



KOLEGJI  
UNIVERSUM

UNIVERSUM COLLEGE  
University Profile



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# University Profile

Universum is a center for scholarship, research, and creative activity involving the creation, testing, and dissemination of knowledge, understanding, expressions, and techniques. Universum College aims to provide education and training along with a lifelong learning love of learning to enable individuals to realize their full potential. As a private university, Universum College has a particular responsibility to address societal issues and needs through scholarship, research, and creative activity. The scholarly and social activity of the faculty enhances the teaching function at all levels of the student experience. Our University strives for excellence in fulfilling its central and primary purposes of teaching, scholarship, and research and places particular emphasis on the quality of teaching.

The Mission of Universum College is to provide high quality, accessible and affordable educational opportunities and services to a Kosovar and international student body through teaching excellence, lifelong learning, applied research and partnership building thus preparing students to be thoughtful, responsible and successful citizens and support the economic development of Kosovo and the region.

Means to achieve the mission:

- To provide sound education to the Kosovar, regional and international student body
- To maintain and develop the standards of excellence essential to the future of our students' success
- To foster applied research
- To continue to develop innovative and flexible educational approaches which serve the needs of the students
- To encourage personal and social development of students through activities outside the classroom
- To develop the College as a life-long learning center
- To deliver support programs to help students achieve their goals
- To foster international partnerships and programs

To provide students with an understanding and appreciation of world cultures

- To lead in the creation of partnerships that foster the economic development of the region
- To arrange an incentive structure that fosters research and innovation on issues or interest to the local and regional economy.



## Tempus and Erasmus + Higher Education Capacity Building

The Erasmus programme is a European-wide initiative based on subject-specific exchange agreements between schools and departments at Universum College and academic counterparts at partner universities across Europe. The programme is provided with the support of the European Commission within the framework of Erasmus+. Universum College has participated in several projects under Tempus and Erasmus + programme. Projects we have been involved are:

### REady for BUSiness - REBUS

Ready for business – integrating and validating practical entrepreneurship skills in engineering and ICT studies three-year project will focus on development, testing, validation and creation of basic training modules for development of entrepreneurial competencies of graduates at the intersection of academic education and practice. During 2017-2019 it involves active mobility of projects participants between partner universities, purchase of equipment and seminars on research topics.

Project Partners: University of Sarajevo, BiH, University of Duisburg Essen, Germany, University of Palermo, Italy, University FH Joanneum Gesellschaft M.B.H, Austria, Volga State University of Technology, Russia, Siberian State University of Telecom. and Informatics, Russia, DieBerater, & Blended learning institutions' cooperative.

### Connecting Science-Society Collaborations for Sustainability Innovations (CONSUS)

Connecting science-society collaborations for sustainability innovation (CONSUS) project aim is to establish a regional science-society network for sustainability innovations in Albania and Kosovo in order to strengthen the connection and collaboration of institutions in the field of higher education, research and practice.

Project Partners:

University of Graz, Austria, University of Natural Resources and Life Sciences, Austria, Leuphana University, Germany, University of Limerik, Ireland

### Encouraging the process of Curriculum Development based on Learning Outcomes and Research Guided Teaching in the Private Higher Education Institution of Kosovo

Encouraging the process of Curriculum Development based on Learning Outcomes and Research Guided Teaching in the Private Higher Education Institution of Kosovo project, aims to encourage the process of curriculum development based on learning outcomes and research guided teaching in the private HEIs of Kosova.

Project Partners: University of Salzburg, Austria, University College Cork, Ireland, University of Edinburgh, UK, University Politehnica of Bucharest, Rumania

### Supporting and Developing the Structures for QA at the Private Higher Education Institutions in Kosovo

Supporting and Developing the Structures for QA at the Private Higher Education Institutions in Kosovo project aimed to introduce and enhance quality standards and mechanisms at the Private Higher Education Providers in Kosova, this in order to facilitate comparability, credibility and Quality Assurance practices in accordance with the Bologna principles and the Strategy for the Development of Higher Education in Kosova (2005-2015).



