

Word of Thanks

The International Summer University Macedonia 2007 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;
- The OSCE and ODIHR for co-organising and financing two courses and public debate on Gender;
- The Tetovo State University Tetovo for its financial contribution;
- The South East European University Tetovo for its financial contribution;
- The Faculty of Public Administration of University St. Kliment Ohridski - Bitola for its financial contribution;
- The Faculty of Education of University Sc. Kliment Ohridski - Bitola for its financial contribution;
- The Faculty of Economics St. Kliment Ohridski - Prilep for its financial contribution;
- The Faculty of Education of University Ss Cyril and Methodius - Stip for its financial contribution;
- The Faculty of Philosophy of University Ss. Cyril and Methodius - Skopje for its financial contribution;
- The Faculty of Education of University Ss. Cyril and Mthodius - Skopje for its financial contribution;
- The Technical Faculty in Bitola for providing excellent facilities and services as host of the ISUM 2007;
- The voluntary contribution of 18 international teaching staff, instructing the ISUM courses together with 18 professors from Macedonia;
- The Pelisterka water company supplying the participants with water during the whole event
- The Faculty of Economics Ss. Cyril and Methodius Skopje for its financial contribution;
- Mrs. Frédérique M. de Man, Ambassador of the Kingdom of the Netherlands for her Speech at the ISUM Opening Ceremony;
- Mrs. Natalija Drozd, Vice-Ambassador of OSCE for her Opening Speech;
- Prof. Dr. Aljadin Abazi, Rector of SEEU, Tetovo;
- Prof. Dr. Velimir Stojkovski, Vice-Rector University Ss.Cyril and Methodius , Skopje
- Prof. Dr. Violeta Panovska Boshkoska, Rector of St. Kliment Ohridski University, Bitola;
- Prof. Dr. Hamit Memeti, Vice-Rector of the State University of Tetovo;
- Dr. Robert Greenberg and Predrag Lazetic for evaluating the programme;
- The help of many dedicated logistics officers, interns and volunteers.

SPARK

Amsterdam Office:

Linnaeusstraat 35 F
1093 EE Amsterdam

The Netherlands

Phone: +31.20.5682088

Fax: + 31.20.5682099

Email : info@spark-online.org

Skopje Office:

Vodnjanska 2/1/1

1000 Skopje

Macedonia

Phone/Fax: +389.2.3111512

Email : ISUM@spark-online.org

Internet: www.spark-online.org

Ss. Cyril and Methodius University Skopje

Website: <http://www.ukim.edu.mk/>

Ss. Kliment Ohridski University Bitola

Website: <http://www.uklo.edu.mk/>

South East European University Tetovo
Website: <http://www.see-university.edu.mk/index.asp>

State University of Tetovo
Website: <http://www.unite.edu.mk>

Executive Summary & Main Recommendations

From 9-22 July 2007, the International Summer University Macedonia (ISUM) 2007 was held at the University “St Kliment Ohridski” in Bitola at the Technical Faculty. The ISUM 2007 was organised by four universities in Macedonia in cooperation with SPARK.

	IWUM 2005	ISUM 2005	ISUM 2006	ISUM 2007
Courses	8	13	20	18
Faculties involved	7	13	14	15
Visiting Professors	8	12	20	18
Co-Professors	8	14	20	18
Applications	1634	1834	3361	2842
Participants	182	372	556	504
Certificates	152	282	435	417
Average ECTS	2	2,5	4	3
Participants University of Skopje	55	111	135	171
Participants SEE University	46	74	121	101
Participants University of Bitola	41	49	90	73
Participants University of Tetovo	N/A	68	91	56

18 international visiting professors instructed the intensive summer courses together with 18 co-professors from Macedonia. In total, 2842 students from over 60 countries applied to study at ISUM 2007. In the end, 504 students participated and 417 of them finished their course successfully. Among the 401 participants from Macedonia, 101 came from the SEE University, 171 students from the University of Ss. Cyril and Methodius Skopje, 56 from Tetovo State University and 90 from the University of St. Kliment Ohridski

Bitola. Additionally, 89 students from the East European region and 14 participants from other countries outside of the East European region attended the courses, together representing 16 different countries.

All 15 participating faculties agreed 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.

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 SPARK staff. An exchange visit between student delegations of the ISUM, Mitrovica Summer Courses and of the Prishtina Summer University underlined the regional character of the Summer University.

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

- The Ministry and its partner Universities involved in the ISUM should take overall responsibility for the project and should also address the issue of financial contributions;
- SPARK should increase the participation of all student unions in Macedonia in organising ISUM;
- The Oversight Board and 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;
- SPARK should start earlier with the recruitment of visiting professors;
- English testing should be performed more accurately and in a way less sensitive to fraud.

Participants from SEE with scholarship	27	60	89	89
International self-financing participants	13	10	30	14
Public Debates	4	3	6	4

Open Lectures	N/A	1	1	1
Social Activities organised by SPARK	11	13	20	13
Student Evaluation Forms returned	150	257	385	385
Student Satisfaction	4.3	4.3	4.03	4.24

The ISUM in Numbers

Preface by Minister of Education and Science in R. Macedonia – Sulejman Rushiti

Dear Readers,

The International Summer University Macedonia is of crucially important as the largest international programme supporting Macedonian Higher Education reform. The ISUM is the biggest Summer University in Macedonia, moreover, the project has provided valuable assistance to the participating universities in implementing the Bologna Process. Furthermore, ISUM has contributed significantly to the improvement of higher education quality and greatly expanded university cooperation within the country and abroad.

Events like ISUM provide important opportunities for young people from South East Europe and beyond to work together on common interests and common challenges.

After four successful editions organized over the past few years we have had a very good experience and achieved excellent results from ISUM. We value it as a very important project helping Higher Education reform and Bologna Action Lines.

Last year the Ministry of Education and Science recognized the need for local support. The Ministry therefore requested local stakeholders to take over part of the financial responsibility for the ISUM program in 2007 and beyond. The Ministry co-financed the program this year and will continue to provide strong support into the future. This project will become tradition in Macedonia.

Yours sincerely,

Sulejman Rushiti
Minister of Education and Science

Preface by SPARK

Dear Readers,

With more than 504 participants, the third International Summer University Macedonia (ISUM) 2007 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 SPARK: the fourth edition of the ISUM, the twelfth Summer University Tuzla, the seventh Pristina Summer University and the second international Summer Courses in Mitrovica. 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 from the ISUM, Pristina Summer University and Mitrovica Summer Courses.

