



# UNIVERSITY OF APPLIED SCIENCES

— FERIZAJ —

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## Message from the Rector



Dear youth of Kosovo and beyond,

*It is my pleasure to address you on behalf of an institution of higher education committed to delivering high-quality, applied education. The University of Applied Sciences in Ferizaj (UASF) strives to align labour market demands with the latest technological developments by integrating academic knowledge with practical experience. Accordingly, our mission is to prepare highly qualified professionals who are capable of contributing to the economic development of our country, Kosovo.*

*Our university remains open and ready to welcome new generations of students who aspire to pursue advanced education grounded in professional practice and innovation.*

*As the only public higher education institution in Kosovo with a focus on applied sciences, UShAF offers unique study programs tailored to labour market demands and the latest technological advancements. Through a contemporary teaching methodology that effectively integrates theory with practice, our students gain in-depth knowledge and industry-relevant skills.*

*At UASF, you will have the opportunity to learn from a highly qualified academic staff with both national and international experience, dedicated to guiding you throughout your academic and professional journey. We invest in the quality of teaching and scientific research, ensuring a modern study environment, well-equipped laboratories with advanced technology, and numerous opportunities for personal and professional development.*

*Through cooperation agreements with national and international companies, our university provides you with the opportunity to develop your skills through professional internships, which serve as a key step toward integration into the labour market. Through our strong partnerships with industry, we aim to prepare capable and innovative professionals who will contribute to the economic and social development of the country and beyond. Many of our students are already engaged in various local and international businesses and institutions, where they have demonstrated their abilities and successfully built their careers.*

*Furthermore, UShAF has established partnerships with prestigious universities across Europe and beyond, providing students with excellent opportunities for mobility and academic exchange. These opportunities allow you to gain international experience, engage with best industry practices, and broaden your academic horizons.*

*In addition to teaching and professional practice, our university offers a wide range of scientific, cultural, and volunteer activities that support the holistic development of students. Through these activities, you will have the opportunity to develop your social skills, build professional connections, and prepare for future challenges.*

*A degree from the University of Applied Sciences in Ferizaj offers a strong pathway to a successful future, providing numerous opportunities for employment and career advancement not only in Kosovo, but also across the European market and beyond. Despite being a young university, we have already proven ourselves to be a dynamic and innovative institution, committed to preparing students for the challenges of an ever-changing world. I warmly invite you to become part of our academic community and to benefit from the wide range of opportunities that UASF offers. We are here to support your journey toward success and help you achieve your full potential.*

Welcome to the University of Applied Sciences in Ferizaj!

Prof. Dr Dr Dr DI. Doc. Agron Bajraktari, MSc., MBA  
Rector

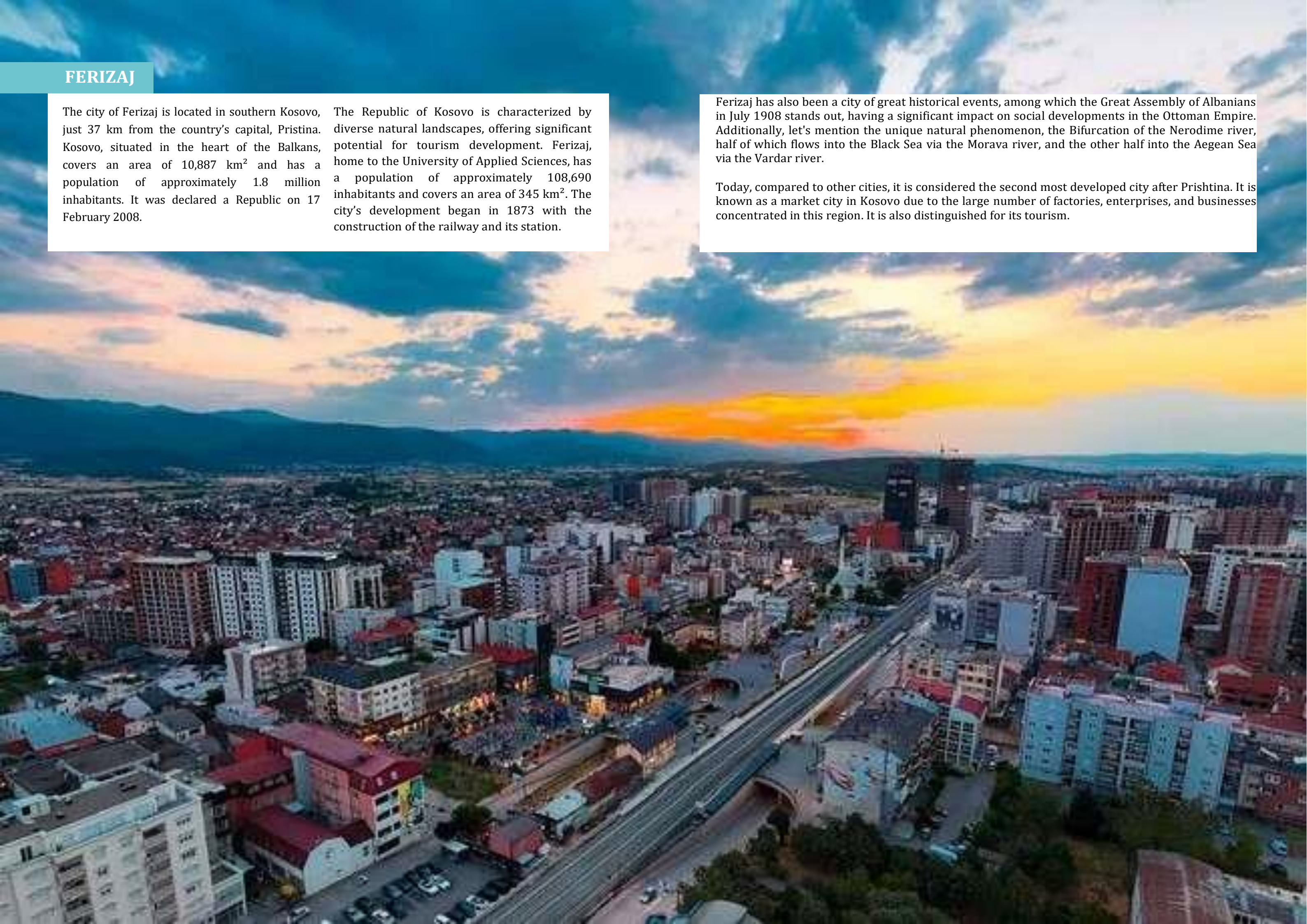
## FERIZAJ

The city of Ferizaj is located in southern Kosovo, just 37 km from the country's capital, Pristina. Kosovo, situated in the heart of the Balkans, covers an area of 10,887 km<sup>2</sup> and has a population of approximately 1.8 million inhabitants. It was declared a Republic on 17 February 2008.

The Republic of Kosovo is characterized by diverse natural landscapes, offering significant potential for tourism development. Ferizaj, home to the University of Applied Sciences, has a population of approximately 108,690 inhabitants and covers an area of 345 km<sup>2</sup>. The city's development began in 1873 with the construction of the railway and its station.

Ferizaj has also been a city of great historical events, among which the Great Assembly of Albanians in July 1908 stands out, having a significant impact on social developments in the Ottoman Empire. Additionally, let's mention the unique natural phenomenon, the Bifurcation of the Nerodime river, half of which flows into the Black Sea via the Morava river, and the other half into the Aegean Sea via the Vardar river.

Today, compared to other cities, it is considered the second most developed city after Prishtina. It is known as a market city in Kosovo due to the large number of factories, enterprises, and businesses concentrated in this region. It is also distinguished for its tourism.



## ABOUT THE UNIVERSITY OF APPLIED SCIENCES IN FERIZAJ

### HISTORY

The University of Applied Sciences in Ferizaj (UShAF) was established by the Ministry of Education, Science and Technology (MEST) on 6 July 2015 and was ratified by the Parliament of the Republic of Kosovo on 16 July 2015.

The tradition of academic and scientific activity in Ferizaj dates back to 1976, when the Assembly of Kosovo established the Higher Education Centre. The Centre included the Department of Mechanical Engineering and Wood Industry, as well as a Worker's Section.

In the 1988 academic year, the Higher Education Centre was dissolved and replaced by the Higher Technical School, which included the Department of Mechanical Engineering and Wood Industry, while the Workers' Section was entirely discontinued.

In the 2002/03 academic year, new curricula aligned with the Bologna system were introduced for undergraduate (Bachelor's) studies. These included the Department of Mechanical Engineering with the specialization in Processing Technology of Artificial Materials, and the Department of Wood Industry with the specialization in Wood Processing.

By decision of the Steering Council of the University of Prishtina on September 5, 2005, the Higher Technical School was transformed into the Faculty of Applied Technical Sciences (FATS), retaining the same departments and profiles. Later, it became the Faculty of Applied Sciences (FAS), enabling the institution to develop programs beyond technical fields.

## VISION, MISSION AND OBJECTIVES

### Vision

Our vision is to become a national model of a modern, innovative university and integrative education, where practice meets theory and where professional skills are developed for the benefit of society.

### Mission

We are committed to providing quality education, to prepare qualified professionals and educated, responsible citizens to develop a professional career and lead a productive life.

### General Objectives

To achieve its Vision and Mission, the University of Applied Sciences in Ferizaj (UASF):

- Offers quality education harmonized with industry demands, implementing education that is oriented towards employability and balanced between theory and practice, to equip students with the required knowledge and skills to thrive in the labour market and contribute meaningfully to society.
- Fosters research and development of professional skills, cultivating an environment where students and faculty engage in innovative research to prepare dedicated graduates and professionals who will lead in their respective fields.
- Promotes ethical awareness and responsibility, instilling a strong sense of ethics, respect, honesty, and integrity within the university community.
- Encourages lifelong learning and active critical thinking, inspiring students to embrace continuous learning and preparing them to adapt and succeed in an ever-evolving society and industry.
- Strengthens partnership and cooperation, building and maintaining collaboration with students, alumni, industry, government institutions, and national/international community stakeholders.
- Aims for excellence and innovation, dedicating itself to excellent teaching, scientific creativity, and continuously improving academic standards.
- Welcomes diversity and inclusion, creating an inclusive environment that values diverse ideas, beliefs, cultures, and ethnicities.

Our goal is to support and guide you to develop your creative personality to best fulfil your individual potential through programs that are practice-oriented, offer individual support, and provide international opportunities.

## RECTORS' CONFERENCE

On June 16, 2016, the Rectors' Conference was founded, of which UASF is naturally a part. The conference deals with issues related to the role and tasks of higher education institutions, specifically focusing on teaching, learning, scientific research, innovation, internationalization, and university governance.





## ORGANIZATIONAL STRUCTURE

The University of Applied Sciences in Ferizaj (UShAF) operates with an organizational structure carefully constructed to ensure an efficient and balanced functioning between the governing authorities, academic and administrative units. This structure supports the university's mission in providing quality higher education, oriented towards practice and innovation.



## GOVERNING AUTHORITIES

The organizational structure of the UShAF is based on governing authorities, which determine the policies and development strategies of the institution.

- **The Governing Council** is the highest decision-making body, responsible for approving strategic policies, long-term planning and managing the university's budget. This Council, depending on the university's requirements, makes decisions that move the institution forward.
- **The Rector** is the principal executive figure responsible for the overall management of the institution. He leads the university with vision and ensures that all academic and administrative processes function in harmony with institutional objectives.
- **The Senate** is the highest academic body, which focuses on the development of study programs, scientific research, and academic standards. The Senate's decisions directly affect the quality of education and the strategic orientation of the faculties.
- **The Teaching/Scientific Council** supports the university's academic and research process by making decisions on the organization of teaching, the development of curricula, and the promotion of scientific and creative activities.

## VICE-RECTORS

To ensure efficient and specialized management of the university, the Rector is supported by five vice-rectors, each of whom covers a specific area of institutional development:

- Vice-Rector for Teaching, Student Affairs and Scientific Research;
- Vice-Rector for International Cooperation and Quality Assurance;

- Vice-Rector for Industry Cooperation, Practical Work and Commercial Activities;
- Vice-Rector for Innovation, Technology and Digitalization;
- Vice-Rector for Budget, Finance and Infrastructure.

## ACADEMIC UNITS – FACULTIES

The university has five faculties, which offer specialized study programs, conduct scientific research, and promote creative activities. Each faculty is led by a respective dean, who is responsible for the academic and administrative management of the respective unit, ensuring efficient functioning and fulfilment of institutional objectives.

