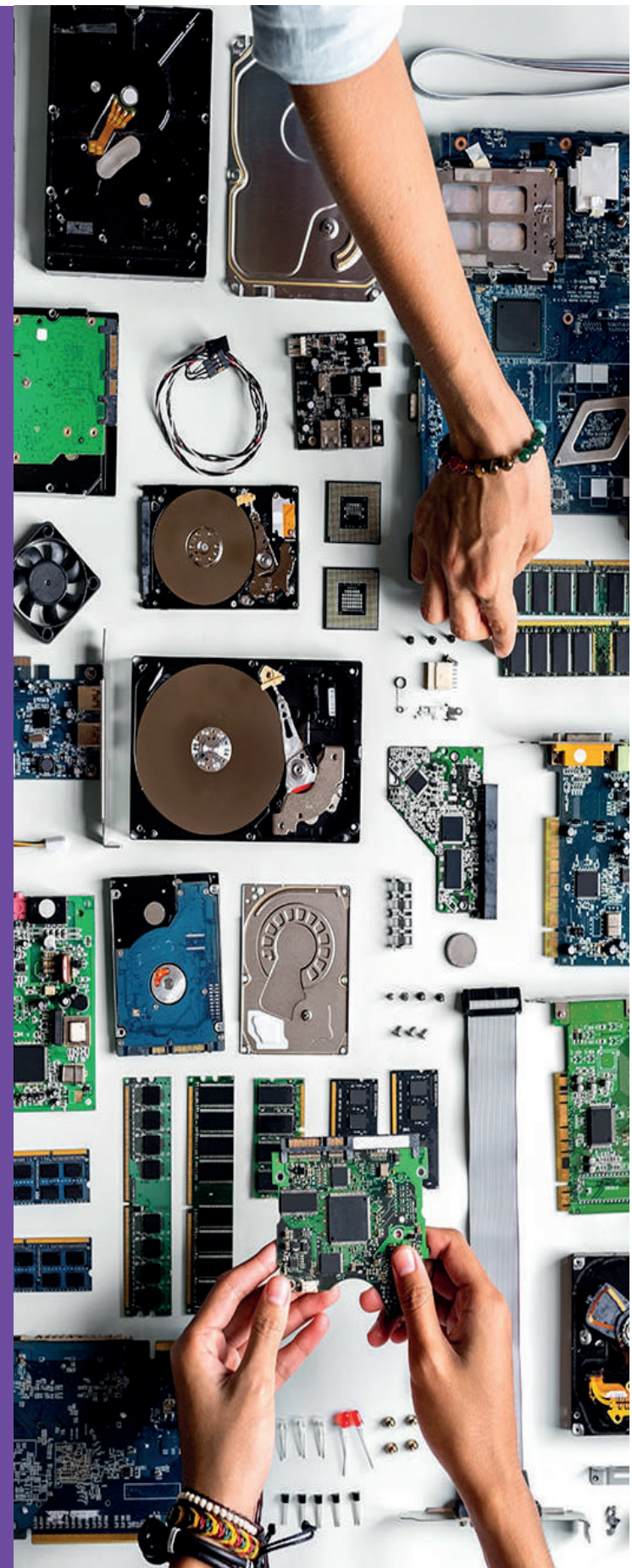
The demands on the IT sector are very high, ranging from data experts, programmers, engineers to information security officers. This demand dominates the lists from various European and local organizations and there are other reports which state that the demand will continue to grow exponentially in the field of IT. The important aspect of computer science is problem solving, an essential skill for life. Students study the design, development and analysis of software and hardware used to solve problems in a variety of business, scientific contexts.





# Possible career options

Computer and network operator  
Computer programmer  
Customer Support Analyst  
Data Administrator  
Systems Quality Assurance Analyst  
Database analyst  
IT Assistant Technician  
Information Systems Consultant  
Software development specialist  
Software Support Specialist  
Systems Auditor  
Systems Security Analyst  
Mobile application developer  
Web technician  
Web Designer  
Web Programmer  
Webmaster  
UI Developer  
UX Designer  
Multimedia  
VR Reality  
AR Reality





# Bachelor program

The Bachelor program in Applied Information Technology (Bachelor) lasts 3.5 years, respectively 7 semesters, where the student at the end of his studies manages to have 210 credits (ECTS).

## Curriculum structure

SEMESTER 1	ECTS
Introduction to Informatics	5
Mathematics	5
Programming 1	7
Introduction to graphics	4
Academic English and study skills I	4
Operating Systems	5

SEMESTER 2	ECTS
Data structures and algorithms	5
Discrete Mathematics	5
Probability and Statistics	5
Academic English and Study skills 2	4
Programming 2	5
Computer Networks	5

## YEAR 2

SEMESTER 3	ECTS
Human-Computer Interaction	
Databases	
Web languages and technologies	
Cloud Computing	
Introduction to Artificial Intelligence	
Software Engineering	

SEMESTER 4	ECTS
Web application development	
Introduction to IT security	
User Interface Design	
Project management	
Multimedia Technologies	
Data analysis and visualization	

SEMESTER 5	ECTS
Mobile App Development	5
System Administration	5
Business planning	5
Information systems	5
1. Big Data	5
2. Internet of things	
1. Branding	5
2. Innovation	

SEMESTER 6	ECTS
Client web technologies	5
Software testing	5
E-systems	5
Economics	5
1. Programming in Java	5
2. Non-Relational Databases	
1. Augmented, Virtual & Mixed Reality	5
2. 3D Graphic and Animations	

E

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## YEAR 4

SEMESTER 7	ECTS
Internship	15
Bachelor thesis	15

### Note:

E *Elective course*



### **Riverside Campus**

St. "Bislim Bajgora" nn. 40000,  
South Mitrovica | + 383 (0) 28 534 834

### **Riverview Campus**

St. "Cara Dusan" nn.  
North Mitrovica | +381 28 409 015

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