



5th INTERNATIONAL Summer University **UNISUM 2026**



29 JUNE - 10 JULY 2026





AI-Driven Business Transformation: Innovation, Financial Performance, and Competitive Advantage

Ahm Shamsuzzoha
University of "Vaasa" – Finland

Fisnik Morina

COURSE DESCRIPTION

Provides an advanced and integrated approach to AI-driven business transformation within modern organizations.

- Examines the relationship between AI, financial performance, competitive advantage, and digital transformation.
- Builds a theoretical foundation on digital transformation, AI in innovation ecosystems, and enterprise value creation.
- Addresses ethical, governance, risk management, data privacy, and regulatory aspects of AI use.
- Develops advanced analytical, strategic, and problem-solving competencies for sustainable business transformation.



LEARNING OUTCOME

After completing this course, students will be able to:

- Describe the basic concepts of artificial intelligence and its role in business and the digital economy.
- Explain the relationship between AI, innovation, and financial performance.
- Apply analytical tools to identify AI opportunities in real business cases.
- Analyze the impact of AI on financial indicators, efficiency, and competitiveness.
- Evaluate AI adoption strategies considering financial, ethical, and governance aspects.
- Design AI-based solutions for business problems through teamwork and a Mini-Hackathon.





Strategic Communication for Business and Innovation

Jerry FIANYO
Université Cote d'Azur, Nice, France

Mirjeta Domniku

COURSE DESCRIPTION

- Introduces strategic communication in international business environments.
- Develops practical skills in branding, promotion, business writing, decision-making, and presentations.
- Uses interactive, task-based methods including case studies, role-plays, and real business scenarios.
- Emphasizes persuasive communication, strategic thinking, and intercultural competence.
- Focuses on improving fluency, confidence, and professional English for global careers.



LEARNING OUTCOME

By the end of this course, students will be able to:

- Develop strategic communication and negotiation skills in professional contexts.
- Promote a business/product using Persuasive Communication Techniques
- Write clear, structured, and persuasive business proposals.
- Apply decision-making models and justify business decisions with logical arguments.
- Plan and deliver engaging business presentations using effective communication techniques.
- Pitch business ideas confidently using persuasive speaking and presentation skills.





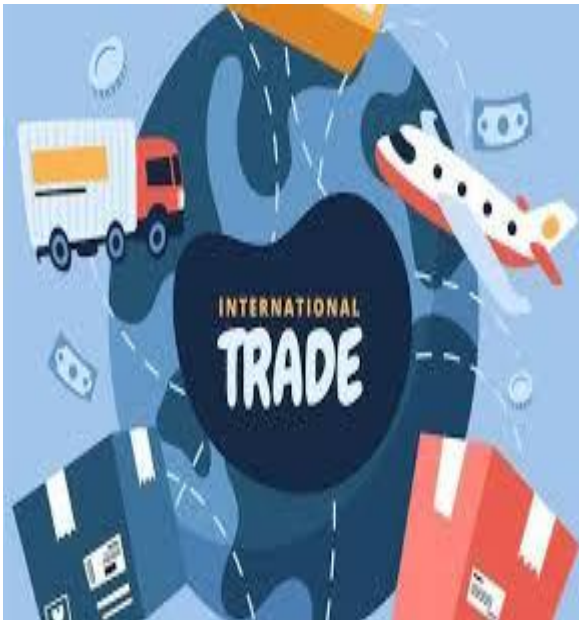
International Trade and Globalization

JIYAN KILIC
BALIKESIR UNIVERSITY – Turkey

Driton Sylqa

COURSE DESCRIPTION

- Provides an introduction to globalization and international trade, including its evolution and key concepts.
- Covers major trade theories, institutional frameworks, and global trade mechanisms.
- Examines international payment systems, Incoterms 2020, free zones, and global economic organizations.
- Focuses on practical applications such as trade documentation and balance of payments analysis.
- Includes a critical review of current research in international trade.



LEARNING OUTCOME

By the end of this course, students will be able to:

- Explain the concept, history, and drivers of globalization.
- Analyze the economic, social, and cultural impacts of globalization.
- Compare and understand classical foreign trade theories.
- Apply Incoterms 2020 in international trade situations.
- Evaluate international payment methods and associated risks.
- Describe the role of key international trade organizations.
- Identify and use documents in international trade transactions.
- Analyze balance of payments and external imbalances.