# Tempus and Erasmus + International Credit Mobility

For over 25 years, Erasmus programme has enabled over 3 million students to spend part of their studies in another higher education institution (HEI). Under international credit mobility, a HEI in a Partner Country can send its students or staff to a partner HEI and vice versa. Students are able to study abroad up to 12 months for which credits are obtained. After the mobility phase, the students return to their sending institution to complete their studies.

Universum College (UC) is a leading higher education institutions in the country in terms of having the highest number of international credit mobility (ICM) agreements. UC has thirty-two ICMs in twelve programme Countries.

Some of the International Credit Mobility agreements funded by the Erasmus+ programme include the following partner HEIs:

- Ludwischafen University of Applied Sciences (Germany)
- Turiba University, (Latvia)
- Business School PAR, (Croatia)
- Middle East Technical University (METU), (Turkey)
- Nova Lisbon University, (Portugal)
- International School for Social Business Studies, (Slovenia)
- Dimitrie Cantemir University, (Romania)
- Afyon Kocatepe University, (Turkey)
- Nigde University, (Turkey)
- Mykolas Romeris University, (Lithuania)
- Nova Univerzita Evropska Pravna Fakulteta, (Slovenia)
- Masarzkova Univerzita, (Czech Republic)



# Research Projects

Although a teaching institution, Universum's applied research in the fields of Entrepreneurship, Competitiveness and Public Policy has contributed to improving the business environment and policy making in Kosovo. Linking teaching with research and practice, Universum professors have undertaken many innovative projects that contribute to making Universum a center for public opinion surveys. Some of research projects conducted from the Universum College Academics are:

## Politics and Elections

**Supported by: Institute for Development Policy (INDEP)**

Politics and Elections - A survey of voters' opinion on Politics and Elections. The Institute for Development Policy (INDEP) and Universum College (Universum) conducted extended field surveys in order to quantify citizen motivation behind their voting preferences. The question we have asked included modalities for the most pressing political and public policy issues discussed in the election, including the issues that drove political party preferences in voters. Additionally, the initial questions were aimed to assess general demographic information of the sample.

## Education Policy

**Supported by: Gesellschaft für Internationale Zusammenarbeit (GIZ) and Institute for Development Policy (INDEP).**

The project was funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). This project was conducted through an extended field surveys in order to quantify citizen motivation for the most pressing public policy issues discussed in the election, including education policy. This report focuses on the quantification of the respondent's answers regarding the education sector. Questions on the education sector, and how it affects the voter's decision on voting were based on two factors. The first factor relied mainly around the main topics pushed forward in political party programs and in the public discourse, as evidence by INDEP and Universum through research and monitoring during the election campaign. The second factor was focused on the most pressing issues in the education sector as evidenced by analytical reports produced by local actors.

## Internet Penetration

**Supported by: STIKK, Ministry of Foreign Affairs, and British Council.**

Universum was commissioned to conduct one of the most important studies in Kosovo – the Internet penetration for Kosovo ICT Association, Ministry of Foreign Affairs, and British Council. 1000 people have been interviewed using tablets and iziSurvey as a tool to gather the data. Kosovo Internet Penetration Study is a major strategic study as it informs policy-making in several dimensions and widely cited by local and international actors.

## Local Action Plan

**Supported by: Regional Environment Center (REC)**

As part of the local action plan on environment, the Regional Environmental Center of Kosovo decided to expand its previous research on environmental issues concerning municipalities in the Republic of Kosovo. They have contracted our institution to conduct the research for the municipalities of: Vushtrri, Klllokot, Mamushe, Ranillug and Sterpca. In total, 5639 citizens were contacted, while 5353 decided to part-take in the interview. The interviews were conducted in person, based on the sample size decided by our institution in close cooperation with the needs of REC. The research is to be used for establishing an action plan for the aforementioned municipalities in order to improve their daily lives.