- Faculty of Management
- Faculty of Engineering and Informatics
- Faculty of Architecture, Design and Wood Technology
- Faculty of Tourism and Environment
- Faculty of Applied Arts

## ORGANIZATIONAL AND ADMINISTRATIVE UNITS

In addition to academic units, the university operates through a well-organized administrative structure, which ensures the daily management of the institution's operations.

- The Central Administration is the structure that supports all academic units and provides services to students and academic staff.
- The Secretary General is responsible for the overall administration of the University.
- Administrative Offices are various units that cover human resources, finance, student services, and information technology issues.





## ACCREDITATION

The University of Applied Sciences in Ferizaj is a higher education institution accredited by the Kosovo Accreditation Agency (KAA).

Through various procedures that are included in both institutional accreditation and the accreditation of study programs, required by the KAA, our University takes care to meet the appropriate quality conditions, such as: transparency, comparability, through which it offers better opportunities for choice in the national and international labour market, facilitating international mobility, etc.

## CAMPUS AND INFRASTRUCTURE

The campus of the University of Applied Sciences, located in the south-east of Ferizaj, has an area of over 7000 m<sup>2</sup>.

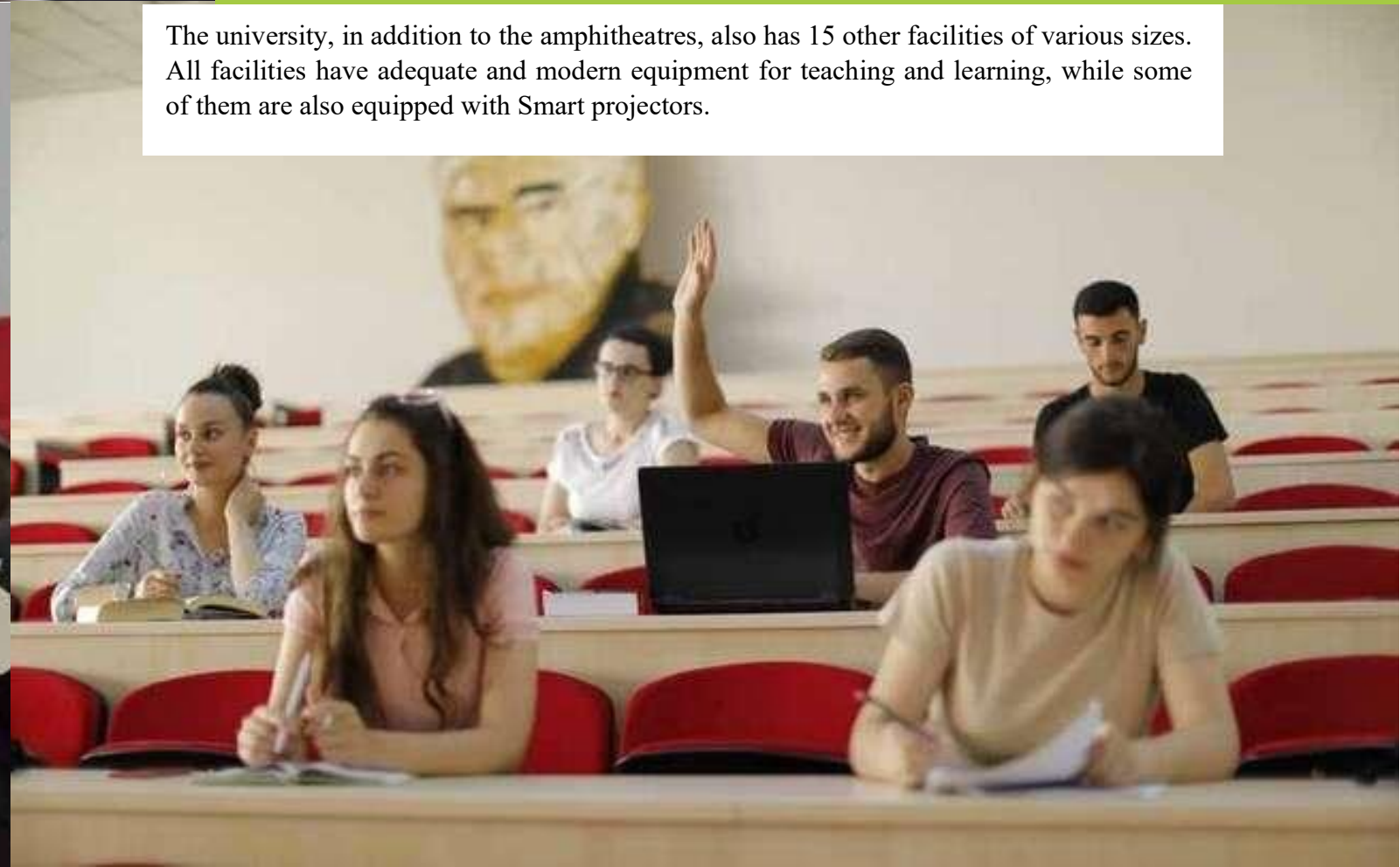
## AMPHITHEATRES

Within the University premises there is a large amphitheatre with 400 seats and another, smaller one, with 150 seats.



## TEACHING AND LEARNING ENVIRONMENTS

The university, in addition to the amphitheatres, also has 15 other facilities of various sizes. All facilities have adequate and modern equipment for teaching and learning, while some of them are also equipped with Smart projectors.



## LABORATORIES

The laboratories within the faculties are equipped with the most sophisticated technology, which not only enables the realization of practical work, but also the best acquisition of study programs.

The laboratory of the Faculty of Architecture, Design and Wood Technology is equipped with traditional and more modern machinery, known as "CNC" ("Computer Numerical Control"). These devices are used by students for the production of interior products.

Within the laboratory there is also a class called "InLAB", which is equipped with modern 3D printers and scanners, supported by virtual reality devices, known as "VR Headset".

In another class, equipment for measuring wood moisture, specific gravity, experimental wood dryer, equipment for observing wood cells, as well as all the equipment and materials necessary for the production of interior products are provided.

The Faculty of Engineering and Informatics has four laboratories:

- CAD/CAM/CNC laboratory,
- metal processing technique laboratory,
- the welding technique laboratory,
- renewable energy laboratory

The laboratories are equipped with traditional and modern machinery, known as "CNC", which serve for the production of metal products. The renewable energy laboratory is equipped with systems that enable the use of solar energy in order to obtain thermal energy for cooling/heating, as well as photovoltaic systems for the benefit of light energy.

This faculty also has a physics and chemistry laboratory with a sufficient number of concreting tools/laboratory equipment as well as two computer cabinets.

The university will soon have a laboratory for testing materials (metals and non-metals) as well as a laboratory for the processing technology of polymer materials - TPMP - Plastics.





## LIBRARY

The University Library has a considerable number of titles from the fields of study programs, which are at the service of students and teachers.

In order for students, as well as academic staff, to have better scientific research, teaching and learning opportunities, UShAF has signed a cooperation agreement with the National Library of Kosovo "Pjeter Bogdani", which offers access not only to physical books, but also to digital ones.

UShAF, being also a member of the Kosovo Electronic Libraries Association, offers access to many internationally recognized electronic resources (journals and scientific books).

## QUALITY ASSURANCE OFFICE

The Quality Assurance Office plays a key role in developing, monitoring and reporting on quality across the University. This office has a mission and clearly defined objectives, which demonstrate the University's commitment to continuous improvement of its activities.

Ensuring high quality in teaching, learning, curricula, research and administration, through the development, implementation and continuous improvement of quality assurance systems and procedures, has served the vision of UShAF to become a national model of a modern, innovative, research-based and inclusive education university. This has enabled our graduates to acquire excellent skills, which contribute to the development of the local and global community.

The principles on which our University is built are developmental, with the aim of ensuring continuous improvement through the involvement of all relevant parties within and outside the University. The Office for Quality Assurance is based on several principles:

- Quality assurance and improvement are part of the University's strategy to ensure quality teaching, learning, curricula and scientific activities.
- Quality assurance and improvement practices are documented, monitored, reviewed and evaluated.
- Quality assurance is designed to meet the requirements of internal and external approval, as well as the accreditation process.
- Quality assurance focuses on input, processes, results, and overall impact.



## INTERNATIONAL COOPERATION OFFICE

In a global job market, the acquisition of foreign languages and intercultural competences is essential. Therefore, internationalization is a key theme of our University. To achieve this, the Office for International Cooperation, together with the Rectorate and representatives of study programs, designs and implements internationalization activities and policies. This is best achieved through the development and maintenance of cooperation with various international higher education institutions and agencies, with a focus on applied sciences.

UShAF has an extremely active partnership with the Salzburg University of Applied Sciences, a collaboration that began in 2006.

In addition to Salzburg, a university in Austria, UShAF also collaborates with many other higher education institutions in Great Britain, Germany, Ireland, Turkey, Poland and many other countries around the world.

Within the framework of this cooperation, work has been done and is still being done on capacity building in terms of quality assurance, drafting or adapting existing curricula, professional development, and mobility of academic staff and students has been and is still being enabled. Within the framework of mobility, UShAF has also hosted many guest lecturers, who have offered their experiences.



## CAREER GUIDANCE OFFICE

The Career Guidance Office assists students, as well as graduates, in their journey from being a student to entering the job market, and even beyond. Representatives of this office, in cooperation with other instances within the University,

support students in broadening their perspectives, in highlighting their professional and personal potential, in using networks, and in developing methodological and organizational skills, which prepare them for the professional world of work.



## PROJECT OFFICE

The Projects Office, as part of the UShAF, aims to research the national and international market in order to identify opportunities in terms of project design and cooperation with relevant institutions.

After researching the market and identifying gaps, representatives of this office, in collaboration with relevant institutions, draft projects, which are funded by national and international donors.

## NUMBER OF STUDENTS

Each year, UShAF admits 60 full-time students to the Tourism and Hospitality Management program, 80 students to the Business Management and Entrepreneurship program, 60 students to the Industrial Engineering with Computer Science and Applied Computer Science study programs, 60 students to the Interior Architecture and Furniture Design program, 40 students to the Design and Construction of Wood Products program, and 40 students to the Graphic Design and Multimedia program. All of these are at the Bachelor level, while 30 students for each

field of study at the Master's level, with the exception of the Entrepreneurship and Innovation Management study program where 50 students are admitted.

The number of students admitted each year may vary depending on the conditions set by the Kosovo Accreditation Agency.

Within the University of Applied Sciences in Ferizaj is the Faculty of Architecture, Design and Wood

## FIELDS OF STUDY (FACULTIES AND PROGRAMS)

Technology, with Bachelor's degree programs in Interior Architecture and Furniture Design, as well as Design and Construction of Wood Products, while in Master's studies it offers the program in Green Architecture and Interior Design, then there is the Faculty of Engineering and Informatics with Bachelor's degree programs in Industrial Engineering with Informatics, and in Applied Informatics, while with a Master's degree program in Engineering and Production Management.

The University also has the Faculty of Tourism and Environment, with a Bachelor's degree program in Tourism and Hospitality Management and a Master's degree program in Tourism Management and Innovation, then the Faculty of Management with a Bachelor's degree program in Business Management and Entrepreneurship and a Master's degree program in Entrepreneurship Management and Innovation, as well as the Faculty of Applied Arts with a Bachelor's degree program in Graphic Design and Multimedia.



## SCIENTIFIC ACTIVITIES

Scientific activity is an extremely important pillar of the activities of the University of Applied Sciences in Ferizaj. The University's scientific research is characterized by its real-world applicability, as well as its close connection to business, industry and society in general. The research skills of our researchers have been proven through a large number of publications in renowned scientific journals, as well as participation in national and international conferences.

In order for scientific activity to develop further, the Rectorate, every year, offers each full-time teacher a certain amount of money, which enables academic staff to participate in various conferences, as well as publish in journals with an impact factor.

The University also uses modern technology and laboratories, thus creating an efficient infrastructure for scientific research. The University normally focuses its scientific activity on different fields, as long as they are important and in line with the study programs. This allows the University to concentrate on the qualities that distinguish it and thus compete effectively at the national and international level.





## INSTITUTE

The University's interdisciplinary institute is a strong partner of industry and business in terms of applied scientific research and development. In collaboration with industry and business, innovative products are developed through various projects that adapt to the labour market. Students, who are directly involved in the projects that are implemented and realized within the institute, benefit enormously from this collaboration.