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, South East European University – Tetovo, Tetovo State University – Tetovo, Public Administration – Bitola, Education Faculty – Bitola, Education Faculty – Shtip, Economy Faculty – Prilep, Philosophy Faculty – Skopje, Education – Skopje, Economy Faculty – Skopje and Pelisterka water company supplying the participants with water during the whole event. We would like 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 SPARK. We are pleased that the all local institutions and universities have recognised the benefits and importance of the ISUM and have agreed that all four universities will take over the coordination of the project in the future. Also, as funding by the Embassy of the Netherlands in Macedonia is reduced as of 2008, 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 continuing to work closely with all participating faculties, the Minister and other partners in order to make the ISUM a true academic tradition in Macedonia!

On behalf of the SPARK Team,

Yannick du Pont
Director SPARK

Julika Shundovska
ISUM Coordinator

Background and Sustainability of the ISUM Project

The main goals of ISUM are 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 the follow-up programme a gradual transfer of responsibilities to the universities in Macedonia is envisaged. Final responsibility for management and financing will lie with local institutions. Also the main part of the funding will have to be raised locally.

Responsibilities for the ISUM will be divided over bodies on three different levels:

- Oversight Board: Rectors Conference composed of the four rectors and the representative from the Ministry of Education and Science.
- Coordination & Decision-making Committee: The existing Coordination committee continues to function as the main coordination and decision-making body. Meetings should take place every month.
- ISUM Secretariat

Instead of rotating locations, Ohrid will be chosen as permanent location. The amount of courses will be limited to 12 and the number of students to 300.

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 partners have formally agreed that the project should become embedded in MK University structures. They all agreed with the new management scheme.

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 completely reduced from 2008, local funds need to be raised for the realistic sustainability of the project in the future.

In 2007, financial contributions were received by the Ministry of Science and Education, Universities, the Faculties and OSCE/ODIHR, the Universities such as South Eastern European University, Tetovo State University, University St. Kliment Ohridski in Bitola. Some of the faculties from Ss. Cyril and Methodius Universities, as Faculties of Economics and Law did not give any co-financing for their students or they gave non-sufficient financial contributions. The students from above mentioned faculties were in the largest number participating in ISUM 2007. This year universities/faculties have also paid 30 % of the costs for each student that participated from their faculty. Similar co-financing arrangements will most probably be made with other faculties for the next edition.

Fundraising efforts and the transfer of the project to the new Management Structure will be the main areas of ISUM for SPARK to focus on over the next year.

Courses and Professors

Course Programme

The courses for the ISUM 2007 were selected out of 42 courses suggested by the 15 participating faculties. Applications for visiting professors were opened in October 2007. In total, approximately 150 international professors applied to teach at the ISUM 2007. SPARK submitted all suitable applications to the faculties who were asked to indicate which of the visiting professors they would like to invite. Eventually, approximately 45 applications were presented to the Coordination Committee which was 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

The ISUM Coordination Committee selected visiting Professors at the end of February 2007. Cancellations of visiting and co-professors somewhat delayed the confirmation of the complete programme. Two visiting professors cancelled their participation at the last moment due to personal reasons. This resulted in the cancellation of two courses as replacements could not be found at short notice.

This year, ISUM's visiting professors were from Austria, Belgium, France, Slovakia, The Netherlands, Spain, Palestine, China, Portugal, Turkey and the United States. Seven of them had previously taught at the ISUM in 2005 and 2006. At the end of the ISUM visiting professors and co-professors received a detailed evaluation questionnaire on the organisational aspects of ISUM, co-teaching, student performance and extra-curricular activities. The results of their evaluations are included in this report.

Visiting professors taught pro-bono. Travel expenses were reimbursed and we provided free accommodation. All visiting professors were accommodated at the hotel "Epinal" in Bitola. The visiting professors were satisfied with the accommodation provided at hotel "Epinal". According to the professors evaluation the social interaction among professors due to them all being accommodated at the same hotel was found beneficial by some professors.

Visiting professors were provided with a SIM-card for mobile phone if requested. The Technical Faculty facilities such as library, four computer labs and wireless internet were made available to all professors during the whole period of ISUM. Visiting professors were generally satisfied with the facilities provided at the Technical Faculty and stated that they felt safe in Bitola.

Co-teaching

The main objective of the co-teaching model by a visiting and a local professor is to promote sustainable cooperation between colleagues and to facilitate knowledge transfer. It provides local faculty staff with the opportunity to incorporate obtained training/knowledge and teaching skills into regular curricula. Most ISUM 2006 recommendations were implemented during ISUM 2007: the co-professors were mainly young, English-speaking teaching staff whose specialisation matched well with the subject area. Co-professors for the ISUM were officially appointed by the teaching councils from their respective faculties and the ISUM Coordination Committee made the final selection.

During the ISUM, co-professors assumed all kinds of academic tasks from fine-tuning the course design 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, the level of personal motivation and commitment and the levels of co-professors' experience and qualifications were very diverse. The visiting professors found that their co-professors were committed, 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 SPARK what the role and tasks of the co-professor should be. In ideal cases, the task division would be agreed between the two professors themselves, based on their expectations and qualifications. However, in light of the feedback, SPARK will provide more specific guidelines regarding the aims of co-teaching and the task divisions between professors next year. A joint preparatory session for all visiting professors and co-professors was organized before the beginning of the ISUM courses, during which topics such as co-teaching, teaching methods and inter-cultural communication were 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 planned 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.

Study Visits

Before the start of ISUM 2007, 15 co-professors participated on 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 was to design the syllabus for the ISUM courses 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. Approximately half of them also exchanged syllabi and curricula of their department with the co-professor. All co-professors agreed that Study Visits are very important and useful in terms of preparing the course and learning more about ECTS implementation. Three co-professors could not go on a Study Visit due to obligations at their home university.

Course Logistics, facilities and literature

The Technical Faculty provided the infrastructure for all courses. All courses took place in classrooms equipped with all the necessary teaching equipment. The Technical Faculty provided teaching equipment such as overhead projectors and four computer labs in four classrooms and Internet. Additional teaching equipment was made available by SPARK. Logistics officers could address any problems with the teaching equipment to the IT support service of the Technical Faculty, who were very prompt in solving the problem. As the teaching facilities and equipment at Technical Faculty were not at a high level, some of the visiting professors were not satisfied with the teaching conditions. SPARK made a schedule for all the courses for the use of the computer labs with internet access. The schedule was based upon course needs and capacities of the faculty.

For each course, a limited budget was available for reading materials. Most of the books were purchased by SPARK from the list given by professors. 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.

Several courses organised fieldwork for their students, in the institutions and NGO's in the city of Bitola and in the region. 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.

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 the table below) are: A - excellent, B – very good, C - good, D satisfactory, E sufficient. All professors agreed that the correct number of ECTS was given to their students.