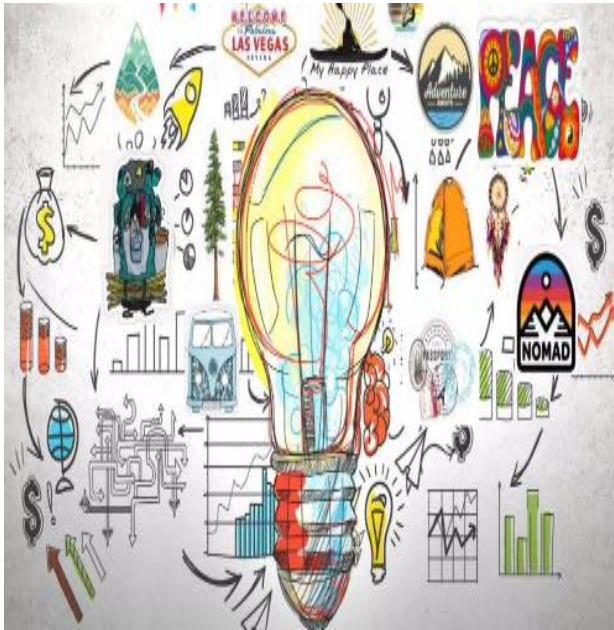
Business Process Modeling (BPM)

Kesra Nermend
Szczecin University - Poland

Elvis Elezaj

COURSE DESCRIPTION

- Introduces Business Process Management (BPM) as a discipline combining management and information technology.
- Focuses on identifying, classifying, and modeling business processes using standards such as BPMN 2.0, EPC, Flowcharts, and SIPOC.
- Includes practical training in process modeling using tools like Bizagi Modeler, Camunda, Signavio, and draw.io.
- Emphasizes real-life case studies from sectors such as e-commerce, banking, and HR services.



LEARNING OUTCOME

After completing this course, students will be able to:

- Explain the principles of process-oriented management and distinguish between types of business processes.
- Describe and compare main process modeling techniques (SIPOC, flowcharts, BPMN 2.0, EPC) and their applications.
- Identify and document business processes using SIPOC and graphical modeling notations.
- Design clear BPMN 2.0 diagrams including pools, lanes, gateways, and exception handling.
- Analyze As-Is and To-Be processes and propose improvements for optimization.
- Apply process modeling tools (Bizagi Modeler, Camunda, Signavio, draw.io) in practical settings.





Leadership Training through Neurofeedback in Management

Małgorzata Nermend
Szczecin University - Poland

Thëllëza Latifi

COURSE DESCRIPTION

- Introduces EEG-based neurofeedback and its applications in leadership, tourism, wellness, and hospitality.
- Explores how brain activity and biofeedback are used to understand emotions and guest experiences.
- Examines applications in tourism design, wellness services, and hospitality environments such as hotels, spas, and retreats.
- Combines theoretical input with practical demonstrations, workshops, and group projects.
- Targets students interested in tourism management, wellness, psychology of travel, and experience design.

LEARNING OUTCOME

- After completing this course, students will be able to:
- Define EEG, brain-wave frequency bands, and explain how neurofeedback works.
- Distinguish between clinical and consumer-grade EEG systems.
- Describe applications of neurofeedback in wellness, hospitality, and tourism experience design.
- Explain the use of EEG in tourism research, including emotions and environmental psychology.
- Interpret basic EEG recordings and identify common artefacts.
- Design simple neurofeedback-based concepts for tourism or wellness products.
- Evaluate relaxation and stress-relief activities using neurofeedback principles.





AI-Driven Globalization: International Business Environment and Strategic Management in a Digital World

Viktoria Vasary
LUPS Hungary

Ibrahim Krasniqi

COURSE DESCRIPTION

- Examines international trade and globalization from a strategic and managerial perspective, with emphasis on AI-driven transformation.
- Analyzes how firms, governments, and institutions respond to digitalization, sustainability demands, and geopolitical complexity.
- Integrates international trade theory with strategic management, global value chains, and sustainability governance.
- Focuses on global disruptions such as pandemics, climate change, digital fragmentation, and geopolitical tensions.
- Evaluates the impact of AI on global competitiveness, ESG practices, and international trade governance.

LEARNING OUTCOME

After completing this course, students will be able to:

- Critically evaluate international trade theories and globalization models in the context of AI and digitalization.
- Analyze strategic management approaches of multinational enterprises in AI-driven global markets.
- Assess the role of AI in global value chains, trade facilitation, and decision-making processes.
- Integrate sustainability, ESG, and climate policy into global trade and business strategies.
- Formulate and justify advanced strategies addressing AI, globalization, and sustainable development.