## INDUSTRIAL BOARD

In 2016, the University established the Industrial Board, which now includes hundreds of companies with which the University has cooperation agreements. These agreements do not

not only facilitate the implementation of students' practical work, but, through frequent meetings of company representatives with University representatives, they jointly contribute to

adapting study programs based on labour market demands, thereby enabling a balance between market demand and supply.

In this way, industry-oriented programs are offered, which create ideal conditions to start a highly influential career in the business world.





## ALUMNI

The University of Applied Sciences in Ferizaj, in 2019, established the Alumni Association, to unite graduates of this University with the institution itself, with the aim of:

- to exchange experiences with each other;
- using the rich experiences of the graduates of this institution for the benefit and advancement of current students;
- providing adequate guidance to current students in their efforts for better employment or further studies;
- promoting the University through graduates working in industry with national and international reputation;
- acquiring fruitful advice from Alumni in the overall development of the University.



## PROJECTS

The University of Applied Sciences in Ferizaj is part of a significant number of international projects, such as Erasmus+ as well as other projects funded by the Austrian and German governments.

Within the framework of these projects, capacity building has been worked on, in terms of curriculum design, quality assurance, professional development and student career development. Through these projects, over the years, an exceptionally good cooperation has been established with various institutions around the world.

## ERASMUS+

Our university is part of many projects within the framework of the Erasmus+ program. By being part of these projects, UShAF has created a cooperation network with many institutions and agencies from different countries of the world, such as Great Britain, Austria, Germany, Poland, Ireland, Turkey, etc. Within the framework of numerous collaborations, focused mainly in the field of applied sciences, work has been done to build capacities, in terms of drafting curricula in harmony with the demands of the labour market, managerial, administrative, innovation, internationalization, quality assurance capacities, and mobility of academic, administrative staff and especially students has also been enabled. Through Erasmus+ projects, it is also aimed to create and strengthen cooperation between universities and enterprises, with the aim of preparing students as professionally as possible.



## OTHER

UShAF, over the years, has also been involved in projects of various international donors. It is worth mentioning here the support of the Austrian government, which for many years, with the KAIP, HIGHERKOS and HERAS Projects, has offered our University cooperation with various higher education institutions and agencies in Austria, and especially with the University of Applied Sciences in Salzburg, Austria.

The partnership with Salzburg since 2006 has enabled the review and adaptation of existing curricula, the development of new study programs, based on the demands of the labour market, as well as on the many years of experience of the University of Salzburg, then the development of knowledge and capacities in scientific research and management, the compilation and publication of

joint scientific research, as well as improving long-term cooperation between UShAF, industry and local stakeholders.

Also, with the support of GIZ, UShAF has organized two job fairs where businesses have offered around 250 job vacancies only for students of our university.

In October 2018, our University became part of the European Association of Higher Education Institutions (EURASHE), which is the main representative of professional higher education in Europe.



## JOB FAIRS WITHIN USHAF

Every year, the University, within its premises, organizes a job fair, where various companies that participate in the fair and with which the University has cooperation agreements offer numerous employment opportunities for students.

This is because the activities of all participating companies are almost completely aligned with the study programs offered at our University. Students of this institution are offered approximately 250 job vacancies by various companies every year.

## EXHIBITIONS

Since its establishment, the University has annually organized the exhibition "Professionals of the Future", where students of all study programs, through various works, are given the opportunity to express their creative and innovative ideas. The works produced are of the most diverse kind, from models, drawings and designs prepared in detail, to food preparation and service.

All these skills acquired within the fields of study offered at the University are presented by students to a diverse audience, including businesses, which, by being part of this fair every year, are enabled to follow the students' professional development step by step.



## FREE ACTIVITIES

Our university organizes and participates in many extracurricular activities. Since 2016, students of the Faculty of Architecture, Design and Wood Technology have participated in the “Student Design Competition”, which is organized by the “Kosovo Association of Wood Processors”.

Thanks to the commitment of the students and the tireless support of the academic staff, the number of our students participating in this competition is much larger compared to other participating universities and colleges. The extraordinary work of our University, since the first year of participation, has been crowned with the first prize, by one of our students (Drilon Rexhepi), then in the second year UShAF has been taken as an example of success for the design of programs, the creation of an industrial board, practical work in enterprises, as well as the number of students employed after completing their studies.

Students, in collaboration with academic staff, participate in volunteer activities with their works every year. The profits from the sold works go as donations to children in need.

Students also voluntarily engage in the design of the University's interior spaces, thus expressing their creative ideas through exceptionally well-executed work. Such is the case with the reading corner and other free activities, funded by the HERAS Project and UShAF.

Every year, the University organizes a trip to Strazha where many free activities are organized. This type of organization enables the creation of better relationships between academic and administrative staff and students.



## WHY IS IT WORTH CHOOSING THE UNIVERSITY OF APPLIED SCIENCES IN FERIZAJ?

If you are more interested in developing practical experience, and not just in theory, the University of Applied Sciences in Ferizaj is the right place for you. The study programs at such universities, unlike other universities, are extremely practice-oriented.

Why does this happen? Applied science is a discipline that is used to apply acquired scientific knowledge, with the aim of advancing technology. It is also used in industrial settings, as a tool for research, invention, and development.

To prepare you for your professional life, and not just learn various theories, UShAF offers study programs oriented towards the labour market.

Employers are looking for work experience that qualifies you for a position. Study programs

at the University of Applied Sciences are designed to prepare you professionally. Professional practice, required and integrated into the study programs, allows you to gain valuable experience alongside your studies.



## TEACHING

With practice-oriented study programs, our University offers environments where theoretical teaching is intertwined with practical teaching and learning. Teachers function as planners, trainers, motivators, and professional advisors.

In order to provide adequate teaching, during the learning process, teachers collaborate with students, representatives of the business community, and other important stakeholders.

With the teaching offered at our institution, students are prepared to appreciate the importance

of educational experiences in the classroom and in the field, and to understand that while experience is a great teacher, it cannot replace what can be better learned in a classroom and vice versa.

Qualified and experienced teaching staff, both in scientific and practical fields, guarantee an academic education of high standards, focused on the development of students' knowledge, skills and competencies, supported by a wide range of learning and assessment methods.



## PRACTICAL WORK

The purpose of carrying out student practical work is to link theoretical skills with practical application in the real workplace, through which students become better trained in their chosen profession.

Students' practical work is carried out in the University's institutes for the relevant programs, while a large part of it is carried out in enterprises with which the University has cooperation agreements.

In practical work, the student has previously defined work objectives, which are related to the study program and at the same time actively reflect on what he is learning. Depending on the field of study, the type of practice is also determined, based on the study program.





## COOPERATION WITH NATIONAL BUSINESS INSTITUTIONS

Collaboration between the University, the business community, and other important institutions helps graduates acquire adequate skills for the labour market and for their personal development.

The establishment of close cooperation between our institution and businesses has encouraged knowledge exchange, created long-term opportunities, and fostered innovation, entrepreneurship, and creativity. All of this has enabled the establishment of the Industrial Board, which operates within the University and is comprised of representatives from industry as well as the University.



## COOPERATION WITH INTERNATIONAL INSTITUTIONS

The internationalization of the education system and quality assurance are issues that the University is constantly working on. These are achieved through mutual learning, mutual cooperation and comparison between education systems around the world.

Cooperation with various international institutions fosters innovation and job creation through mobility and offers opportunities for academic and administrative staff, as well as

for students, to broaden their horizons. These are offered through the cooperation that our University has with various international institutions of higher education, which is made possible within the framework of the Erasmus+ program, or even through various projects implemented in Kosovo, from different countries such as Great Britain, Austria, Germany, Ireland, Poland, Turkey, etc.

The university offers suitable and modern working environments, both for students, as well as for academic and administrative staff.

The Institute of Applied Sciences, within the University, offers various and modern workshops and laboratories, where students, under the supervision of teachers, carry out a portion of their practical work.

Within the Institute, there is also an innovation centre, with the most modern equipment, such as 3D printers and 3D scanners, VR Headsets, CNC machines, Printer/Plotter, and other equipment, which serve for the creation and design of various products.

## WHY DID I CHOOSE TO STUDY AT THE UNIVERSITY OF APPLIED SCIENCES IN FERIZAJ?



**Anduela Kasumaj,**

graduated in the study program Interior Architecture and Furniture Design:

*"Throughout our studies, we had extraordinary opportunities to gain experience and be ready for the job market with our talent, work and dedication. Various organizations within the University, such as: the annual exhibition "Professionals of the Future", end-of-year exhibitions, job fairs, internships in companies, various visits of high interest to students, participation in Design Competitions, the opportunity to benefit from various grants from international organizations (as I and other colleagues were lucky enough to have), studying abroad for a semester and much more, paved the way for us to build our professional careers. These successes, of which I have also been a part."*



**Kujtim Aliu,**

graduated in the study program Information Technology Engineering:

*"The university I chose to study at, through numerous collaborations with various companies, enabled me to better understand the theoretical aspect of the study program through practical work and to acquire the necessary skills, which helped me get a job in a company in the field of informatics. I believe that I will soon continue with my Master's studies, at the same institution."*



**Arlind Ramadani,**

graduated in the study program Interior Architecture and Furniture Design:

*"I have always been attracted to drawing and design, which is what led me to study at UShAF. Thanks to the University, which in addition to theoretical teaching also offered me practical teaching, which helped me a lot to develop in my profession, I have now entered the world of design and I believe that I will have a bright future."*



**Leona Jahiri**

graduated in the study program Tourism and Hospitality Management:

*"Tourism and Hospitality were my dream since childhood, a dream that, thanks to the University's cooperation with industry inside and outside Kosovo, I realized immediately after I began my studies at UShAF. The experience I gained through practical work in various local and international companies gave me numerous employment opportunities, not only after completing my studies, but also during my studies."*



**Maura Sweeney, Ambassador of Happiness at UNESCO:**

*"I am very honoured to have been given the opportunity to lecture at UShAF, about professional advancement, and to share my experience as an ambassador of happiness."*



**Prof. Assoc. Dr Hamza Çiner Gazi, Professor at Ankara University, Turkey:**

*"I am very pleased with the quality of UShAF students. To be honest, I did not expect so much potential and so much professionalism (in design) from the students. I am really very happy."*



**Driton Emini, Vice President of Radio Networks T-Mobile Austria:**

*"Frequent visits to UShAF, and sharing my experience, in the field of management and technology, with the academic staff and wonderful students, are of great importance to me. It is like returning to my hometown, and this is the least I can do for the students of my hometown. I feel grateful to the UShAF management, who gave me the opportunity to be part of this very motivating staff."*



**Prof. Adj. Prof. PD Dr Alexander Petutschnigg  
Professor at the University of Applied Sciences Salzburg, Austria  
Associate Professor at the University of Natural Resources (BOKU)  
Vienna, Austria  
Professor at the University of Tennessee, United States of America:**

*"Our collaboration with the University of Applied Sciences Ferizaj has been lasting for more than a decade now, and the tasks we solve together are of increasing importance. The success of this collaboration is the result of respect and willingness to help each other and the openness on both sides to learn from each other. I am thankful to Rector Bajraktari and his team for the inspiration, motivation and tasks we have shared and I look forward to tackling new challenges and doing projects also in the future. It is a pleasure and honour for me to be part of this success story."*



**Prof. PhD Mag. Michael Ebner,  
Professor at the University of Applied Sciences Salzburg, Austria:**

*"Only through collaboration we will be able to tackle the challenges of the future. Collaboration in an interdisciplinary team and in an international context will be the motivation for our future cooperation. It will also be a necessity if we really want to achieve good results. At our partner institution in Ferizaj we have seen an exciting development in the field of teaching and research in the last years. In the years to come, this is the basement for the development and innovation in the area of Ferizaj and the whole Kosovo. Now it is time to think big and show the world what is possible."*



## HOW TO BECOME A STUDENT AT THE UNIVERSITY OF APPLIED SCIENCES IN FERIZAJ

The number of students admitted each year may vary depending on the conditions set by the Kosovo Accreditation Agency. Based on the conditions set, the University Senate determines the number of places for Bachelor and Master studies for each academic unit. The University announces a competition for the admission of new students. Every candidate who passes the state Matura exam has the right to apply for studies at UShAF.

### APPLICATION PERIOD

Candidates interested in applying for Bachelor studies at our University have 5 days to submit the required documentation. After the application deadline, candidates who do not have proof of having taken the Matura test will take the entrance exam on the date, time and place specified in the competition and which can also be found on the University website ([www.ushaf.net](http://www.ushaf.net)). The results of the entrance exam will be announced at the respective faculties, as well as on the website of

the University. If the number of students is not met in the first competition deadline, the University offers an additional deadline.