A	107
B	116
C	95
D	52
E	46
Total	417

Table 1: Certificates per grade

Recommendations

- SPARK 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 every year before the beginning of ISUM, with a professional trainer/instructor.
- SPARK 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 2007 was very elaborate. A total of 801,000 flyers, 500 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 SPARK staffs were invited to several TV-shows. Internationally, ISUM was promoted by means of e-mailing and international student networks. Universities throughout Europe were approached by telephone and e-mail to distribute promotion material of ISUM.

For promotion in the scholarship countries, a SPARK staff member undertook 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 2007 was open from 1 January until 26 March 2007. During this time, students had the possibility to pre-register via the SPARK 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, 2,842 students from over 60 countries applied to study at ISUM 2007.

Students from Macedonia were selected on the basis of Grade Point Averages (GPA), English language proficiency and course relevance. Moreover, the need to represent all participating universities in the student body of each course was taken into account. After the application period closed, all students from Macedonia were tested on their English level. SPARK 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 SPARK, 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 807 students were offered a place in ISUM. 319 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 10 Euro registration fee. In the end, 504 students participated and 417 received a certificate and credits.

	Skopje	SEEU	Bitola/Prilep	Tetovo	Total MK	Scholarship	International	Total
Applications	856	362	295	233	1746	729	367	2842
Waiting List	143	10	12	7	172	109	35	316
Selected	239	155	109	123	626	181	96	903
Contracts Signed	190	118	86	76	470	117	27	614
Participated	171	101	73	56	401	89	14	504
Drop-out	3	4	0	1	8	5	2	15

Table 2: Student Statistics

Approximately 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 matched their academic ability.

The atmosphere amongst students in the classrooms was generally very relaxed and cooperative.

In general, student evaluations revealed that most students highly appreciated the opportunity to meet and cooperate with participants from other cultural backgrounds.

Students' Travel and Accommodation

This year ISUM participants were accommodated in 2 dormitories. Two hundred students were accommodated in high school dormitory "Mirka Ginova" which was 3 minutes walking distance away from the Technical faculty, where classes were held. Three hundred students were accommodated at the student dormitory "Koco Racin" which is located 15 minutes walk from the Technical faculty. In total SPARK provided 500 scholarships for students from South East Europe and Macedonia with free accommodation and food.

The accommodation and food costs were covered by the Ministry of Education and Science of Republic of Macedonia.

Due to limited places, not all MK students were accommodated in the dormitories at the beginning of ISUM. Students from Prilep travelled in for the first three days and they were reimbursed for their travel cost. On the fourth day of ISUM, a number of dormitory granted students had not arrived so students from Prilep were given an option either to travel every day and to be reimbursed or to be accommodated in the dormitories.

Three or four students shared dormitory rooms. Students could choose their roommates. Students shared a communal bathroom and toilets on every floor. Along with the accommodation, all the students received three daily meals at the restaurant inside the dormitories. The food was fresh and varied. However, at one dormitory some students complained about the food quality and portion size.

Student Evaluations

On the last day of ISUM, students filled in evaluation questionnaires on course quality, recreational events, logistics, location and organisation. 428 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 SPARK-website).

On the whole, the ISUM was perceived positively by the students. With regard to the courses, the total satisfaction average was 4.24 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 identified as very positive were the interaction of the professors with the students, professors encouraging students to participate and comment during the courses students able to freely utter their opinion during class and professors explaining things clearly. Students also thought that the classes taught by the visiting professors were of great value.

While the scores concerning the organisational aspects of ISUM 2007 turned out to be lower than the course scores, they were still good (scoring 3.95 out of 5). The evaluation also reveals that students felt very safe during ISUM 2007. Students were satisfied with the course schedule and the provision of information was positively rated. The accommodation and food were perceived to be of low quality, improvements in these areas would likely improve the overall satisfaction. Overall, students thought that Bitola was a good location to organise a Summer University.

Recommendations

- English testing should be performed more accurately and in a way less sensitive to fraud.
- SPARK 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.
- SPARK 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.
- SPARK's promotional 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

Central banking and Conduct of Monetary Policy

Visiting professor:

Dr. Sinan Sonmez, PhD
Atilim University, Athina, Turkey

Co-Professor:

Ass. Prof. Merale Fetahu MSc
Faculty of Economics
Tetovo State University, Tetovo

Course level:

BA

Teaching period:

9 – 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching methods:

Traditional lectures, permanent control of active student participation and discussion of articles in the reader

Course description:

Central Banking and Conduct of Monetary Policy: This course focused on the relation between money, banking and financial markets. The structures and the functioning of central banks, monetary policy and international financial systems were explored.

Learning Outcomes:

- Understand the essence of monetary policy implemented by central banks;
- Gain insight in the working of central banks;
- Understand the role played by central banks in the international financial system

Course 2

Contemporary Marketing Research

Visiting Professor:

Dr. Ahmet Sarpyener, PhD
Boston University, Brussel, Belgium

Co-Professor:

Dr. Marika Basheska – Gjorgjieska, PhD
Faculty of Economics – Prilep
University of Bitola “St. Kliment Ohridski”

Course Level:

BA introductory

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods:

Interactive teaching methods; role play, brainstorming, case studies, debate, and online investigations

Course Description:

Contemporary Marketing Research: This course provided an in-depth look at the marketing research process; a significant portion of the course was focused on the development and execution of a marketing research project.

Learning Outcomes:

- Be capable to use exploratory research in terms of defining clear and accurate research problems or opportunities;
- Use many different research methods and techniques;
- Conduct the marketing research process in all stages; including preparing questionnaires and processing and analyzing collected data.

Course 3

International Trade

Visiting professor:

Prof. F.R. Ille, IMB
International University of Monaco, Monaco

Co-Professor: Dr. Nasir Selimi, PhD
Business Administration
SEE University
Course level: BA/advance3d
Teaching period: 9 - 22 July 2007
Class hours per day: 6
ECTS credit: 3
Teaching methods: Lectures, cases, discussions, quiz, video

Course Description:

International Trade: This course consisted of a broad survey of international business environment and international trade theories and practices. It provided a framework for understanding the concept of international trade, practices and issues involved in international business relations.

Learning Outcomes:

- Understand trade and investment theories related to the functioning of international markets;
- Use the implications of the globalization of markets for doing business in the 21st century;
- Analyze the social, political, technological and environmental issues impacting global trade and foreign direct investments;
- Review the challenges encountered by Western Europe, East Asia, international financial institutions and monetary systems in integrating transition economies with free market economies;
- Understand the role played by multinational corporations in a globalised world.