# Research Projects

## The Kosovar Real Estate Market

**Supported by: Foton MKA**

The real estate market analysis is a primary research commission by Forton-MKA (Commercial Property Advisers). The principal objective of this study is to evaluate the trends of the retail and the office market potential of the city of Prishtina (the capital of Kosovo). The focus of this study is to conduct field research in the region of Prishtina, and to evaluate the trends and the potentiality of the inventory of the existing commercial buildings, and the forthcoming projects designated for rent in retail and office markets.

## Business Outlook

Business Outlook is a 10-year research project, which is aimed at measuring the trends and movements in the business environment in Kosovo annually. Business Outlook contributes to the advancement of both our students and staff. On the one hand, the students of Universum gather the complex data needed to construct the quantitative analysis, whereas the staff complements the quantitative data with a qualitative analysis upon the data concerned. That being said, the Business Outlook shows the momentum of businesses' performance, and predicts the potential shortcomings and/or challenges of the latter. By doing so, the Business Outlook, released at the beginning of each year, shows to the business community, foreign investors and public governors the current trends of performance and the forecasted movements in the business sector in Kosovo, as to sharpen their policies and to smooth their involvement.

## Feasibility Report - National Park

**Supported by: Municipality of Ferizaj**

The Feasibility Report conducted for the National Park of Nerodime was a project financed and submitted to the Municipality of Ferizaj in Kosovo. Part of this project was to create a detailed report on several fields whether a National Park could be built at Nerodime. This project was very important and useful for the Municipality of Ferizaj due to the great importance Nerodime has for Ferizaj's tourism and sightseeing.

## Employment Barometer

Employment Barometer is another 10-year research project, which is aimed at measuring the trends and shifts in the labor market in Kosovo. The Barometer is released once per year, and it is conducted through the students' work and staff's academic analyses. The Employment Barometer shows the current indicators in the labor market in Kosovo, and forecasts the shortcomings and/or prospects in the latter. To that extent, the Employment Barometer informs policy makers, private investors, business owners etc about the needed steps to improve the potential challenges, and the prospective interventions that need to overcome the predicted challenges.

## Youth and Employability

**Supported by: SOLIDAR SWISS**

This project aims to gather information and evaluate the career offices challenges in several municipalities. This project includes in field research using interviews, questionnaires, and surveys as tools to gather information. Consequently, these data will be processed and the final report on the current situation regarding Youth and Employability in several municipalities throughout Kosovo was published on February 2017.



# Research Projects

## Employment Barometer

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## Baseline Study Delivery of Education

**Supported by: UNICEF and ECMI Kosovo**

This baseline study of the Delivery of Education to Roma, Ashkali and Egyptian communities in Fushë Kosovë/Kosovo Polje was conducted as part of the project "Improving the Delivery of Roma, Ashkali and Egyptian Education in the Municipality of Fushë Kosovë/Kosovo Polje", funded by UNICEF and implemented by ECMI Kosovo. The project aimed to improve the education of Roma, Ashkali and Egyptian communities by strengthening the capacity of municipal officials to deal with Roma, Ashkali and Egyptian education and to implement the Municipal Action Plan (MAP) on Integration of Roma, Ashkali and Egyptian Communities in Fushë Kosovë / Kosovo Polje 2010 – 2012, with a focus on the education component as part of the Strategy for the Integration of Roma, Ashkali and Egyptian Communities in Kosovo 2009- 2015.

## Business in Kosovo

Business in Kosovo 'Policy Paper Series' is a series of working papers that discuss, quantitatively measure, qualitatively analyze, and theoretically test the current leanings and challenges of the Kosovo's business environment. The series contributes to the expansion, and to some extent innovation, of the policy debate over the business in Kosovo, the regional interdependence of the latter, and from time to time the interference of the global business trends in the Kosovo's business performance. The series of papers are aimed at informing the policy-makers and academics about both the shortcomings and prospects of Kosovo's business, through engaging with policy solutions and directions from most of the developed market economies' practices. The 'Business in Kosovo' Policy Paper Series is the first of its kind in Kosovo, and has greatly promoted the study of policy, from both market and government standpoint, as a mean to being informed and capable of addressing rational policy solutions.