Candidates who are interested in applying for Master's studies at our University have 9 days to submit the required documentation. After the application deadline, the results are announced within 2-4 days, which can be found in the relevant faculties as well as on the University's website [www.ushaf.net](http://www.ushaf.net).

### APPLICATION CONDITIONS

All candidates who have successfully completed high school in Kosovo, at one of the public or private schools licensed in the Republic of Kosovo, and who have a diploma for the completed education, are eligible to apply to the University for Bachelor's studies.

Candidates from other countries can also apply to the University, under the same conditions of competition as candidates from Kosovo. Recognition of diplomas for institutions outside Kosovo will be documented based on notification by the competent authorities. The decision on the recognition and equivalence of the diploma is made by MEST.

In postgraduate studies - Master at UShAF, candidates who have completed Bachelor's or basic studies before the entry into force of the Bologna Declaration in all Accredited Higher Education Institutions in Kosovo can apply. Under equal conditions, priority for admission will be given to candidates who have completed basic studies - Bachelor at UShAF.

All other candidates who have successfully completed their basic studies outside of Kosovo are also eligible for admission to UShAF. Candidates who are registered for a study program at any level of study within UShAF are not eligible to apply for another study program at UShAF without completing their studies in the program they are currently pursuing or without being deregistered from their current study program.

## ADMISSION TO USHAF

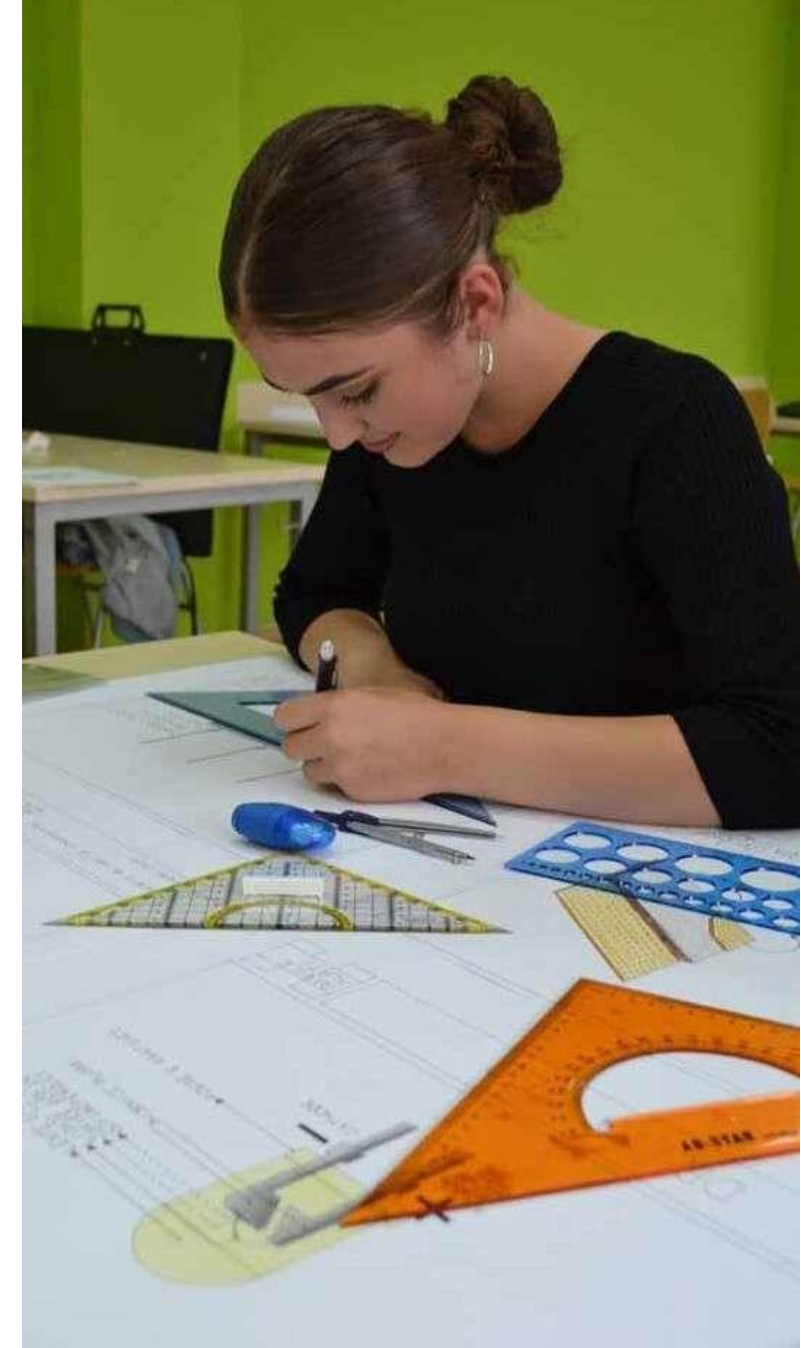
### BACHELOR'S STUDIES

For the admission of candidates to Bachelor's studies, all faculties within the University organize entrance exams in the subjects, which are determined by the faculties themselves.

As for candidates who have a high school diploma but have not taken the Matura exam (i.e. those who completed high school before the Matura test began to be applied), the maximum number of points is 100, which are divided into 30 points for success in high school, and 70 points for success in the entrance exam.

For candidates who have a high school diploma but have successfully passed the Matura exam, the maximum number of points is 100, where 30 points are allocated for success in high school, 30 points are allocated for the Matura test, while 40 points are allocated for points from priority subjects (3 subjects).

Only candidates who achieve at least 40% of the number of



of the points required for the entrance exam. Candidates who do not achieve at least 40% of the number of points required for the entrance exam cannot be admitted even if there are unfilled places according to the competition.

### MASTER'S STUDIES

The selection of candidates for Master's studies is determined according to criteria, namely points, the maximum number of which is 100, of which 50 points are allocated for success in basic studies, while another 50 for priority subjects (5 subjects).

If the number of points of several candidates ranked last on the admission list is equal

with other candidates outside the planned number for admission, the selection of candidates will be made based on the success of priority subjects.

If the scores of the priority subjects are also the same, then the success of the basic Bachelor studies will be taken into account. If the success is also the same, female candidates will have priority. If the candidates are male, the selection of the candidate for admission will be made through a draw by the Faculty Commission, in the presence of candidates with equal scores.

## TRANSFER

Transfer means the possibility of changing the study program within the University, but also the transition from another higher education institution to the University of Applied Sciences in Ferizaj.

When changing the study program, the student is allowed to start the new study program if at least 50% of the exams of the previous study program have been passed successfully and are accepted into the new study program. The student is allowed to enrol in the new study program at least in the second year of studies and at the beginning

of the following academic year. Changing the study program cannot be done if the student must re-enrol in the first year of studies in the new program.

This concerns changing the study program within UShAF, while transferring from another university to our University, in addition to the above conditions, also requires evidence of the accreditation of the previous study program.

The transfer (acceptance) of grades and credits (ECTS) is made by the Studies Committee, based on the criteria set out in the regulations for Bachelor and Master studies, while the decision is made by the Academic/Scientific Council.

## FINANCIAL ISSUES

In both Bachelor's and Master's studies, students are exempt from semester registration fees. Every year, the University of Applied Sciences in Ferizaj offers scholarships to distinguished students.



## TEACHING AND LEARNING

Clearly structured courses, modern laboratories, and equipment that adapts to individual teaching, as well as in groups, offer exceptionally good learning conditions.

While focusing on practical teaching methods, students also gain practical experience during their studies. This is best achieved through practical work, which is an integrated part of the study programs.

Close ties with industry and enterprises ensure modern, practice-oriented teaching and learning. This means that the teaching approach at our University is application- and product-oriented. As a result, graduates are well prepared for the job market.

## ACADEMIC LEVELS AND SUBJECTS

The University of Applied Sciences in Ferizaj offers study programs at Bachelor and Master levels. Each study program consists of courses, some of which are mandatory and others are elective.

Bachelor's studies, divided into six semesters, last 3 years, in which case, upon completion, the student accumulates 180 credits (ECTS), and receives a diploma for the relevant studies.

Master's studies, divided into four semesters, last 2 years, after which the student accumulates 120 credits (ECTS).



## CREDITS (ECTS)

Credits, or the European Credit Transfer and Accumulation System (ECTS), are a tool of the European Higher Education Area that makes studies and courses more transparent.

It is a central tool in the Bologna Process, which aims to make national education systems more internationally comparable. That is, they are a standardized system designed to facilitate the comparison of study achievement and performance of higher education students across the European Union and other cooperating countries.

The student workload according to credits (ECTS) is based on the time needed to complete various activities within a subject, such as: participation in lectures and exercises, practical and field work, various projects and presentations, etc.

## LECTURES

Lectures are organized to provide students with a good starting point in specific areas of knowledge, which promote active learning, multidisciplinary learning and adequate development of critical thinking skills, including analysis, evaluation, application and implementation. Lectures are often offered by business representatives, as well as international lecturers.

## TUTORS

Each full-time teacher at UShAF also has the role of tutor for a certain number of students. Tutors are responsible for monitoring the development of students, as well as helping them in various aspects, and especially assisting and encouraging students during the learning process.



## STUDENT ENGAGEMENT

In order for students to successfully complete their studies, they must spend a good part of their time on activities assigned to them by their teachers. Since the lectures have a modern approach, that is, with the student at the centre, their engagement is an important part not only of the implementation of practical work, but also of the theoretical part of the curricula. Their engagement means involvement in reading, research, writing, as well as in various discussions.

## STUDENT ASSESSMENT

In all subjects, student assessment is done throughout the course. Assessments take various forms, such as through class engagement, presentations, essays, designing various products, creating products, participating in exhibitions, practical work, and even end-of-semester exams.

## FACULTY OF MANAGEMENT

Within this faculty, the Business Management and Entrepreneurship program is offered in the first cycle, i.e. in Bachelor's degree, and in the second cycle, i.e. in Master's degree, the Entrepreneurship Management and Innovation study program is offered. The program is organized in modules and assessed with credits, which are in line with the European credit system. The Faculty of Management provides students with qualified academic staff, with the necessary infrastructure, including modern laboratories and equipment. The practical aspect of the programs is further strengthened through laboratory work and research, in collaboration with local and international companies and institutions.

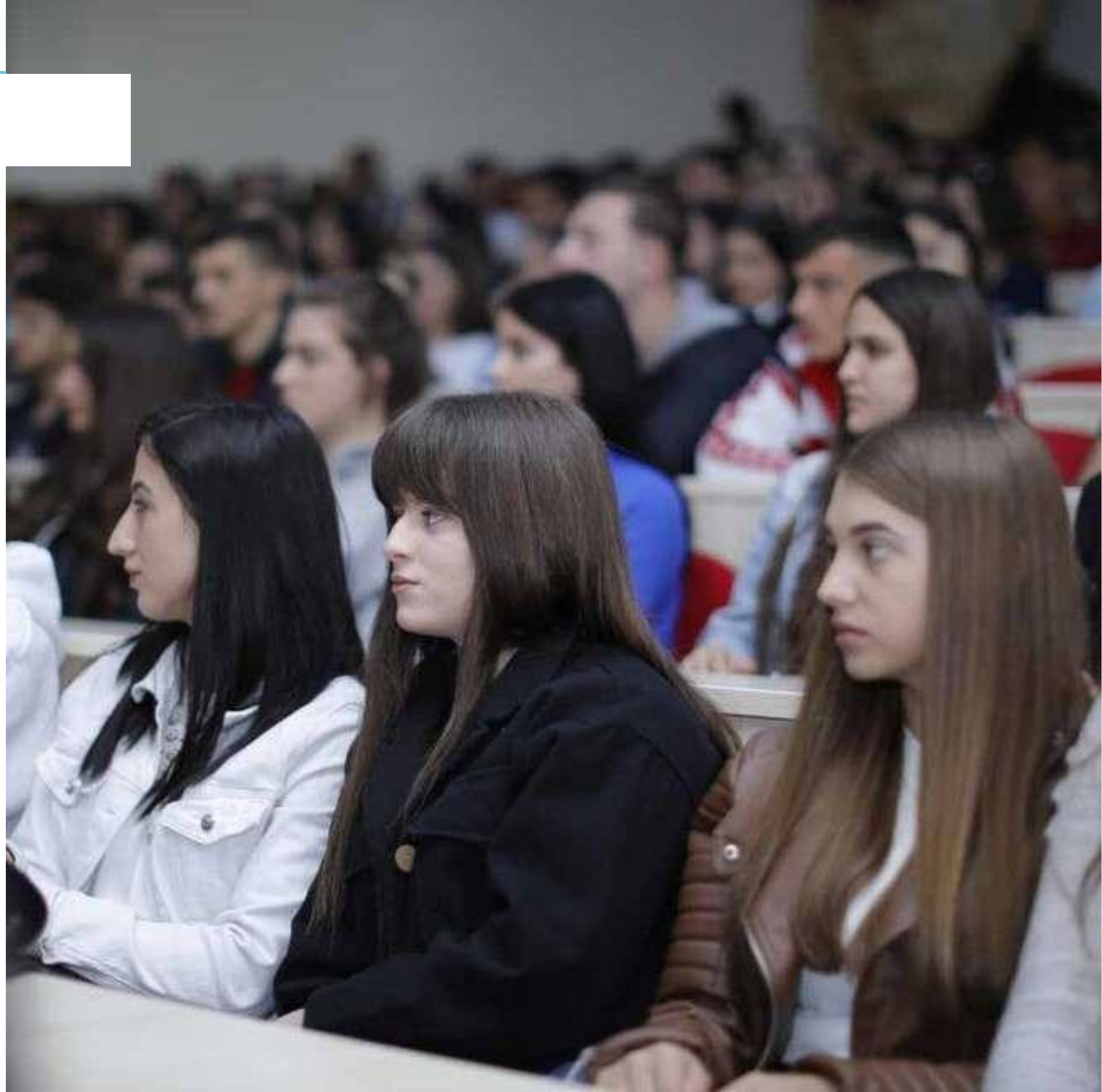
This program provides students with adequate knowledge and skills for their professional field, as well as an international orientation. It enables them to develop and acquire managerial, financial, engineering, entrepreneurship and innovation competencies, as well as good opportunities for a profitable career.