Course 5

Strategic Brand Management

Visiting Professor: Robert F. Lauterborn MBA
University of North Carolina, Chapel Hill, NC, USA
Co-Professor: Ass. Prof. Snezana Mojsavska Salamovska MSc
Faculty of Economics Prilep
St. Kliment Ohridski, Bitola
Course Level: BA/introductory
Teaching Period: 9 - 22 July 2007
Class hours per day: 6
ECTS credit: 3
Teaching Methods: Interactive lecturing, case studies, project assignment, group work

Course Description:

Strategic Brand Management: This course aimed to integrate the concepts associated with building, measuring and managing the brand equity over time and to emphasize the role of integrated marketing communication in building strong brands.

Learning Outcomes:

- Understand the strategic importance of branding, recognize the role of integrated marketing communication in building strong brands;
- Advanced knowledge about brand positioning, brand building, as well as measuring and managing the brand equity over time;
- Be capable to implement in practice the theoretical knowledge gained in this course.

Course 6

Business and Corporate Management in Global Markets

Visiting professor Dr. Dagmar Kokavcova, PhD
University of Matej Bel, Slovakia
Co-Professor Ass. Prof. Afrim Alili, MSc
Faculty of Economics
Tetovo State University, Tetovo
Course level BA/intermediate

<i>Teaching period</i>	9 - 22 July 2007
<i>Class hours per day:</i>	6
<i>ECTS credit:</i>	3
<i>Teaching methods</i>	Lecturing, case studies, group work, true/false questions, discussion

Course Description:

Business and Corporate Management in Global Markets: This course focused on the theme of dominant economies today, i.e. European Union, the United States, Japan and the multinational enterprises which dominate international business.

Learning Outcomes:

- Understand the main challenges of conducting international business in the 21st century;
- Recognise the influences of external environmental powers to the business processes of multinational companies at the global market;
- Be capable to analyze various forms of international business activities, to describe their advantages and disadvantages;
- Gain knowledge of the main strategic approaches and business strategies used at the global market.
- Understand and be able to explain the main cultural differences influencing human behaviour in international business;

Course 7

Environment & Science; Social Disciplines as a Key to Solutions

Visiting Professor:

Dr. Jacko van Ast, PhD
Rotterdam University, The Netherlands

Co-Professor:

Dr. Pece Nedanovski, PhD
Faculty of Economics
Ss. Cyril and Methodius, Skopje

Course Level:

BA/introductory

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods:

Lecturing, case studies, survey, discussion, group project assignments, fieldtrip

Course Description:

Environment and Science; Social Disciplines as a Key to Solutions: Central theme of this course was the role social sciences, specifically economics, law and public administration, can play in solving environmental problems.

Learning Outcomes:

- Understand the basic concepts in the relation between society and the environment, in economic, juridical and political context;
- Gain knowledge of the main environmental problems and issues, their solutions and the role social sciences can play;
- Conduct an evaluation of conditions in which juridical, economic measures and instruments of environmental policy can be applied, especially in the framework of national economy as a whole;

Course 8

Contemporary Forms of Organized Crime

Visiting Professor:

Dr. Francesco Strazzari, PhD
University of Amstrdam, The Netherlands

Co-Professor:

Ass. Prof. Arta Bilalli MSc
Faculty of Law
Tetovo State University, Tetovo

Course Level:

BA/advanced

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods: Frontal Teaching, debates, questions & answers, video screening, presentations, field trips, guest lectures

Course Description:

Contemporary Forms of Organized Crime: This course focused on the change of organized crime and the relevance of studying crime with trans-national dimensions and global ramifications for understanding politics, society and the economy.

Learning Outcomes:

- Understand the role that illicit activities, organized crime and corruption play in international and domestic affairs;
- Understand the different approaches of public legislations to different forms of organized crime;
- Be able to use these analytical instruments to further their interests in this area on their own.

Course 9

International Criminal Law: opening the spectrum of Justice

Visiting Professor:

Dr. Joaquin G. Ibanez, PhD
Universidad Alfonso X el Sabio, Spain

Co-Professor:

Ass. Elena Baseska BA
Law Faculty
SEE University Tetovo

Course Level:

BA/introductory

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3,5

Teaching Methods:

Socratic Method, dynamic presentations, open debate, student presentations and conference lecturing

Course Description:

International Criminal Law; Opening the Spectrum of Justice: This course focused on the rules of international humanitarian law which define international crimes such as genocide, crimes against humanity and war crimes.

Learning Outcomes:

- Obtain a general background of the philosophy of international protection of Human Rights through international legal mechanisms;
- Understand the competence, jurisdiction, mission and functioning of the ICC in The Hague;
- Understand what has been and currently is the role of National Courts while prosecuting international crime.

Course 10:

Principle of Non-discrimination under International Law

Visiting Professor:

Dr. Curtis F Doebbler PhD
An-Najah National University in Nablus, Palestine

Co-Professor:

Ass. Prof. Bekim Kadriu, MA
Faculty of Law
SEE University Tetovo

Course Level:

BA/advanced

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods:

Lecturing, seminars, case studies, problem-solving exercises, role-playing exercises, presentations, discussions

Course Description:

Principles of Non-discrimination in International Law: This course focused on the concept of legal equality as both a fundamental value of international society and an internationally recognized human rights principle.

Learning Outcomes:

- Understand the principle of non-discrimination, i.e. in the context of gender, disability, sexual orientation and Roma;
- Identify and analyze situations that may involve discrimination;
- Identify different actions that can be taken to combat discrimination and be able to contribute to efforts to protect individuals from discrimination;
- Identify basic international legal provisions, including basic European legislation, concerning non-discrimination;
- Draft simple legal provisions prohibiting discrimination;
- Identify and evaluate programmes of affirmative action;

Course 11:

Visiting Professor:

Co-Professor:

Course Level:

Teaching Period:

Class hours per day:

ECTS credit:

Teaching Methods:

Early Childhood Experiences in Language Arts

Dr. Juan Varela Tembra, MA

Pontifical University of Salamanca Spain

Ass. Prof. Daniela Andonovska Trajkovska , MA

Faculty of Pedagogy

St. Kliment Ohridski University Bitola

BA/introductory

9 - 22 July 2007

6

3

Interactive classes (performance and presentation based), task-based writing/recitation, Peer evaluation and Revisions

Course Description:

Early Childhood Experiences in Language Arts: This course focused on the strategies for language and literature teaching/learning. These competencies were developed through studying the communicative approach in language learning.

