



**5<sup>th</sup> 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.





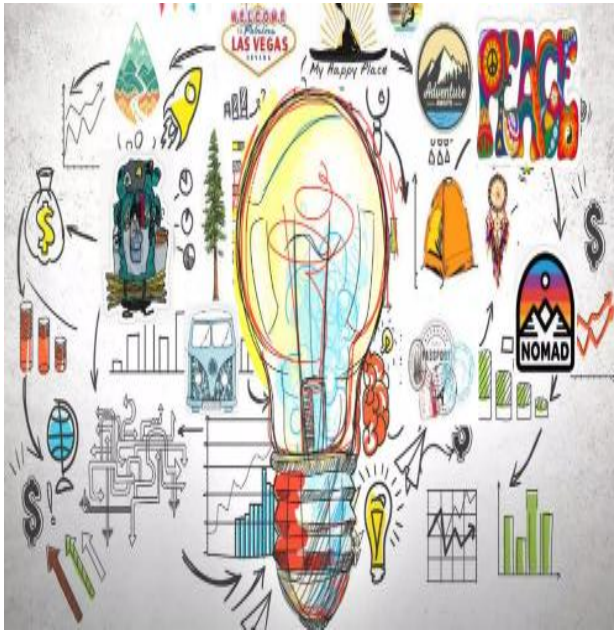
# Business Process Modeling (BPM)

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.