### Students' opinions about choosing a study program at UShAF



**Yllka Jaha**, third year student in the Business Management and Entrepreneurship program:

*"Looking at the many opportunities that have been given to graduates, as well as those that are being offered to us, through contacts with various companies during practical work, through semester studies abroad, through engagement in the University's modern laboratories, I can say that UShAF is the right place to study."*



**BACHELOR**

The three-year program "Business Management and Entrepreneurship" at the Faculty of Management offers an advanced combination of theoretical and practical knowledge in the field of business and entrepreneurship. This program aims to equip students with skills in innovation, strategic planning of business activities, business communication and general management. Through a contemporary approach to learning, which includes individual and group work, students learn to analyse and solve real business challenges using advanced research methods. They also develop concrete projects in the field of management, gaining practical experience in planning, initiating and implementing various business initiatives.

**PURPOSE**

Economic developments at the national and international levels have created a strong demand for studies in the field of Business Management and Entrepreneurship. This program provides students with knowledge with a global perspective, equipping them with advanced management competencies and an innovative entrepreneurial mindset. The goal of the program is to prepare qualified professionals who will contribute to the structuring, organization and development of businesses, both locally and internationally. Through this program, students will have the opportunity to directly influence the improvement of the economic ecosystem, promoting the growth and sustainable development of the business sector.

**GENERAL OBJECTIVES**

For students to succeed in a highly competitive and constantly changing environment, the University offers an appropriate combination of theoretical and practical learning for the development of specific knowledge and skills, through which students will be able to:

- develop advanced communication skills, both written and verbal,

using contemporary methodologies and technologies;

- collaborate effectively in group settings, integrating different individual experiences, skills and competencies to achieve common objectives;
- demonstrate basic knowledge in numerical and financial analysis for successful business planning;
- to recognize resource management, ethical, environmental and legislative aspects during the business decision-making process;
- use the appropriate strategic tools in the decision-making process, to solve complex problems in an analytical, critical and innovative manner;
- demonstrate skills and knowledge of general management and project management (MS Project Management), as well as their application in practical business situations;
- to realize the use of traditional and digital marketing and sales methods;
- identify supply chain links and production processes, as well as their implication in the product development process;
- understand the basic concepts of entrepreneurship, sustainable entrepreneurship, as well as innovations and future development trends;
- to recognize the problems facing the local and global economy, as well as the skills to identify and exploit new business opportunities for entrepreneurs;
- understand what is needed to identify, exploit and further develop new opportunities (products and services).

**Future employment opportunities**

After completing their studies, a graduate could work as:

- official in various government agencies in monitoring the development of entrepreneurship and business
- official within various ministries
- official in a public enterprise
- systems manager in the organization
- operations consultant

- manager in the organization
- developer/product manager
- general manager in various organizations

- self-employed and entrepreneur
- project manager

**Year I**

Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Informatics in business	3	6
2	O	Mathematics for Business	3	6
3	O	Business Environment	3	6
4	O	Introduction to Economics	3	6
5	O	Academic and Business Communication Skills	3	6

**Year II**

Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Market Analysis and Consumer Behaviour	3	5
2	O	Human Resources Management	3	5
3	O	Marketing	3	5
4	O	Operations Management	3	5
5	O	English Language II	2	3
6	O	German Language II	2	3
7	Z	Knowledge Management	3	4
8	Z	Social Entrepreneurship	3	4

**Year III**

Semester V				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Customer Relations Management	3	5
2	O	Sales and Sales Management	3	5
3	O	Change Management	3	5
4	O	Product and Pricing	3	6
5	O	Strategic Management	3	5
6	Z	Management and Development of New Products and Services	3	4
7	Z	Business Planning	3	4

Semester II				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Management	3	6
2	O	Decision Making in Business	3	6
3	O	Innovation Management	3	6
4	O	Business Statistics	3	6
5	O	English Language I	2	3
6	O	German Language I	2	3

Semester IV				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Entrepreneurship	3	5
2	O	Accounting	3	5
3	O	Business Law and Ethics	3	5
4	O	Organizational Behaviour	3	5
5	O	English Language III	2	3
6	O	German Language III	2	3
7	Z	Enterprise Information System Management	3	4
8	Z	Environmental Sustainability and Entrepreneurship	3	4

Semester VI				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Project Management	3	5
2	O	Financial Management	3	6
3	O	Internship (Practical Learning in a Company)	4	6
4	O	Leadership	3	5
5	O	Small and Medium-sized Enterprises	3	4
6	Z	Logistics and Transport	3	4
7	Z	Social Media and the Digital Economy	3	4

## MASTER

The Master's degree program in "Entrepreneurship and Innovation Management", offered within the Faculty of Management, is designed to equip students with advanced theoretical and practical knowledge in the field of entrepreneurship and innovation. This program aims to develop an entrepreneurial and innovation-oriented mindset, integrating advanced methods of entrepreneurial design thinking, creative and innovative thinking, negotiation techniques, as well as contemporary approaches to the circular and digital economy. The program also enables students to acquire skills in advanced financial management, to ethically and accurately apply economic legislation, and to develop key competencies that make them competitive in the labour market.

This program offers a modern learning methodology, which includes interactive approaches, individual work and group collaboration to address and solve theoretical and practical challenges of entrepreneurship and innovation. Students will engage in advanced research, planning, initiating and implementing concrete projects in accordance with the program curriculum.

Through this program, students will develop critical skills to manage and lead innovative organizations, create new business opportunities, and implement effective strategies in a constantly changing economic environment.

## PURPOSE

The Master's Program in Entrepreneurship and Innovation Management aims to develop advanced skills and effective strategies for the formation of professionals with an innovative and entrepreneurial mindset. This program is oriented towards building competencies in the management, creation and implementation of entrepreneurial innovations, contributing to the sustainable and competitive growth of businesses. In the context of ongoing economic dynamics, both at the national and international levels,

the study of entrepreneurship and innovation has become a necessity. This program enables students to gain advanced knowledge with global applicability, preparing them to operate in national and international markets, and to be important factors in economic development and innovation.

## GENERAL OBJECTIVES

In order for students to be trained in areas of business management that are essential for the success of companies within the manufacturing and services sector (mainly operations management, marketing and financial management), the program offers the acquisition of theoretical and practical skills, through which students will be able to:

- develop advanced knowledge to create and support models in innovative entrepreneurship
- build skills for new sustainable entrepreneurial ideas in a dynamic and unpredictable market environment
- design creative strategies for pursuing, exploiting and further developing new opportunities
- compile business plans, including financial capital, legislation, market research, and technological aspects
- present and communicate business ideas/models using technological devices and software programs
- demonstrate managerial skills for solving problems related to entrepreneurship, the digital economy and innovation management
- strategically plan human resources, to manage the supply chain by assessing risk and the importance of negotiation in the enterprise
- possess knowledge and competences about the concepts that support entrepreneurial innovation within the organization
- implement the necessary steps to transform the idea into a start-up

- apply different scientific research methods used in entrepreneurship, innovation and new technology

- innovative project manager
- company manager
- legislative advisor for entrepreneurship and innovation
- researcher and business developer
- business design and innovation consultant
- company consultant
- enterprise risk manager
- employed in public institutions, etc.

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, a graduate could work as:

- company founder and CEO

Year I				
Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Innovation and Entrepreneurship	3	6
2	O	Economics in Entrepreneurship and Innovation	3	6
3	O	Legislation and Business	3	6
4	O	Venture Capital and Financial Management	3	6
5	O	Entrepreneurship and the Growth of Innovative Businesses	3	6
<b>Total ECTS</b>				<b>30</b>
Semester II				
1	O	Digital Business	3	5
2	O	Supply Chain Management	3	6
3	O	The Human Factor in Innovation	3	5
4	O	Circular Economy in Entrepreneurship	3	6
5	Z	Business Models for the Digital Economy	3	4
6	Z	Innovative Strategic Management	3	4
7	Z	Innovation and Technology Management	3	4
<b>Total ECTS</b>				<b>30</b>
Year II				
Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Research Methods	3	5
2	O	Innovative Project Management	3	6
3	O	Design Thinking and Innovation	3	5
4	O	Risk Assessment and Decision Analysis	3	6
5	Z	Negotiation and Communication in Business	3	4
6	Z	Business Ethics and Business Sustainability	3	4
7	Z	Developing Personal Innovation	3	4
<b>Total ECTS</b>				<b>30</b>
Semester IV				
1	O	Master's Topic		30
<b>Total ECTS</b>				<b>30</b>



## FACULTY OF ENGINEERING AND INFORMATICS

Within this faculty, the Industrial Engineering with Informatics study program is offered, in the first cycle, i.e. at the bachelor's level, the Applied Informatics study program, in the first cycle, i.e. at the bachelor's level, as well as the Engineering and Production Management study program, in the second cycle, i.e. at the master's level.

The programs are organized in modules and assessed with credits, which are in line with the European credit system. These programs offer students the acquisition of adequate skills for their field of profession that they will practice in the future. This is made possible through modern work environments, namely laboratories and modern equipment, as well as through cooperation with national and international companies and institutions.

### Students' opinions about choosing a study program at UShAF



**Donika Guri**, third year student in the Industrial Engineering with Computer Science program:

*"The job prospects in Ferizaj, as well as the location of the University, have made it an ideal choice for me. The opportunity for study abroad, visits to different companies, practical work in University laboratories, offer great opportunities for advancement. Thanks to the variety of subjects in this faculty, we are skilled in the field of engineering as well as in other fields, such as informatics, physics and mathematics."*

## BACHELOR

The Industrial Engineering with Informatics program focuses on the development of new cadres in the field of industrial engineering, and the application of information technology in the processing processes of metals and various plastic materials, using the most modern information technology and applications, which adapt to the demands of the labour market.

## PURPOSE

Knowing that the labour market lacks professionals in the field of industrial engineering and the application of information technology in product processing processes, the University, through this program, aims to create qualified local staff, who in the future will help in the economic development of Kosovo.