Applied AI for Business Informatics

Brian Gillikin
University of Maryland, USA

Ylber Januzaj

COURSE DESCRIPTION

- Introduces applied artificial intelligence and digital transformation for Business Informatics with a practical, industry-oriented focus.
- Emphasizes AI-based problem solving, data-driven workflows, automation, and decision support in business contexts.
- Focuses on identifying AI opportunities, defining data and workflow requirements, and assessing feasibility and risks.
- Develops skills in communicating AI implementation proposals to non-technical and managerial audiences.
- Applies AI concepts to real or realistic cases in tourism, business, and municipal services in the Peja region.



LEARNING OUTCOME

After completing this course, students will be able to:

- Explain how applied AI, generative AI, automation, analytics, and digital workflows can support business informatics and organizational decision-making
- Identify organizational problems suitable for AI or digital transformation solutions.
- Evaluate AI use cases from a business perspective, including feasibility, benefits, risks, and governance.
- Develop and present AI implementation proposals for non-technical stakeholders and decision-makers.





Team building – management, people and culture

Laura Platkowska – Prokopczyk
University of Opole, Poland

Mimoza Luta

COURSE DESCRIPTION

- Explores the importance of teamwork and employee collaboration in organizational success.
- Examines how motivation, communication, and group dynamics contribute to effective team performance.
- Focuses on building trust, cooperation, and respect for cultural differences in professional environments.
- Introduces key benefits of collaboration such as synergy, planning, and improved motivation.
- Develops understanding of the value of cooperation in modern workplace settings.



LEARNING OUTCOME

After completing this course, students will be able to:

- Solve problems related to cooperation and team building in organizational contexts.
- Develop interpersonal skills through active participation in discussions and group work.
- Work effectively in individual and team-based activities to improve communication and cooperation skills.
- Recognize and respect linguistic and cultural differences in professional environments.
- Apply critical thinking to analyze and support group project decision-making.
- Understand ethical issues related to teamwork, decision-making, and group behavior.





A comparative study of the crimes defined in the Council of Europe Convention on Cybercrime and the UN Convention on Cybercrime, as well as access to digital evidence and judicial assistance.

Muammer Ketizmen
Hacettepe University, Turkiye

Mensur Morina

COURSE DESCRIPTION

- Provides a comparative study of international cybercrime frameworks, focusing on the Budapest Convention and the UN Convention against Cybercrime.
- Examines the evolution of legal definitions and approaches to cybercrime and ICT systems.
- Covers substantive cybercrime law, including cyber-dependent and cyber-enabled offences.
- Analyzes procedural challenges in digital evidence, data preservation, and real-time interception.
- Explores international cooperation mechanisms such as MLA treaties, 24/7 networks, and extradition in cybercrime cases.

LEARNING OUTCOME

After completing this course, students will be able to:

- Identify and reconcile jurisdictional overlaps between regional and international cybercrime treaties.
- Navigate procedural requirements for cross-border digital evidence collection.
- Evaluate human rights safeguards and data protection standards across different legal regimes.
- Formulate legal strategies for complex multi-jurisdictional cybercrime cases.





E-commerce in Tourism Industry – Building and Managing a hotel website

Esat SACKES
Balikesir University, Turkiye

Behrije Ramaj Desku

COURSE DESCRIPTION

- Introduces e-commerce in tourism and hospitality with a focus on hotel website development and management.
- Covers digital tourism strategies, including online distribution channels, direct booking, and digital marketing.
- Explores basic concepts of computer networks and Internet technologies.
- Provides practical training in designing and managing hotel websites using WordPress.
- Combines strategic e-commerce knowledge with hands-on web development skills.

LEARNING OUTCOME

After completing this course, students will be able to:

- Explain the role and impact of e-commerce in the tourism industry.
- Compare online distribution channels (OTAs vs. direct bookings) and develop revenue strategies.
- Understand basic computer network concepts, Internet structure, hosting, and domains.
- Apply UX and digital marketing principles in hospitality web design.
- Use WordPress CMS to install, configure, and manage websites.
- Design and build a functional hotel website using themes and plugins.
- Integrate e-commerce features such as booking systems and secure payment gateways.
- Present and critically evaluate a digital hotel project.





Clarinet

Barbara Borowicz-Saldan
Krzysztof Penderecki Academy of Music in Krakow

Fatbardh Gashi

Accompanist: Gent Kumnova

COURSE DESCRIPTION

- Designed for Bachelor's and Master's level students focusing on clarinet performance skills.
- Develops fundamental instrumental techniques including tone production, breath control, articulation, and finger technique.
- Covers musical interpretation with attention to stylistic awareness across different musical periods.
- Emphasizes both technical precision and artistic expression in performance.
- Combines individual lessons with group sessions for practical development.