Learning Outcomes:

- Understand different essential concepts related to language learning;
- Analyse linguistic and literary texts;
- Gain knowledge on language learning methods within the society of the XXI century;
- Develop the skills to adapt strategies of teaching Language and Literature to the context (multicultural and technological dimensions)

Course 12:

Visiting Professor:

Co-Professor:

Course Level:

Teaching Period:

Class hours per day:

ECTS credit:

Teaching Methods:

Creative Writing

Janet Roberts, MA

Nanjing University, China

Ass. Prof. Arburim Iseni, MSc

Faculty of Humanities and Arts

Teovo State University, Tetovo

BA/advanced

9 - 22 July 2007

6

3,5

Interactive classes, Peer Review, small group discussion, peer pairing, interviewing, pre-writing and revision strategies, comparative tools and modelling and adaptive instruction strategies, after profiling and peer assessment

Course Description:

Creative Writing: This course focused on several aspects of creative writing; journaling, non-fiction articles, interpretative/critical essays, fictive writing and poetry. Adaptive instruction strategies for differentiated learning were implemented after needs assessment and profiling of the students.

Learning Outcomes:

- Understand different essential concepts related to creative writing;
- Improve the proficiencies and strategies for effective expression;
- Improve skills in writing proficiency and language competency.

Course 13:

Visiting Professor:

Co-Professor:

Course Level:

Teaching Period:

Class hours per day:

ECTS credit:

Teaching Methods:

Teaching with Tecnology

Dr. William Warrick, PhD
George mason University, USA

Ass. Prof. Vasil Ivanoski, BA
Faculty of Pedagogy
Ss. Cyril and Methodius University Skopje

BA/intermediate

9 - 22 July 2007

6

2,5

Lecture, discussion and reflection, hands-on practice and application extending skills and concepts to practice

Course Description:

Teaching with Technology offered step-by-step instructions for using various instructional technologies, suggestions for how technology can be incorporated into designs for teaching and learning and promoted thinking and reflection about the best uses of technology in the classroom.

Learning Outcomes:

- Manage a learning environment using Instructional Technology to facilitate collaboration to achieve teaching objectives;
- Decide when whole class or group multimedia presentations are appropriate;
- Analyze subject specific multimedia educational software;
- Assist students to find, analyse and evaluate information from the internet and from other sources specific to a subject;
- Select and use appropriate tools to communicate and collaborate, according to teachers' own objectives;
- Be able to use instructional technology efficiently, to choose training opportunities and learning emerging technologies in order to enhance professional development.

Course 15:

Visiting Professor:

Co-Professor:

Course Level:

Teaching Period:

Class hours per day:

ECTS credit:

Teaching Methods:

Teaching Tools for Online Education and Training

Dr. Isabel Simoes de Carvalho, PhD
Instituto Superior de Engenharia de Lisboa, IESL, Portugal

Ass. Prof. Zoran Zdravev MSc
Faculty of Pedagogy
Ss. Cyril and Methodius University Stip

BA/intermediate

9 - 22 July 2007

6

2,5

Active learning, discussions, seminar, technical training and hands-on workshop

Course Description:

Teaching Tools for Online Education and Training: This course included topics like means and ways to communicate and collaborate with technology, software/website evaluation and integration, creation and evaluation of online tasks and student assessment.

Learning Outcomes:

- Start using active learning (on- and off-line);
- Be able to start the layout of an online or blended learning course;
- Be able to use synchronous and asynchronous communication when suitable;
- Create and moderate a discussion forum and understand the creation of a Blog.

Course 16:

Speech Communication in Education

Visiting Professor:

Dr. Bonnie L. Prince, PhD
Emeritus Dean Hocking College, USA

Co-Professor:

Ass. Prof. Saso Ogenovski, MA

Faculty of Pedagogy,
St. Kliment Ohridski Bitola

Course Level:

BA/introductory

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods:

Lectures, presentations, class discussion, readings, individual/group work, role-playing/simulation, field research, observations, interviews, peer feedback, out-of-class assignments, reflective writing

Course Description:

Speech Communication in Education: This course gave the students insight in the nature and role of communication in educational settings and to develop communication skills appropriate for teachers.

Learning Outcomes:

- Understand key concepts related to communication in education, communication theories and the dynamic forces;
- Design teaching methods that use appropriate communication strategies for desired learning outcomes in students;
- Perform effective presentational, facilitation and coaching skills.

Course 17:

Gender, Ethnicity and Democracy

Visiting Professor:

Dr. Doris Goedl, PhD
University of Salzburg, Austria

Co-Professor:

Ass. Prof Maja Muhic, MSc
Department of Teacher Training,
SEE University

Course Level:

BA/intermediate

Teaching Period:

9 - 22 July 2007

Class hours per day:

6

ECTS credit:

3

Teaching Methods:

Lecture, group work, presentation, plenary discussion, final papers, excursion

Course Description:

Gender, Ethnicity and Democracy: Reflecting different scholarly concepts and theories, the course gave an insight into how nation, ethnicity and democracy/civil society are being conceptualized.

Learning Outcomes:

- Understand concepts like nation-building, nationalism and ethnicity from the gender perspective;

- Understand the gender-based approaches; how nation, ethnicity and democracy/civil society are conceptualized;
- Understand the impact of scientific theories on political and societal circumstances, on men, women and the relationships in-between.

Course 18: Introduction to Policy Analysis

Visiting Professor: Dr. Philip Murphy, PhD
University of Pittsburgh, USA

Co-Professor: Ass. Prof. Veli Kreci, MPA
Department of Public Administration,
SEE University

Course Level: BA/intermediate

Teaching Period: 9 - 22 July 2007

Class hours per day: 6

ECTS credit: 2,5

Teaching Methods: Interactive lectures, group policy project

Course Description:

Public Policy Analysis: This course helped students to start to think in new ways about how to analyze and evaluate government actions and practices.

Learning Outcomes:

- Understand the concept of public policy and define the major elements of a policy issue paper;
- Be able to differentiate between problem sensing, problem structuring and problem solving and to identify their relative importance;
- Be able to identify the role of the policy analysts in the policy making process;
- Be able to monitor and apply other policy analytic methods;
- Be able to list the main functions of monitoring and to distinguish monitoring from other policy analytic methods;
- Be able to distinguish policy recommendation from other policy analytic methods and to discuss sources of uncertainty in making recommendations.

Course 19: Public Management

Visiting Professor: Dr. Carl Ekstrom, PhD
University of Nebraska, USA

Co-Professor: Ass. Prof. Branko Dimevski, MPA
Faculty of Economics,
St. Kliment Ohridski, Bitola

Course Level: BA/intermediate

Teaching Period: 9 - 22 July 2007

Class hours per day: 6

ECTS credit: 3

Teaching Methods: Lecture, discussions, group work, practical exercises, case studies, field trips to local government

Course Description:

Public Management: This course provided students with a better understanding of the basic functions and skills required of effective public administrators, especially in municipal government.

Learning Outcomes:

- Understand the structure and functioning of national and local government in the Republic of Macedonia;
- Develop analytical skills in the process of decision making in local governmental settings;

- Develop increased understanding of several issues in Public Administration such as decentralization, ethics and transparency, e-government and accountability.