## GENERAL OBJECTIVES

For future students to succeed in a competitive and ever-changing environment, the University offers theoretical and practical learning, which helps students to:

- identify, formulate and solve industrial problems with creative and innovative ideas
- know the types of materials (metals, artificial and composite materials) as well as their processing technologies
- develop and refine organization, communication, control and other multidisciplinary professional skills in industrial enterprises
- initiate, plan and manage various professional projects in the field of industrial engineering
- develop technical design skills using application software (such as AutoCAD, Inventor, etc.) in the design, analysis and simulation of product operation (rapid prototype generation, visualization through

- apply knowledge of concepts, theories and disciplines in industrial engineering, supported by information technology
- implement comprehensive processes through which they can integrate mechanical systems modelling with software and electrical systems
- utilize and apply various engineering techniques to solve real problems in the development/design/improvement processes of products/systems using modern equipment and systems (software, 3D scanners and printers, etc.)
- understand the complexity of the manufacturing operations process and its impact on product or process design, and vice versa, optimizing production costs
- understand the importance of environmental protection, and its impact on product design and production processes

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, a graduate could work as:

- industrial systems production and design engineer
- product developer
- process developer and designer
- leader in the manufacturing industry
- self-employed and entrepreneur

## Year I

Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Algebra with Analytic Geometry	3	5
2	O	Chemistry	3	5
3	O	Engineering Materials I	3	5
4	O	Communication Skills	3	5
5	O	Engineering Graphics	3	5
6	O	Application Software	3	5

Semester II				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Calculus	3	5
2	O	Physics	3	5
3	O	Mechanics I	3	5
4	O	Engineering Materials II	3	5
5	O	Entrepreneurship	3	4
6	O	English Language I	2	3
7	O	German Language I	2	3

## Year II

Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Engineering Mathematics	3	5
2	O	Programming	3	5
3	O	CAD I	3	5
4	O	Mechanics II	3	5
5	O	Production Processes	3	5
6	O	English Language II	2	3
7	O	German Language II	2	3

Semester IV				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Basics of Electrical Engineering	3	5
2	O	CAD II	3	5
3	O	Machine Details	3	5
4	O	Materials Processing, I	3	5
5	O	Object-Oriented Programming	3	4
6	O	English Language III	2	3
7	O	German Language III	2	3

## Year III

Semester V				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Recycling of Materials	3	4
2	O	Engineering Project Management	3	4
3	O	Unconventional Processing Methods	3	5
4	O	Welding	3	5
5	O	Energy in Engineering Design	3	4
6	O	Design of Technological Processes	3	4
7	Z	Hydraulics and Thermodynamics	3	4
8	Z	Mechatronics	3	4
9	Z	Measurement and Control	3	4

Semester VI				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	CAD/CAM	3	4
2	O	Product Design and Development	3	4
3	O	Internship	3	5
4	O	Automatic Adjustment/Control	3	5
5	O	Reverse Engineering and 3D modelling	3	4
6	O	Materials Processing II	3	4
7	Z	Cost Management	3	4
8	Z	Hydraulic and Pneumatic Systems	3	4
9	Z	Heating and Ventilation of Buildings	3	4

**BACHELOR**

During numerous meetings with the business community, the demand for qualified people in the field of applied informatics has often been discussed. Therefore, we can say that the Applied Informatics program, as a relatively new field of study in Kosovo, is dedicated to young people who want to be more practical and contribute to the development of this sector. The program covers a wide range of topics that offer a specialized combination of knowledge in computer science, programming, computer network administration, business and management. Students gain a detailed overview of the latest information and communication technologies.

**PURPOSE**

The program aims to offer courses with modern and flexible content, as well as practical placements in industry, which will easily follow the demands of the local and international economy, as well as the labour market at the local, regional and global levels.

**GENERAL OBJECTIVES**

- For students to succeed in the future, in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:
- analyse IT requirements taking into account customer and business needs, describe them at an abstract level and justify the specific form of their implementation
  - analyse, design and develop object-oriented software solutions for real-world problems in various fields and maintain them
  - apply software testing techniques, quality assurance and demonstrate skills in change management
  - conceptualize and implement supporting hardware for information systems as well as design, configure, administer and maintain computer networks by applying high security standards

- identify and implement the application of IT in the business environment to help achieve strategic business objectives
- demonstrate individual and group work skills in the efficient management of complex IT projects
- demonstrate innovative managerial and entrepreneurial skills in the application of IT, while maintaining control over the implementation of rights and principles of business ethics
- demonstrate high communication and presentation skills to clearly and convincingly present IT concepts to expert and non-expert audiences and collaborate constructively as part of working teams
- analyses and calculate cost and price as well as know the principles of marketing and sales

**FUTURE EMPLOYMENT OPPORTUNITIES**

After completing their studies, a graduate could work as:

- programmer (Desktop, Web and mobile)
- information technology specialist in various companies
- system consultant
- system designer
- business analyst
- information technology architect
- information technology coordinator
- system architect
- business informatics specialist
- information technology service administrator
- computer network administrator
- project manager or assistant project manager
- project coordinator
- self-employed

**Year I**

Semester I				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Mathematics	3	5
2	O	Computer Science Basics	3	5
3	O	Programming	3	5
4	O	Communication Skills	3	5
5	O	Computer Network Technologies	3	5
6	O	Management and Entrepreneurship	3	5

Semester II				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Discrete Structure	3	4
2	O	Computer Architecture	3	5
3	O	Object-oriented Programming	3	5
4	O	Introduction to Web Technologies	3	5
5	O	Databases	3	5
6	O	English Language I	2	3
7	O	German Language I	2	3

**Year II**

Semester III				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Algorithms and Data Structures	3	5
2	O	Statistical Models	3	5
3	O	Web Programming	3	5
4	O	Operating Systems	3	5
5	O	English Language II	2	3
6	O	German Language II	2	3
7	O	Business Law and Ethics	3	4

Semester IV				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Operational Research	3	5
2	O	Application of IT in Enterprises	3	5
3	O	Computer Network Routing	3	5
4	O	IT Security	3	5
5	O	English Language III	2	3
6	O	German Language III	2	3
7	O	Cost and Financial Analysis	3	4

**Year III**

Semester V				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Software Engineering	3	5
2	O	IT Project Management	3	5
3	O	Mobile Application Development	3	5
4	O	Organization and Management of Personnel	3	5
5	O	Marketing and Sales	3	5
6	Z	Computer Network Security	3	5
7	Z	Machine Learning	3	5

Semester VI				
Nr.	O/Z	Subjects	Hours	ECT S
1	O	Practice	2	5
2	O	Cloud Computing	3	5
3	O	Project	2	5
4	O	Internet of Things Applications	3	5
5	O	Artificial Intelligence	3	5
6	Z	Connecting Computer Networks	3	5
7	Z	Software Testing and Quality Assurance	3	5

**MASTER**

The Master's degree program in Production Engineering and Management was designed based on the demands of the labour market, as well as through close cooperation with the business community. Therefore, we can say that the program fulfils numerous shortcomings of the labour market in Kosovo, by qualifying students with knowledge and skills in product design, who will be able to use modern technology, but who will also be aware of industrial processes.

**PURPOSE**

The goal of the program is to develop specialized cadres of professionals in the field of engineering, with a focus on product development and design, using the most modern information technology and applications, which easily adapt to the demands of the labour market.

**GENERAL OBJECTIVES**

For students to succeed in the future, in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:

- analyse various relevant academic, professional, and research ethical issues
- apply their knowledge and skills in various fields in carrying out complex engineering activities
- contribute to new ways of thinking and innovative processes in solving industrial problems
- work individually and in groups on theoretical and practical problems (finding and implementing adequate scientific research methods)

- understand the complexity of the manufacturing operations process and its impact on product or process design, and vice versa
- know production processes and their impact on the environment
- use modern computer programs (CAD, INVENTOR, CREO, FUSION, etc.) in the design and analysis/simulation of the functioning of the designed product or process
- plan, initiate and execute various engineering projects
- manage products from idea, design to development throughout their entire life cycle
- understand computerized and automated manufacturing and assess their suitability in the context of industry in Kosovo

**FUTURE EMPLOYMENT OPPORTUNITIES**

After completing their studies, the graduate would be able to work as:

- design engineer
- developer/product manager
- process developer and designer
- general manager at a manufacturing company
- self-employed and entrepreneur
- project manager

Year I				
Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Research Methods	3	6
2	O	Management Theory and Practice	3	6
3	O	Modern Engineering Materials	3	6
4	O	Finance and Cost Management	3	6
5	O	Product Management and Development	3	6
Semester II				
1	O	Project and Investment Management	3	6
2	O	Technological Process Design	3	6
3	O	3D modelling and Visualization	3	6
4	O	Operations and Production Management	3	6
5	Z	Entrepreneurship and Innovation Management	3	6
6	Z	Industrial Conductive Materials	3	6
Year II				
Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Computer Aided Manufacturing	3	6
2	O	Product and Process Design	3	6
3	O	Finite Element Analysis	3	6
4	Z	Automation and Computer Integrated Manufacturing (CIM)	3	6
5	Z	Environmental Management and Conservation	3	6
6	Z	Quality Management and Standards	3	6
Semester IV				
1	O	Master's Thesis Topic		30

## FACULTY OF ARCHITECTURE, DESIGN AND WOOD TECHNOLOGY

The Faculty of Architecture, Design and Wood Technology offers a study program in Interior Architecture and Furniture Design, in the first cycle, i.e. in bachelor's degree, a program in Design and Construction of Wood Products, also in the first cycle, i.e. in bachelor's degree, as well as a program in Green Architecture and Interior Design, in the second cycle, i.e. in Master's degree. The programs are organized in modules and assessed with credits (ECTS), which are in line with the European credit system.

The faculty has a qualified staff, modern work environments, as well as modern laboratories and equipment, which enable students to master the necessary skills for the profession they will practice in the future.

### Students' opinions about choosing a study program at UShAF

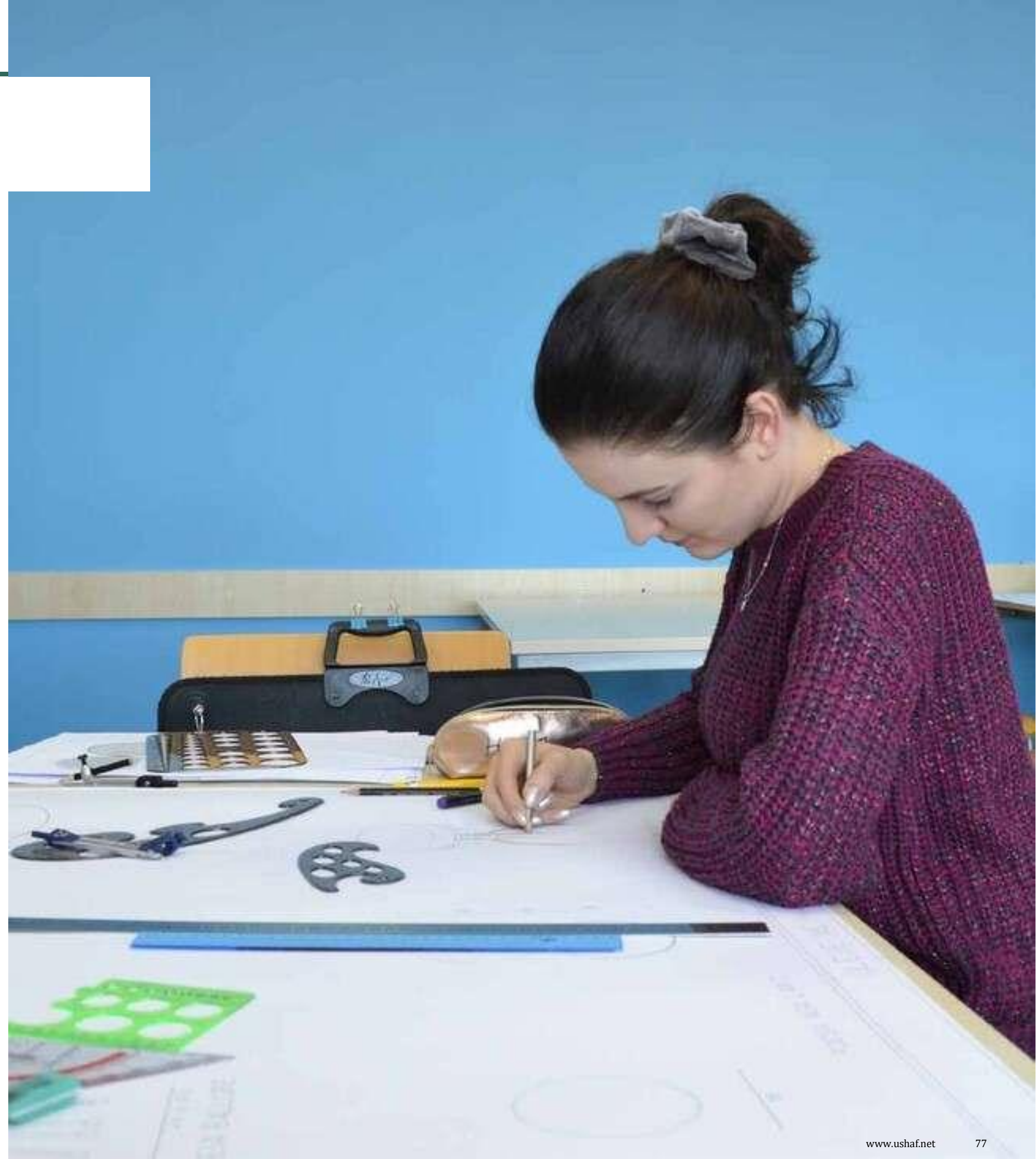


**Resul Qorrolli**, third-year student in the Interior Architecture and Furniture Design study program:

*“Organizing fairs and exhibitions with private companies, within the University, has given me good employment opportunities since the beginning of my studies. The practical work carried out in the third semester of my studies, in a design studio, enabled me to start working regularly in the same company from the fourth semester. Therefore, I can say that I am happy that I chose the Faculty of Architecture, Design and Wood Technology, at UShAF and made the right choice for my future.”*

**Lorita Rama**, third-year student in the Interior Architecture and Furniture Design study program:

*“Thanks to the commitment of the management, academic and administrative staff of UShAF, I am pursuing my studies at the University of Ecology and Management in Warsaw, in Interior Architecture, an opportunity that was given to me within the framework of mobility programs.”*



## BACHELOR

This program is focused on the development of wood science, through the use of technology and the application of the most modern practices, which are implemented today, not only in Kosovo, but throughout the world. The skills that students will master are in line with the demands of the labour market.