# Training and Education

Universum College offers Training and Education programme that caters for the needs of young and older people. Taking the form of interactive workshops, they are undertaken in a professional, up-to-date and beneficial manner. Based on extensive research, the workshops are designed to educate, challenge and stimulate participants to explore new ways of thinking.

## Rural Tourism Development

### **Supported by: European Commission**

Universum College now is running an EU Project on Training and Education of young people for Rural Tourism Development. The specific objective of this assignment is to provide training to project beneficiaries (rural households, unemployed young individuals and women and relevant associations and institutions) on business startup, handicraft, and institutional development.

## Training for GIZ

### **Supported by: GIZ**

Universum College now is running an EU Project on Training and Education of young people for Rural Tourism Development. The specific objective of this assignment is to provide training to project beneficiaries (rural households, unemployed young individuals and women and relevant associations and institutions) on business startup, handicraft, and institutional development.

## Tourism Entrepreneurship

### **Supported by: European Commission**

Universum was sub-contracted by the EU Commission to conduct training and business skills development for Tourism Entrepreneurs in the region of Prishtina, as part of the regional development strategies. Over 100 candidates were trained including:

- Households with tourism development potentials
- Municipality officials which support the tourism development in the region

## STIKK Education

### **Supported by: Kosovo ICT Association**

Universum College is a contractor of STIKK Education regarding the teaching and delivering lectures. STIKK Education has been designed to specifically address the obstacles concerning skill-development and training. STIKK Education brings together all of the IT training opportunities already provided by STIKK, with a host of new IT programmes and initiatives. Its vision is to increase the local capabilities in the sector of ICT through professional and competent trainings, specifically designed to meet the needs of the local industry, while keeping on with international technology trends.

## Entrepreneurship Development Skills

### **Supported by: YEP and USAID**

Universum College won the project from YEP/ USAID to train 1000 young people. The main objective of this assignment was to provide support to 1000 Young Entrepreneurs (ages 18-35) in 16-20 different municipalities in a phased approach. In the end every successful young entrepreneur will be able to develop a viable business plan.





# Training and Education

## Soft-Skills Training: PunPun Candidate

### **Supported by: GIZ**

This training was conducted on behalf of GIZ and aimed to develop transferable soft skills for 22 candidates of an educational reality show in Kosovo. Universum's academic staff was in charge of delivering lectures and workshops in topics that were evaluated the candidates need most. Topics lectured by our academic staff were: Communication, Enthusiasm, Cooperation & Team work, Problem Solving, and Professionalism and Networking

However, the candidates took part in workshops that aimed to equip them with skills regarding CV Writing, Cover Letter Writing and other standard application most required documents.

## Business Development Skills

### **Supported by: YEP and USAID**

Provisions of Business Development Skills Training for Young Entrepreneurs (USAID YEP) is a project through which Universum carried out trainings at different sites for the USAID Young Entrepreneurs Program (YEP) and trained over 180 participants at four different locations (Prishtina, Strpce, Klina, Gjakova).

## Basic Education Program

### **Supported by: BEP and USAID**

The overall objective of the project was to provide assistance and logistics in carrying out several types of professional development programs for different levels of beneficiaries (School Directors, School Governing Boards, Parent Councils and Student Councils) from public primary and lower secondary schools in 15 target municipalities within Kosovo.

The main activities of the project were: Organization and facilitation of seminars, Organization and facilitation of trainings, Organization and facilitation of workshops, Information preparatory meetings, and Coaching and mentoring sessions.