Course 20:	Research Methods in Public Opinion and Mass Communication
<i>Visiting Professor:</i>	Dr. Dragan Stefanovic PhD Appalachian State University, USA
<i>Co-Professor:</i>	Ass. Prof. Vladimir Bozinovski, MA Law Faculty Ss. Cyril and Methodius University, Skopje
<i>Course Level:</i>	BA/introductory
<i>Teaching Period:</i>	9 - 22 July 2007
<i>Class hours per day:</i>	6
<i>ECTS credit:</i>	3
<i>Teaching Methods:</i>	Interactive lectures, group work, surveys, laboratory assignments/computer work

Course Description:

Research Methods in Public Opinion and Mass Communication introduced the participants with the methods and techniques used by social scientists in conducting a research project in the area of Public Opinion. During the course, each step of the research process was examined.

Learning Outcomes:

- Gain insight in the theories, hypotheses and the nature of causation within the context of social sciences;
- Understand how to use sampling, survey research and a variety of other methods of obtaining data;
- Analyze data by using the statistical computer program SPSS and interpret the results of statistical analysis;
- Understand and be able to carry out the whole research process including reporting the findings of a research

Public Debates

During the ISUM 2007, four 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 visiting and co-professors led the discussions. The following debates were organised:

Tuesday 10 July: **Title: *Ecology: "Earth in Balance and Human Spirit"***

Speakers:

- Ms. Maja Azievska – Ministry of Ecology, Office of Climate Change
- Mrs. Aleksandra Maldenovska – NGO "OXO", Skopje
- Mr. Neshad Azemovski – NGO "Biosfera", Bitola

Moderators:

- Prof. Dr. Jacko A. van Ast – Erasmus University, Rotterdam
- Prof. Dr. Pece Nedanovski – Ss. Cyril and Methodius University, Skopje

Participants:

- Students & professors ISUM 2007

Different parts of Al Gore's documentary were introduced to the audience in the first debate of the International Summer University of Macedonia. One of the world's most prominent spokesmen for the radical environmental movement, has proposed human overpopulation as the central factor in "climate change"

The film offers various technological methods supposed to reduce green house gasses, but its insisting conclusion (as the movement's central thesis) is reinforcing the idea that such solutions can only be feasible with a drastic reduction in the world's human population.

After the film introduction, Ms. Maja Azievska reinforced the importance and urgency of climate changes issues whose consequences were shown through pictures and facts also by the documentary. Representing the government, she argued why the government started so late to deal with environmental problems and possible ways of implementing laws and regulation. For several years Macedonia was faced with other social and political problems and only recently started implementing several projects and regulation in view of the European integration. The government is mainly working on energy efficiency (for example, wind energy etc). A relevant cause and at the same time would effect society's changing attitudes and increasing awareness towards climate issues.

Ms. Aleksandra Maldenovska presented the work of OXO NGO since 1998 in taking actions instead of treating the problem passively. Their commitment is mainly concentrated on young generations through everyday learning, the production of didactical materials (for kindergarden and primary school), picture book about OZON. Their actions would indirectly affect the older generations (parents) who did not have education at school on environmental themes.

A power point presentation from Biosfera's representative Azemovski gave the audience the opportunity further understand the chronological development of international and regional initiatives and convention about prevention and implementation of regulations regarding steps to be taken in a local and national level.

After the 2005 local elections, a statement for environmental issue was signed by the mayor of Bitola. The cooperation and the membership in different regional and local networks has increased the knowledge and shared experience with regard to this issue and how governments, civil society and other organizations have dealt with.

More than 70 participants actively attended the debate, showing vivid concern about the scarce awareness in society and little attention in school programs. The debate bought a range of environmental problems and proposed solutions to the attention of the attendees who addressed their questiones to government representative Ms. Azievska.

The questions predominantly focussed on the difficulties of implementing regulations and laws on the ground, little trust of NGO's and their campaigns, raising awareness, changing life style, finding a formula of economical growth without pollution, defining renewable sources, etc.

Practical solutions such as sustainable development as a way of living, more space in school education dedicated to environmental issues, stopping population growth, redefining the problems and the discourse terms, were set by the participants.

Thursday 12 July: **Debate/Movie: 'You are alive', Production NGO "La Strada" MK**

Place: Hotel 'Epinal'

Speakers:

Prof. Dr. Katerina Kolozova – Scientific Director of "Euro-Balkan" Institute

Gurgica Georgievska – 'La Strada' Open Gate NGO – Skopje

Moderators: Prof. Dr. Doris Goedl and Ass. Prof. Maja Muhic Professors as ISUM 2007

Audience size: 100

A debate was organized on the background of the movie '*You are alive*' about the dimensions of women trafficking in Central East Europe. Nowadays we can observe various efforts to break the silence about this mostly hidden side of global political change. Various non-governmental organizations in different parts of the world try to bring these 'shadows' into the light, in promoting public awareness and legal action.

The debate focused on questions like how national and regional policies respond to sex trafficking; what could be done to promote awareness; or what policies should be implemented at a national and regional level.

Maja Muhic, co-professor of the course on gender, opened and facilitated the debate. She gave an introduction to the topic and talked about the issue of human trafficking, sexual and labour exploitation.

Following the first moderator, professor Goedl gave some more concrete numbers about human trafficking (500,000 women per year).

Ms. Georgievska introduced the movie and explained that the aim of this production was to raise awareness in the general public. The event was followed by a screening of the movie. After the movie's screening, Ms. Georgievska provided a small introduction talking about the mission and the activities of her organization. In particular, she talked about the program (present in 9 countries in Central and East Europe), the SOS line (project that is financed by OSCE, Telecom and the US Embassy) and a shelter for the victims.

After this, a lively debate followed with many questions and issues raised by the audience, which captured the entire topic.

Monday, 16 July: An Open Day was organized using the framework of course number 10 "the Principle of Non-discrimination under International Law". This event took place at the Technical Faculty in Bitola.

The event was a skills-based day at which students were engaged in communication with representatives from institutions and organizations working in this field of interest, such as NGO activists, Ombudsman, etc. The objectives of the day were: to increase students' awareness on every-day discrimination targeting marginalized groups of citizens; and to provide students with practical information on available mechanisms for combating discrimination; and to discuss whether the available mechanisms are enough or there is a need for improvement.

The representative speakers were:

Liljana Ilievska, Ombudsman Office, Bitola

Daniela Dimitrievska, Macedonian Women's Lobby

Nadir Redzepi, Roma Democratic Development Association (Sonce)

Zvonko Shavreski, Polio Plus – Movement against Disability

Nora Stojanovic, Macedonian Harm Reduction Network

Koco Andonovski, Macedonian Association for Free Sexual Orientation (MASSO)

The discussion was facilitated by Donald Bisson, Senior Rule of Law Officer of the OSCE Mission to Skopje and five additional OSCE Mission to Skopje staff members participated in the event.