## PURPOSE

By linking theoretical and practical learning, engaging in laboratories, and carrying out various projects, the program aims to help students master the appropriate skills, which prepare them not only for the national market, but also for the international one.

## GENERAL OBJECTIVES

For students to succeed in the future, in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:

- conceptualize and design interior spaces according to market requirements
- recognize materials and their properties for use in interior architecture and furniture design
- demonstrate product development skills
- calculate the cost of products and services
- demonstrate enterprise and project management skills

- know the principles of marketing, sales techniques and customer communication
- apply computer programs for design, construction and visualization
- develop skills in solving furniture construction problems
- demonstrate technical and organizational skills in production preparation
- develop problem-solving skills in interior space planning
- apply management, organization and supervision skills to interior projects
- develop communication skills

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, the graduate would be able to work as:

- freelance interior architecture and furniture design designer
- CAD software operator
- interior product quality manager
- interior decorator
- production supervisor of a company dealing with interior products
- furniture designer
- interior space planner
- commercial space designer
- operator with visualization software

## Year I

SEMESTER I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Basics of Interior Architecture	3	5
2	O	Free Drawing	3	5
3	O	Mathematics and Statistics	4	6
4	O	Applied Informatics	3	5
5	O	History and Styles in Interior Architecture	3	4
6	O	Technical Drawing & Descriptive Geometry	4	5

SEMESTER II				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Interior Materials	3	6
2	O	Academic Skills	3	6
3	O	Anthropometry and Ergonomics	3	6
4	O	CAD I	4	6
5	O	English Language I	2	3
6	O	German Language I	2	3

## Viti II

SEMESTER III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Interior Design Techniques	3	5
2	O	Economics and Entrepreneurship	3	4
3	O	CAD II	4	6
4	O	Furniture Manufacturing Technologies	3	5
5	O	Interior and Furniture Constructions	3	4
6	O	English Language II	2	3
7	O	German Language II	2	3

SEMESTER IV				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Architectural Design	3	5
2	O	Product Design	3	5
3	O	CAD III	4	5
4	O	Digitalization of Production	3	4
5	O	Space Planning and Technical Criteria in Interior	3	5
6	O	English Language III	2	3
7	O	German Language III	2	3

## Year III

SEMESTER V				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Marketing and Sales Techniques	3	4
2	O	Quality Control	3	4
3	O	Design Studio	4	5
4	O	Human Resources Management	3	4
5	O	Soft Furniture	3	4
6	O	Gluing and Surface Treatment of Wood	3	5
7	O	Technical Preparation of Production	3	4

SEMESTER VI				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Practice	3	4
2	O	Interior Maintenance and Restoration	3	5
3	O	Project Management	3	4
4	O	Ecology and Environmental Science	3	4
5	O	Cost Calculation and Pricing	3	4
6	O	Commercial Space Design	3	4
7	O	Colours, Lighting and Acoustics in the Interior	3	5

## BACHELOR

The Wood Products Design and Construction program offers students the highest international standards of education in this field. The content and structure of this program comes as a result of the increased demands of subjects, which deal with the activity of furniture and interior design. The program offers courses with contemporary and flexible content, which continuously follow the demands of the local and international industry, thus creating professional cadres that will help in the economic development of the country.

- understand the content of design and construction of exterior products
- recognize and apply materials processing technologies
- have knowledge of ergonomics, furniture design and construction, and occupational safety
- demonstrate critical thinking skills in solving complex problems
- calculate the cost and price of the product and manage production
- demonstrate communication skills with colleagues and clients

## PURPOSE

The program, with the opportunities it offers in achieving its objectives, aims to prepare students who will professionally execute various activities in manufacturing enterprises, mainly in those enterprises that deal with the production of interior design, with a focus on furniture, and other enterprises that also deal with wooden constructions.

## GENERAL OBJECTIVES

For future students to succeed in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:

- develop technical drawing and descriptive geometry skills
- recognize and apply materials for design and furniture based on their properties
- apply computer programs for design and construction
- understand the content of interior design and product construction

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, the graduate would be able to work as:

- furniture designer
- operator with CAD and CAM programs
- interior product quality manager
- interior decorator
- production supervisor of a company dealing with interior products
- furniture designer
- commercial space designer
- construction software operator

### Year I

Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Applied Mathematics	4	6
2	O	Technical Drawing and Descriptive Geometry	4	6
3	O	Computer Skills	3	5
4	O	Wood and its By-products	3	5
5	O	Economics and Entrepreneurship	3	4
6	O	History of Design and Furniture	3	4

Semester II				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Primary Wood Processing	3	6
2	O	Interior and Exterior Materials	3	6
3	O	Application of CAD in Furniture Design I	4	6
4	O	Academic and Communication Skills	3	6
5	O	English Language I	2	3
6	O	German Language I	2	3

### Year II

Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Anthropometry and Ergonomics	3	5
2	O	Wooden Constructions I	3	5
3	O	Interior Design I	3	5
4	O	Basics of Mechanics	3	5
5	O	Wood Climbing	3	4
6	O	English Language II	2	3
7	O	German Language II	2	3

Semester IV				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Wooden Constructions II	3	5
2	O	Furniture Manufacturing Technologies	3	5
3	O	Drying and Protecting Wood	3	5
4	O	Application of CAD in Furniture Design II	4	5
5	O	Occupational Safety and Health	3	4
6	O	English Language III	2	3
7	O	German Language III	2	3

### Year III

Semester V				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	CNC Machines	3	4
2	O	Quality Control of Wood Products	3	4
3	O	Ecology and Environmental Science	3	4
4	O	Interior Design II	3	4
5	O	Interior Design Techniques	3	5
6	O	Exterior Design	3	5
7	O	Human Resource Management	3	4

Semester VI				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Surface Processing of Wood	3	6
2	O	Project Management	3	5
3	O	Practice	4	6
4	O	Soft Furniture	3	4
5	O	Maintenance and Restoration of Wood Products	3	5
6	O	Cost Management and Calculation	3	4

## MASTER

The Green Architecture and Interior Design program, at the master's level, was designed based on the demands of the labour market and through close cooperation with the business community. Therefore, we can say that the program fulfils numerous shortcomings of the labour market in Kosovo, qualifying students with adequate knowledge and skills, which they will be able to apply in the future.

## PURPOSE

The Green Architecture and Interior Design program aims to develop professionalized cadres in the field of green architecture and interior design, with a focus on the development of design and production of wood products using modern technologies and applications, which are implemented today in the country and beyond, and that adapt to the demands of the labour market.

## GENERAL OBJECTIVES

In order for students to succeed in a competitive and constantly changing environment in the future, the University offers theoretical and practical learning, which helps students to:

- conceive, design and implement green architecture projects
- apply the acquired professional knowledge in complex managerial activities
- use professional (advanced) computer programs
- consider the life cycle of products during design, based on the principles of sustainable development
- consider all the properties of the materials they use, including eco-friendly ones
- encourage, promote and contribute to the development of innovative ecological products

- complete the interior spaces by treating volumes and surfaces according to the requirements of planimetric organization and comfort
- design and produce furniture with appropriate materials (especially ecological), respecting anthropometric and ergonomic requirements
- coordinate and facilitate the collection, analysis, and interpretation of technical data related to green architecture projects
- consider human health, occupational safety and environmental protection
- manage products throughout their life cycle, including interventions necessary to preserve cultural values
- know the materials (raw and auxiliary materials, harmful substances) and their application in the interior

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, the graduate would be able to work in:

- designing products for mass consumption or for individual clients
- interior space design, in collective and individual residential buildings
- the educational process
- furniture and interior manufacturing companies
- companies that use interior application software
- businesses and product management companies

Year I				
Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Product Life Assessment	3	6
2	O	Eco Materials and Accessories in the Interior	3	6
3	O	Architectural Constructions	3	6
4	O	Ergonomics and Furniture Design	3	6
5	O	Visualization and Graphic Communication	3	6
Semester II				
1	O	Lighting, Colours and Acoustics in the Interior	3	5
2	O	Principles of Green Architecture	3	5
3	O	Architectural and Production Project Management	3	5
4	O	Interior Design	3	5
5	O	Modelling with 3D Technologies	3	5
6	O	Ecological Design	3	5
Year II				
Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Sustainable Planning, Design and Development	3	5
2	O	Internship	3	5
3	O	Integrated Planning and BIM	3	5
4	O	Design Studio	3	5
5	O	Research Methods	3	5
6	O	Professional Portfolio	3	5
Semester IV				
1	O	Diploma Topic		30

# FACULTY OF TOURISM AND ENVIRONMENT

The Faculty of Tourism and Environment offers a study program in Hospitality and Tourism Management, in the first cycle, i.e. in bachelor's degree, and a study program in Tourism Management and Innovation, in the second cycle, i.e. in master's degree. The programs are organized in modules and assessed with credits, which are in line with the European credit system.

The faculty has a qualified staff and modern working environments, which enable students to master the necessary skills for the profession they will practice in the future.

Based on the geographical position of the Ferizaj region and the opportunities for the development of tourism and hospitality in this part of Kosovo, as well as the study programs offered at our University, the education of new staff will greatly contribute to the economic development of the country.

## Students' opinions about choosing a study program at UShAF



**Xhyljeta Xhymshiti**, graduated in the Hospitality and Tourism Management study program:

*"The numerous opportunities to connect theory with practice, and especially the University's cooperation with the hospitality and tourism industry, are enabling us to gain skills that will help us create a secure future for ourselves, as well as develop and promote tourism in the country."*

## BACHELOR

The Hospitality and Tourism Management program, as a new field of study in Kosovo, is dedicated to young people who wish to qualify and contribute to the development of this sector. The content of the program is mainly a result of labour market reforms and the need for leaders at different levels of business.

This program offers courses with contemporary and flexible content, as well as practical work in businesses, which easily follow the demands of the local and international economy, preparing professionalized cadres for the local, regional and global labour market.

## PURPOSE

This program aims to prepare students to professionally execute various activities in business enterprises in the tourism and hospitality industry.