## Entrepreneurship Week (EW)

### **Visegrad Fund**

The Entrepreneurship week aims to bring the Visegrad entrepreneurship culture and influence to Kosovo, Albania, and Montenegro students. Likewise, EW intends to serve as a bridge between academia, community, and business. Essentially the idea behind EW is to get young people on board with the entrepreneurial mindset so as to generate economic growth and employment opportunities for Balkan countries by following the best Visegrad experiences in this context. hereby, provide entrepreneurship workshops delivered by 4 different universities from Visegrad in the field of entrepre

Partners: Szent István University, Hungary, J. Selye University, Economics faculty, Slovakia, Metropolitni Univerzita Praha, Czech Republic



# Entrepreneurship

Universum College is Kosovo's most entrepreneurial, innovative, international and responsible higher education institution. Universum is the only institution from Kosovo to be ranked in the Top 1000 Best Business Schools in the World, by french ranking agency, EdUniversal. Some of the projects and initiatives regarding Entrepreneurship are:

## Get In The Ring (GITR)

Get In The Ring is a non-profit event founded by The Erasmus Center for Entrepreneurship in Netherlands with the aim to bring together entrepreneurs around the world to compete with each other in order to secure financing for their ventures. GITR has started only three years ago and it is present in 84 countries and accepts more than 3000 individuals who compete in order to win the final price of €1 Million.

## Startup Weekend Fest

This project aims to offer practical skills to start ups, new businesses, individuals or groups with business idea that aim to increase their business capacities. StarUp weekend is being organized in more than 100 countries of the world including Kosovo. This event enables youngsters to realize their business ideas and begin a startup which in further steps can contribute to the society and become a profitable business.

## Global Entrepreneurship Week Partner

Global Entrepreneurship Week event includes series of activities that help participants to cooperate and bring innovation to existing startups and businesses. Global Entrepreneurship Week brings innovators and job creators who launch startups that bring ideas to life and aim to drive economic growth.

## Global Entrepreneurship Monitor (GEM)

### **Supported by: Spark and Ministry of Trade and Industry**

The Global Entrepreneurship Monitor (GEM) project is an annual assessment of the entrepreneurial activity, aspirations and attitudes of individuals across a wide range of countries. GEM is the largest ongoing study of entrepreneurial dynamics in the world which cover 75% of world population and 89% of global GDP. Universum hosts the Kosovo National Team to conduct country report.

## Code Weekend Fest - CWF

Code weekend Fest aims to bring youngsters from surrounding region which will help them gain insights and basic necessary skills in regards of coding and getting to know the coherent programming languages that are used to launch apps, websites and other software systems. This activity aims to increase the awareness towards the recent developments and provide professional guidance and assistance for talented and interested youngsters in the computer sciences field.

## KosICT Tech Festival

### **In partnership with: STIKK and ICK**

KosICT started 5 years ago as a regional conference with the aim to bring the global IT trending topic to the Balkans. But with over 50 speakers during the last 4 years and more than 1,000 participants, the expansion was inevitable. That's why the 5th edition was a reinvention of KosICT, where it is went Global, expanding the topics line-up, introducing the SEE Outsourcing & Startups Fair, an eSports Championship and KosICT Nights. Universum was one of the two partners organizing this event and helped in bringing prominent speakers from globally known companies such as; Google, Apple, Entrepreneurship Magazine and many more.



# Publications

## Balkan Journal

**Supported by: U.S. Embassy, Prishtina and U.S. Department of State**

International Journal of Balkan Policy Research is a double-blinded peer-reviewed Journal published by Universum college in Kosovo with the financial support of the US Embassy in Kosovo and the US State Department. It is edited by an International Editorial Board which consists of prominent Academics, Scholars, and Practitioners from the field and led by the Editor-in-Chief Dr. Adrian Treacher from the University of Sussex in UK.

IJBPR is a gateway to key policy research on the Western Balkan region and individual countries of Interest to policy-makers, scholars, and readers of Western Balkan affairs, it aims to address theoretically-informed and empirically-tested economic, legal, social, and political issues which directly shape policy and attitudes in the region. The review process ensures that the academic quality of the published articles is approved by experienced scholars/practitioners from the relevant field.

The aim of this project was to establish the International Journal of Balkan Policy Research to be a leading journal in the field.