Tuesday 17 July: **Equality and non-discrimination of sexual minorities**

Speakers:

- Mr. Kocho Andonovski - President of MASSO-MK
- Mr. Donald Bisson - Senior Rule of Law Officer/ Judicial Reform; OSCE Spillover Monitor Mission to Skopje
- Mrs. Elena Grozdanova - Head of Unit, The Department of Equal Opportunities
- Mrs. Karolina Ristova - Asterud Central Committee of the Social Democratic Party

Moderators:

- Mr. Bekim Kadriu – South East European University, Tetovo

Participants:

- Students & professors ISUM 2007

An introduction of the situation for sexual minorities was presented by Mr. Kocho Andonovski. For the last few years his organization has been trying to cooperate with other NGOs and negotiate with the government regarding the right for equal opportunities for sexual minorities. He argued that people with homosexual orientation are treated as second class citizens (not able to express love in public, being socially stigmatized).

The only legal steps taken by different governments (1986, 1996) were done in view of the association/integration of Macedonia in international organizations (Europe Council, European Union). At least after 1996, homosexual people are not considered as evil anymore. The discourse has moved into a question of morality. However, as Mrs. Ristova says, the issue has become more visible in the media and parliament (e.g. changes in Military service and Labour law) and the Social Democratic party has now put Sexual Minorities' rights into its party program, being more interested in representing the point of view of this part of the electorate.

Also some students expressed their opinions about homosexual rights in their countries. Predominantly, the students from Western countries had very positive attitudes towards the rights of people with the different sexual orientation. One student from the region also stated that transition countries (most countries in Eastern Europe) need more time to develop the awareness about homosexuality expressed in public life in their societies.

Mrs. Grozdanova reported that the Unit of Equal Opportunities was established five months ago. It focuses on compatibility analysis of Macedonian laws with international agreements.

Students in the audience raised questions such as homosexuality as disease and not being able to offer a mother's love. Different points of view were presented by a lot of students (international, regional and local). It emerged that there is currently much public debate on this issue and more respect for people who dare to speak about these topics.

More than 85 participants attended this vivid debate. Audience questions covered: what rights are homosexual people are asking for; what kind of violence and discrimination are they suffering; how homosexuality is treated in academic books in the Balkans.

Examples and experiences were presented and shared from the students and the most important thing that came out from the debate was that people could talk and confront their ideas and opinions about a taboo topic in Balkan societies.

Tuesday 19 July: Forum Theatre -Mass media: Good vs. Bad news; What should be on the first pages?!

One public debate 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 *spect-actors* are invited to suggest and act out (perform) the solutions. After one normal-paced showing of the scene (which is known as the model) it is then shown again 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 spect-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 spect-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.

At the start of the Forum Theatre, an introductory speech was given by the organizers/trainers. They explained how the Forum Theatre reaches its aims through discussion with the audience.

The first play that the participating students staged was about a story of a fire in a building that destroyed the home of two families. A reporter who was supposed to cover the story gave the editors some additional information and the next day the article in the newspaper accused one person in the building of being responsible for the fire. This play ended up with one family resenting the other family for the fire.

Following the play, the moderators asked questions about the topic and what was seen on stage. Many discussions followed the debate, raising issues of the ethics of the profession, the legislature, the interests of the shareholders and so forth.

The second play pictured a bribery scene and a news reporter's dilemma regarding a negative news story he had to write. In the play, the editor was bribed by an outside party and subsequently forced the journalist to write about the story. The journalist was convinced that the truth differed from the version the editor gave.

The second play was followed by a similar pattern of questions and suggestions on how the situation could be amended resulting in stronger characters. The debate on this play raised many issues about professional ethics and the principles that journalists should follow.

Number of people attended: approximately 45

Social Activities

In addition to the academic courses and debate programme, recreational activities were organised during the ISUM. The social events were very important, to provide leisure and fun and crucially 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 for enriching their ISUM experience. The following social events tied the ISUM programme together:

Opening ceremony

On 9 July 2007, the ISUM was ceremonially opened at the Culture Center in Bitola. The following speakers contributed:

- Opening speech by Professor Dr. Violeta Panovska Boshkoska, Rector of St. Kliment Ohridski University, Bitola
- Speech by Mrs. Frédérique M. de Man, Ambassador of the Kingdom of the Netherlands in R. of Macedonia
- Speech by Mr. Erwan Fouéré, EU Special Representative and Head of Delegation of the European Commission
- Speech Mr. Sulejman Rushiti, Minister of Education and Science, R. Macedonia
- Speech of Professor Dr. Velimir Stojkovski, Vice-Rector University Ss.Cyril and Methodius , Skopje
- Speech Professor Dr. Aljadin Abazi, Rector SEEU , Tetovo
- Speech Professor Dr. Hamit Memeti, Vice-Rector of the State University of Tetovo
- Speech of Mrs. Natalya Drozd, OSCE Deputy Head of Mission OSCE Spillover Monitor Mission to Skopje
- Speech of Drs. Yannick Du Pont, Director of SPARK
- Classical Music Performance by the students from High Musical School in Bitola

The host of the ISUM 2007, UKLO Rector Panovska Boskovska, stressed that in an era of trans-national education, universities in South East Europe have to provide their students with global consciousness. He stressed that the local

partners would continue to support the ISUM and would possibly like to expand it to other disciplines over the next few years.

Ambassador Mrs. de Man predicted a sunny future for the ISUM, 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 ISUM course topics which addressed the main challenges in societies and highlighted the importance of the social programmes in discovering the cultural heritage of Macedonia. He called ISUM the best example of tolerance and reconciliation in a country.

Minister Rushiti 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.

The rectors of the four participating universities welcomed the students, all praising the ISUM initiative as an example of creating a high-quality platform for cooperation in higher education. The Opening Ceremony speeches ended with short contributions by Natalya Drozd, Vice-Ambassador of OSCE in Macedonia and SPARK Director Yannick du Pont. After that, all visiting professors and co-professors of all courses were introduced and welcomed by Julija Shundovska, Coordinator of SPARK Skopje. The Ceremony finished with a classical music performance by student from Musical High School in Bitola.

The welcome speeches were addressed to an audience of approximately 750 students and professors, media, members of the academic community as well as representatives for domestic and international institutions and organisations. The ceremony was followed by a reception. Classes started after the opening ceremony.