LEARNING OUTCOME

After completing this course, students will be able to:

- Develop improved tone quality and greater control of breath support.
- Apply advanced articulation and finger techniques with accuracy and fluency.
- Demonstrate enhanced awareness of intonation and stylistic interpretation across musical periods.
- Approach repertoire with stronger musical understanding and technical confidence.
- Perform new repertoire that supports further development of technical skills and sound quality.





Digital Marketing and Consumer Engagement in the Age of AI

Olta Nexhipi
Arden University Berlin

Ariana Xhemajli

COURSE DESCRIPTION

- This Bachelor-level course introduces students to the changing landscape of marketing in a digital and AI-driven economy.
- It examines how businesses use digital platforms, social media, data analytics, artificial intelligence and customer experience strategies to attract, engage and retain consumers.
- The course combines marketing theory with practical application through case studies, group workshops and a final mini digital campaign project.
- Students explore consumer behavior, digital branding, social media engagement, influencer marketing, customer journey mapping, AI-powered personalization and ethical issues in digital marketing.

LEARNING OUTCOME

After completing this course, students will be able to:

- Explain key concepts and trends in digital marketing, consumer engagement, and AI-enabled marketing.
- Analyze online consumer behavior, including social media, reviews, communities, and influencers.
- Apply marketing frameworks such as customer journey mapping, RACE, and basic campaign planning.
- Develop customer personas, campaign objectives, content ideas, and engagement strategies.
- Design and present a basic digital marketing campaign with clear strategic reasoning.
- Critically discuss ethical issues related to data use, AI, privacy, and influencer marketing.





Innovative Business Models

Karolina Beyer
University of Szczecin - Poland

Ibish Mazreku

COURSE DESCRIPTION

- Introduces the concept of business models and tools for their analysis, design, and innovation.
- Explores how companies create and capture value, often through innovative or disruptive business models.
- Examines real-world examples of successful firms such as Airbnb, Netflix, Spotify, Tesla, and Google.
- Combines theoretical foundations with hands-on team-based learning activities.
- Uses frameworks such as the Business Model Canvas and Lean Canvas to analyze and design business models.



LEARNING OUTCOME

After completing this course, students will be able to:

- Explain the theoretical foundations of business model thinking within strategic management.
- Identify common business model types and patterns (e.g., subscription, freemium, platform models).
- Use frameworks such as the Business Model Canvas and Lean Canvas for analysis and design.
- Map and visualize the structure of business models.
- Analyze case studies and extract applicable insights for practice.
- Design and improve business models in team-based settings.
- Communicate business models effectively through structured presentations and pitches.
- Demonstrate an entrepreneurial mindset and openness to experimentation.





Classical Guitar Performance and Interpretation

Danijel Cerović
University of Montenegro

Xhevdet Sahatxhija

COURSE DESCRIPTION

- Designed as an intensive ten-day module for Bachelor and Master level classical guitar students.
- Combines individual lessons, masterclasses, repertoire coaching, and technical development.
- Focuses on stylistic interpretation, artistic individuality, and performance practice.
- Develops stage presence and efficient practice methodologies.
- Includes performances, peer observation, discussions, and artistic reflection.



LEARNING OUTCOME

After completing this course, students will be able to:

- Demonstrate improved technical control and musical expression on classical guitar.
- Apply stylistically appropriate interpretation in performance.
- Develop efficient and effective practice strategies.
- Perform selected repertoire with increased artistic confidence.
- Critically evaluate their own and others' performances.
- Demonstrate improved stage presence and concert preparation skills.





Digital Technologies and Artificial Intelligence in Sustainable Management

Larisa MISTREAN

Merita Begolli Dauti

Academy of Economic Studies of Moldova

COURSE DESCRIPTION

- Introduces the key concepts of digital transformation and artificial intelligence in modern management systems.
- Covers sustainable finance, ESG principles, risk management, and AI-driven decision-making.
- Explores data-driven technologies, circular economy models, and digital transformation in organizations.
- Examines the role of digital marketing in sustainable management practices.
- Uses case studies from Kosovo and Moldova to connect theory with real-world applications.
- Develops understanding of how digital technologies and AI support sustainable and efficient management systems.

LEARNING OUTCOME

After completing this course, students will be able to:

- Understand the fundamental concepts of digital technologies, artificial intelligence, and sustainable management.
- Explain the role of digital transformation in modern organizational and financial systems.
- Analyze the application of AI, Big Data, and digital tools in decision-making processes.
- Evaluate ESG principles and sustainable investment strategies.
- Understand circular economy models and their relevance in modern management.
- Assess the impact of digital marketing in sustainable organizational practices.
- Relate case studies from Kosovo and Moldova to practical applications.