Some of the articles published are:

1. The New Dimensions in Croatian-Hungarian Interregional Relationship. Author: **Lorinczne Bencze Edit**
2. Tred of Citizens' Participation in the Civil Sector in Albania. Author: **Elona Dhembo**
3. Independence of the Energy Regulatory Agencies: Caste Study on Bulgaria. Author: **Anatas Georgiev.**

## Promotion of EU integration and democratic development

**Co-financed by European Young Cell Alumni Kosovo**

Universum College translated nine books related to European Union affairs. The intended objective of the project was to provide access to EU Affairs literature and knowledge to different groups of students (from high school to graduate students) and interested individuals across Kosovo. The project contributes to the improvement of the quality of higher education and academic research in Kosovo and promote access to EU related knowledge. Furthermore, the project contributes to the understanding and studying of recent phenomena and trends in social sciences with reference to Europe and EU Affairs and the promotion of equal rights and opportunities for students and individuals with disabilities.

The project carried by Universum College consisted on translation, adaptation and promotion into Albanian language of a number of academic foundations' monographs and manuals, in various subjects of EU Affairs, for undergraduate and graduate students. The translated works are available to students across Kosovo and the books donated to academic and public libraries across the country, as well as electronically available on the Alumni's website. The translated books have been selected in coordination with EYCA's management board by taking into account the popularity of the titles in academic programmes of Universities with a sound tradition of EU studies such as the College of Europe, KUL, LSE, Maastricht, Sussex and others. Nine titles are translated into Albanian.

# International programs



Universum College offers tuition for the BSc in Information Systems and Management awarded by University of London, International Programs with academic supervision from LSE.



Universum College and Arel University offer a double degree for the students of MA Program in Management and International Relation.



Universum students can transfer during their third year of studies to Grimsby University Center in England and earn a degree from the University of Hull!



Universum students from the Business and Management Department can transfer during their third year of studies to Middlesex University in England and earn a double degree.



Universum is the only HEI in Kosovo to offer Microeconomics of Competitiveness (MOC) course developed by Harvard University Professor, Michael Porter.



Universum College is the only institution in Kosovo accredited by Edexcel to offer vocational trainings and issue certificates and diplomas.



Universum established the first business angels network in Kosovo (KOSBAN) with the aim of promoting entrepreneurship and self-employment.



Erasmus+ project: "Connecting science-society collaborations for sustainability innovation (CONSUS).



Universum is Balkans representative of B Corporation. B Corps are a new type of company that uses the power of business to solve social and environmental problems.



A virtual international student collaboration project, in which Universum students work for several months to develop a business proposal for an international company.



## STRATEGIC OBJECTIVES

Universum sees itself as a teaching institution with well-developed taught degrees. Under our strategic investment plan, Universum plans to significantly increase financial allocations to research by 2020. In addition, all academic programs at our institution will see an improvement in conditions and receive more funding.

Markedly, an area of great importance to our institution is research, where management envisages increased investment. Stress is placed on the need to carry out an active search for funding from a wide variety of sources possible and to attract researchers and teaching staff from outside Kosovo. Staff retention and development remain a high priority. The institution itself has, thus far, been the main financier for funding research. Our aim is to expand our research range, quality, and products. To this end, we have adopted a research strategy and created a stronger mechanism to carry out the objectives. Universum is currently implementing an integrated teaching, research and staff development policy, by making it obligatory for staff to spend a greater proportion of their time conducting research. Additionally, UC is consolidating its research policies, priorities, partners, commercialization opportunities, and national and international research schemes.

Life-long education and distance learning are points that Universum has prioritized in its teaching plan. Universum is channeling students from a traditional lecture-based system, based on rote-learning and oral examinations, to one based on a variety of teaching approaches and examination procedures, including seminars and problem-based learning, with continual assessment, essays, projects, and written examinations. Our long-term strategic orientation is the creation of a reputable regional and international institution of higher education by focusing at the national level and also introducing new joint-

Universum is slowly moving towards introducing new technologies in teaching; it is becoming common to have reading materials required for courses available electronically. Thus, recent institutional changes and reforms carried out at our institution, specialized areas, up-to-date curriculums, costs of study and importantly our internationalization strategy will boost our competitiveness in the future. The strategy reflects the determination of our institution to become



# KOLEGJI UNIVERSUM

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