Closing Ceremony

On 22 July 2007, a closing reception was held in the Amphitheatre of Technical Faculty, in Bitola. Closing speeches were delivered by Ms. Julia Shundovska, ISUM Coordinator and Head of SPARK Skopje Office and Project Manager Nik Heerens. In addition, students from different countries and universities presented their impressions and experiences gained during ISUM. Afterwards, certificates were handed out. The students who had successfully completed their courses received their ISUM certificates from their professors. The event was closed with cocktails.

Excursions

This year the students had the pleasure to enjoy beautiful Lake Ohrid and the cities of Struga and Ohrid and had the opportunity to hike to the green peak of Pelister.

Because of the large number of students, the excursions were divided by course numbers.

On Saturday, ISUM participants and professors from Courses 1 – 10 visited the town of Ohrid and at the same time ISUM participants and professors from Courses from 11- 20 had the opportunity to visit Struga. The reverse was done on Sunday.

Parallel to Saturday and Sunday's excursions to Ohrid and Struga, hiking on Pelister was organized for any interested students.

There was a professional tour guide available on every excursion. The tour guide led the excursions and explained the history of each place. Professional hikers were hired for the hiking excursion. Each bus had two logistics officers responsible for the students in the bus. Together with a SPARK 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 become acquainted with the surroundings. Professors and students were very satisfied with the organisation of the excursions and the choice of destinations.

Delegation Visits

On 17 and 18 July a group of 8 students left Bitola for a study exchange to Pristina (4 students) and Mitrovica (4 students). Beforehand, a small meeting took place in order to exchange student expectations, together with Mr. Robert

Greenberg external evaluator. The remarks made by the students during that meeting, together with the results of the small questionnaire the students filled in after the exchange are integrated in this evaluation.

Expectations prior to the visit

Most of the students had never been to Kosovo before except for one student who had stayed in Pristina once. They were all excited about their trip to Kosovo as they expected to see a new, interesting place and meet new people. For them it was a good chance to visit Kosovo because even though it is so close to Macedonia, most of them had never had an opportunity to visit. The students expected 'something different': *"My expectations were on a high level, because honestly I expected to be part of a different situation and in the end it turned out to be much better"*.

Experiences during the visit

In general, the students spoke very positively about their trip to Kosovo. The students that visited Mitrovica participated in the course *"Documentary Video and Contemporary Media: Theory, Process and Production"*. They really enjoyed this class and afterwards, they made copies of the course book. They also perceived the atmosphere in Mitrovica as different; they met more international students than they did in Bitola and they were also impressed by the atmosphere in the city (we took a short walk through the northern and southern part of the city).

The students who stayed in Pristina were also positive about their stay. However, they did not join the whole class on Wednesday morning.

Positive / negative elements

Positive elements, according to the students, were: the organization of the exchange, the hotel (Mitrovica), the cities and above all the people they met.

Negative elements, according to the students, were: not enough time to meet other students, the extreme temperature in the bus.

Recommendations by the students

- All students mentioned that the visit should be longer (2/3 nights)
- Travelling at night time or early morning could be a better option with this weather

Organizational recommendations

- The group left nearly 2 hours late on Tuesday because the bus did not arrive. Due to our late departure, we missed the evening programs in both Pristina and Mitrovica. The two-hour delay was significant for such a short trip. This could be organized better. Furthermore, using a bus with air conditioning would be appropriate in Macedonia's hot summer;
- In Mitrovica no accommodation had been arranged for the students. It took several hours before we found other accommodation. Fortunately, the students did not mind, as in the end they stayed in a hotel with private bathroom which they very much enjoyed.
- We arrived on Tuesday 19:00 (Pristina)/21:30 (Mitrovica) and left the next day at 14:00 (Mitrovica)/17:00 (Pristina) (after a 2 hour city walk through Pristina). The exchange should be longer (two nights);
- The students were disappointed that they could not visit both Pristina and Mitrovica. They found it a pity that after travelling for 4 hours together, the group had to split up.

Other Social Activities

Other recreational activities that were organised during ISUM were: two parties with live music, karaoke party, two sports tournaments, a historical tour of Bitola, two official dinners for the professors, SPARK 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.

Other Project Components

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

Workshop Series 'Putting BAL into Practice'

In the framework of the Summer University 2007, five ISUM Workshops were organized. SPARK is organising a series of interactive, skill-oriented workshops that give participants the opportunity to train in 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 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.

Following the recommendation from the external evaluators, the workshops this year were organized as a linked series, building one upon other. The workshop series were broken into two sections.

The first section focused on concrete preparations for the summer university – using practical problems, to facilitate co-professors and faculty coordinators learning process.

The second section was a follow-up on conceptual issues and more technical points separate from the summer university preparations.

In order to promote the workshops, a brochure was 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.

SPARK has organised 5 practice-oriented workshops on the implementation of ECTS and Bologna Action Lines:

March 29, 2007 - Skopje	Course Design and Syllabus Writing
April 27, 2007 – Skopje	Modularization and ECTS Credits
October 17, 2007 - Tetovo	Recognition of ECTS
November 29, 2005 - Skopje	The Diploma Supplement
December 20, 2007 - Skopje	Evaluation Mechanism and Quality Assurance

Workshops participants 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 SPARK office in Skopje.

Pre-training of the Visiting and Co-professors

Upon the recommendation from the external evaluators, the Pre-training for VP's and CP's was organized.

The introductory sections presented the mainstreams of the current situation of all academic issues at SEE Universities (curricula, programs, teaching, studying, facilities, space, accommodation, technical equipment, etc). VP's were satisfied with all information they received during these sections.

On the second day of the pre-training the CP's were also present. This second day of the pre-training was organized with the goal to present to the VP's and CP's once more the overall working conditions at this ISUM edition, such as Agenda, Program, Bologna Action Lines, conditions of teaching, space, availability of the equipment, etc.

Regional Student Union Seminar

In the framework of the ISUM, the student unions of the four 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 year's seminar will be organized in December 2007.

About SPARK

SPARK is an independent not-for-profit foundation, based in Amsterdam, with field offices in Belgrade, Pristina, Mitrovica 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 SPARK's past, present and future activities can be found at: www.spark-online.org.

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Creation of a Supervisory Board (Raad van Toezicht) and a Board of Directors (Bestuur)

Criteria for Centraal Bureau Fondsenwerving (CBF) and Code Wijffels have been chosen to direct the process of improving the level of transparency. Both organisations have developed codes for good governance. Consequently, in 2006, preparations have been made for the creation of a new organisational structure based on a clear distinction between the function of supervising the organisation and the function of managing the organisation. This has resulted in an aim to create a Supervisory Board and a Board of Directors in 2007. Both bodies will be in line with the prescribed criteria of CBF and the Code Wijffels for good governance. These codes are both generally accepted by Dutch NGOs in the field of development cooperation. This new structure will be implemented in the organisation by the end of April 2007.