## GENERAL OBJECTIVES

In order for students to succeed in a competitive and constantly changing environment in the future, the University offers theoretical and practical learning, which helps students to:

- develop social and intercultural skills
- practice marketing tools and technical skills for selling hotel and tourism products
- use modern technology (applications and software related to information management in Hospitality and Tourism)
- demonstrate skills in managing hotel and tourism businesses
- calculate and analyse business activities to maximize the effect of business decision-making

- recognize industry trends and analyse the external and internal business environment to effectively implement business strategies for the tourism and hospitality industry
- know and understand the management of hotel and tourism services operations and their importance in the Kosovo business environment

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, the graduate would be able to work as:

- hotel company manager
- agent specializing in the hotel and tourism industry
- hotel and tourism product/service developer/manager
- general manager at a tourism company
- self-employed and entrepreneur
- project manager
- tourist guide

# CURRICULUM WITH MANDATORY AND ELECTIVE SUBJECTS

## Year I

Semester I				
Nr.	O	Subjects	Hours	ECTS
1	O	Basic Mathematics for Business	3	5
2	O	Introduction to Economics	3	5
3	O	The Right to Tourism and Hospitality	3	5
4	O	Academic Skills and Business Communication	3	5
5	O	Tourism Basics	3	5
6	O	Innovation and Creativity Techniques	3	5

Semester II				
Nr.	O	Subjects	Hours	ECTS
1	O	Hospitality and Tourism Management	3	5
2	O	Marketing Basics	3	4
3	O	Business Statistics	3	5
4	O	Accounting	3	5
5	O	e-Business in Tourism and Hospitality	3	5
6	O	English Language I	2	3
7	O	German Language I	2	3

## Year II

Semester III				
Nr.	O	Subjects	Hours	ECTS
1	O	Service Operations Management	3	5
2	O	Finance Management	3	5
3	O	Application of MIS in Hospitality and Tourism	3	5
4	O	Entrepreneurship in Hospitality and Tourism	3	5
5	O	Human Resources Management	3	4
6	O	English Language II	2	3
7	O	German Language II	2	3

Semester IV				
Nr.	O	Subjects	Hours	ECTS
1	O	Consumer Behaviour	3	5
2	O	Market and Product Development	3	5
3	O	Organizational Behaviour	3	4
4	O	Strategic Management	3	5
5	O	Management of Hotel and Tourism Projects	3	5
6	O	English Language III	2	3
7	O	German Language III	2	3

## Year III - Tourism

Semester V				
Nr.	O	Subjects	Hours	ECTS
1	O	Agritourism	3	5
2	O	Sales Management and Techniques	3	5
3	O	Environmental Conservation and Tourism	3	4
4	O	Tourism Destination Management	3	5
5	O	Historical and Cultural Heritage	3	5
6	O	Tourism and Hospitality Planning	3	5

## Year III - Hotelier

Semester V				
Nr.	O	Subjects	Hours	ECTS
1	O	Sales Management and Techniques	3	5
2	O	Food and Beverage Management	3	5
3	O	Quality Management in Hospitality	3	5
4	O	Crisis Management in Hospitality	3	4
5	O	Supply Chain Management in Hospitality	3	5
6	O	Tourism and Hospitality Planning	3	5

Semester VI				
Nr.	O	Subjects	Hours	ECTS
1	O	International Tourism	3	4
2	O	Practice	3	5
3	O	Logistics and Transportation Management	3	4
4	O	Tourist Geography	3	4
5	O	Health Tourism	3	5
6	O	Sustainable Tourism and Eco-tourism	3	5
7	O	Rural Tourism	3	4

Semester VI				
Nr.	O	Subjects	Hours	ECTS
1	O	Food Safety	3	5
2	O	Event Management	3	4
3	O	Practice	3	5
4	O	Cost Management	3	4
5	O	Management of Hotel Facilities	3	4
6	O	Communication in the Hotel	3	4
7	O	Hospitality Management	3	5

## MASTER

The Tourism Management and Innovation Program, which is offered in the second cycle, i.e. in the master's degree, focuses on the development of professionalized personnel in the field of innovation management in tourism and hospitality, with the aim of developing and advancing this field in Kosovo, as well as integrating into the labour market domestically and abroad.

- analyse and evaluate finances, investments, and costs in enterprises
- demonstrate leadership, people management, and conflict/change management skills

## FUTURE EMPLOYMENT OPPORTUNITIES

After completing their studies, the graduate would be able to work in:

- state institutions (central and local level)
- travel and tourism agencies
- various public and private companies
- education
- tourism product development/management
- project management
- self-employed and entrepreneurial ventures

## PURPOSE

The program aims to prepare students with adequate skills in the field of innovation management in tourism and hospitality, in order to influence the development and advancement of this field in Kosovo, as well as to prepare cadres who could be integrated into the global labour market.

## GENERAL OBJECTIVES

For future students to succeed in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:

- analyse various relevant academic, professional, and ethical research problems
- apply their knowledge and skills in various fields in the implementation of complex managerial activities
- communicate and present their work using academic language and terminology to both professionals and the general public
- contribute to new ways of developing marketing, markets, and innovative thinking

Year I				
Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Research Methods	3	5
2	O	Marketing and Globalization	3	5
3	O	Risk Management in Tourism	3	5
4	O	Management Theory and Practice	3	5
5	O	Strategic Human Resource Management	3	5
6	O	Managing Innovations in Tourism	3	5
Semester II				
1	O	Change Management	3	5
2	O	Service Operations Management	3	5
3	O	Management of Tourism Investment Projects	3	5
4	O	Business Development and Entrepreneurship in Tourism	3	5
5	O	Consumer Behaviour Management	3	5
6	O	e-Marketing	3	5
Year II				
Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Rural Economic Development and Tourism	3	5
2	O	Strategic Management	3	5
3	O	Cultural Tourism and Communication	3	5
4	O	e-Tourism	3	5
5	O	Customer Relationship Management	3	5
6	O	Sustainable Environmental Management	3	5
Semester IV				
1	O	Master's Thesis Topic		30

## FACULTY OF APPLIED ARTS

The Faculty of Applied Arts offers the Graphic Design and Multimedia study program in the first cycle, i.e. at the bachelor's level. This contemporary program, organized in modules and assessed with credits, is in line with the European credit system.

The program is part of the creative industry, a sector that has been experiencing significant development in Kosovo in recent years, thanks to the increasing demand for quality visual content, digitalization and above all the talent and creativity of young Kosovars. Graphic design today is not only an art, but also a profession in demand in the labour market, closely linked to marketing, media, technology and visual communication.

The faculty offers students qualified academic staff, as well as modern working environments, creating optimal conditions for the development of practical and creative skills. Through this program, students are professionally prepared to become an active part of the creative industry and to build a successful career in the local and international market.

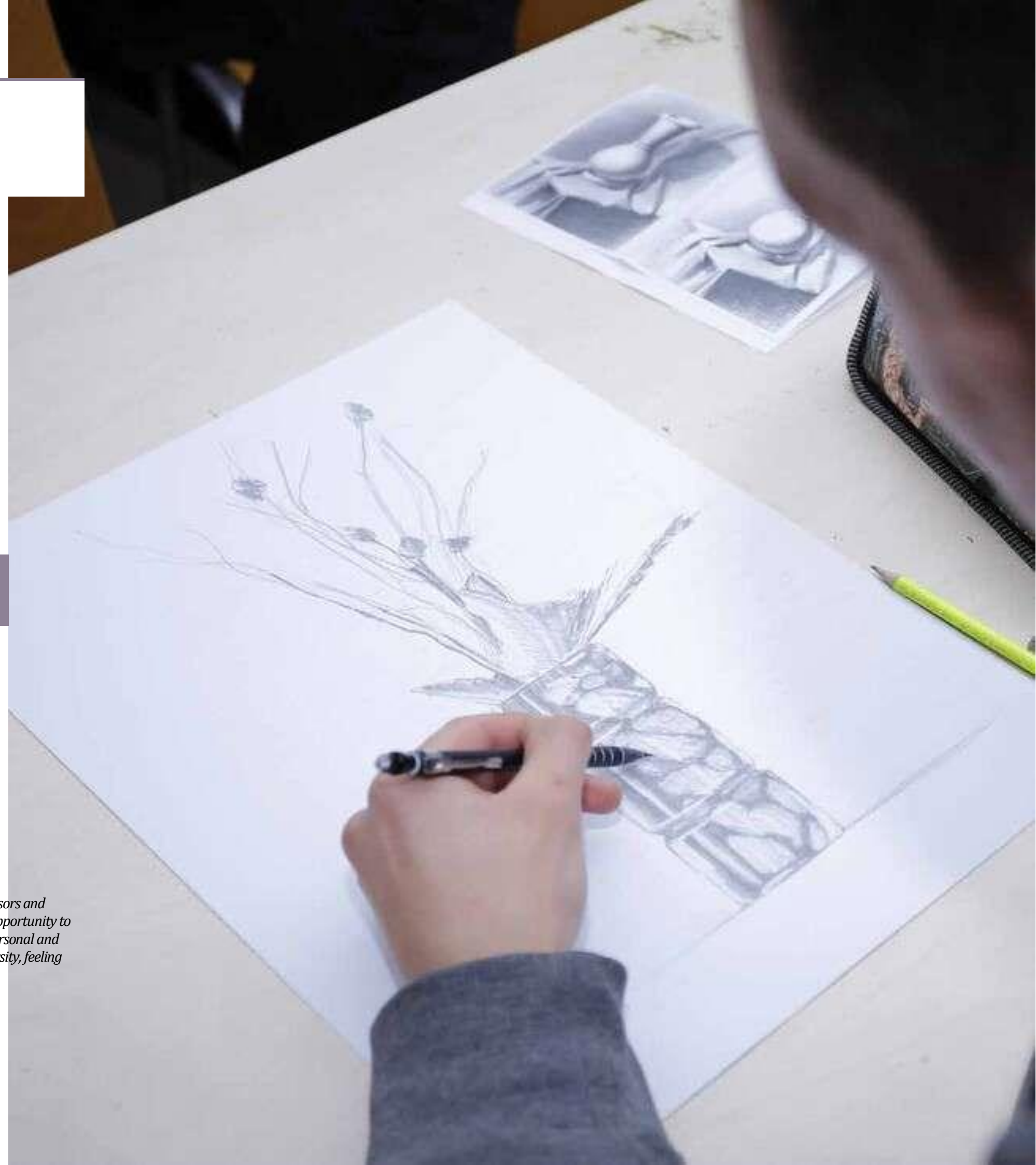
### Students' opinions about choosing a study program at UShAF



**Elba Gashi**, third year student in the Graphic Design and Multimedia program:

*"The university offers us exceptional support, easy access to laboratories, and constant help from professors and administration. Thanks to the university's commitment, in addition to the academic aspect, I have had the opportunity to be part of various artistic activities, together with other students, which has significantly influenced my personal and professional development. This experience has enabled me to contribute both inside and outside the university, feeling fulfilled in many aspects.*

*The university's cooperation with international partners has enabled me to soon attend a semester of studies in Salzburg, where, I believe, I will gain new experiences and knowledge, broadening my academic and cultural horizons."*



**BACHELOR**

The Graphic Design and Multimedia program was designed based on the demands of the labour market and the requirements of the Industrial Board, which operates within the University. Based on these requirements, the program will qualify professional staff with skills in graphic design services, who are able to use modern technology.

**PURPOSE**

The program aims to develop professionalized cadres in the field of graphic design, with a focus on providing various services that are important for this field, using the latest technology and applications, which easily adapt to the demands of the labour market.

**GENERAL OBJECTIVES**

For future students to succeed in a competitive and constantly changing environment, the University offers theoretical and practical learning, which helps students to:

- analyse various professional artistic problems
- apply their knowledge and skills in various fields, in the implementation of activities, in the field of graphic design
- communicate and present their work using professional language and terminology to both professionals and the general public
- contribute to new ways of thinking and innovative processes
- continue their scientific and professional studies

**FUTURE EMPLOYMENT OPPORTUNITIES**

After completing their studies, the graduate would be able to work as:

- graphic designer
- brand developer and product visualizer
- developer and professional in the printing process
- general manager at a design studio and printing house
- freelance designer and entrepreneur
- marketing campaign project manager
- employees in educational institutions

Data collected from student questionnaires are a regular part of the self-evaluation process.

**Year I**

Semester I				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Design Basics	3	6
2	O	Drawing I	4	6
3	O	Photo Editing, I	4	6
4	O	Vector Graphics I	4	6
5	O	English Language I	2	3
6	O	Academic Skills	2	3

Semester II				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Typography	3	4
2	O	Photography I	3	5
3	O	Photo Editing II	4	6
4	O	Drawing II	4	6
5	O	Vector Graphics II	4	6
6	O	English Language II	2	3

**Year II**

Semester III				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Advertising Graphics I	4	6
2	O	Multimedia I	3	6
3	O	Photography II	3	6
4	O	History of Art	3	5
5	O	Marketing	3	4
6	O	English Language III	2	3

Semester IV				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Advertising Graphics II	4	6
2	O	Book Preparation I	4	6
3	O	Multimedia II	4	6
4	O	Painting	4	6
5	O	English Language IV	2	3
6	O	German Language I	2	3

**Year III**

Semester V				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Book Preparation II	4	6
2	O	Graphics	4	6
3	O	Web Design Basics	3	6
4	O	Entrepreneurship	3	4
5	O	Typesetting	3	5
6	O	German Language II	2	3

Semester VI				
Nr.	O/Z	Subjects	Hours	ECTS
1	O	Internship	8	10
2	O	Project Management	3	6
3	O	Calligraphy	3	6
4	O	Graphic Communication	3	5
5	O	German Language III	2	3







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