

BACHELOR "BUSINESS MANAGEMENT"

Programme Learning Outcomes

Students upon completion of the Study Program BACHELOR "BUSINESS MANAGEMENT" 180 ECTS, will be able to:

- Identify and evaluate factors that dictate organization, financing, leadership, administration and development of enterprises in a free market economy;
- Apply and use analysis of enterprise functioning, reciprocal dependency and the influence on political, economic and social factors;
- Solve and interpret the strategic planning of organization development in the long term and short term;
- Design and interpret policies that encourage economic activity, business expansion and investment in new fronts;
- Demonstrate expertise in issues related to the leadership and management of various types of companies, as well as private and public businesses.

Profile: ORGANIZATIONS MANAGEMENT

- Demonstrate expertise in theoretical aspects, and especially in practical skills applicable in the fields of management in, small, medium and large companies, etc.
- Demonstrate expertise in theoretical aspects and especially in practical skills applicable in the fields of consumer behavior, operations management, market research, etc.
- Apply and use main concepts in the field of the organizations management.

Profile: MARKETING

- Demonstrate familiarity and apply knowledge that improve internal marketing efficiency and relevant functions.
- Recognize, interpret and use theoretical knowledge, contemporary international practice and experience in the Albanian context and environment, in the area of marketing, promotion and advertising, in various sectors of business and economy.
- Demonstrate expertise in theoretical aspects and especially in practical skills applicable in the fields of market analysis, marketing, advertising and promotion, etc.

Profile: TOURISM

- Apply knowledge and demonstrate competence in destination management for a successful and sustainable tourism.
- Demonstrate expertise in theoretical aspects, and especially in practical skills applicable in the fields of management and organization of services in tourism sector, development of tourism policy, and operation of different types of tourism organizations.
- Apply and use main concepts in the field of the tourism.

Profile: BUSINESS INFORMATICS

- Demonstrate expertise in the field of databases construction, programming, multimedia management, etc., of various types of companies, as well as of private and public businesses.

- Demonstrate expertise in theoretical aspects, and especially in practical skills applicable in the fields of e-services, computer systems organization, web design, etc.
- Apply and use main concepts in the field of the business informatics.

PROGRAMME CURRICULA

BACHELOR "BUSINESS MANAGEMENT" 180 ECTS				
No.	Year	Term	Subject	ECTS
A – GENERAL SUBJECTS/ 15-20%/36 ECTS				
1	I	1	Mathematics 1	6
2	I	1	Academic writing	4
3	I	2	Mathematics 2	6
4	I	2	Research Methods	4
5	II	1	Introduction to Philosophy	6
6	II	1	Theory of Statistics	6
7	II	2	Applied Statistics	4
				36
B – CHARACTERIZING/CORE SUBJECTS 50-55%/96 ECTS				
1	I	1	Microeconomics	6
2	I	1	Principles of Accounting	6
3	I	2	Macroeconomics	6
4	I	2	Cost Accounting	6
5	I	2	Introduction to finance	6
6	II	1	Public Finance	6
7	II	1	Introduction to Business Administration	6
8	II	1	Principles of Marketing	6
9	II	2	Marketing Management	6
10	II	2	Introduction to Economic Doctrines	6
11	II	2	Introduction to Management	6
12	III	1	Organizational behavior	6
13	III	1	Public Policy	6
14	III	1	Human Resources Management (Introduction)	6
15	III	2	Public Risk Management	6
16	III	2	Entrepreneurship and Management of SME-es	6
				96
C - INTERDISCIPLINARY/INTEGRATING/ELECTIVE SUBJECTS /12-15%/24 ECTS				



BACHELOR "BUSINESS MANAGEMENT" 180 ECTS				
No.	Year	Term	Subject	ECTS
PROFILE I			ORGANIZATIONS MANAGEMENT	
1	II	2	Consumer Behavior	6
2	III	1	Introduction in Management of Operations	6
3	III	2	Principles of Market Research	6
4	III	1	Commercial Law	6
5	III	1-2	Honors Course	6
PROFILE II			MARKETING	
1	II	2	Consumer Behavior	6
2	III	1	E- Services	6
3	III	2	Principles of Market Research	6
4	III	1	Principles of Distribution and Sales	6
5	III	1-2	Honors Course	6
PROFILE III			TOURISM	
1	II	2	Principles of Tourism	6
2	III	1	Introduction to Hospitality Industry	6
3	III	2	Principles of Market Research	6
4	III	1	Product and Price Management	6
5	III	1-2	Honors Course	6
PROFILE IV			BUSINESS INFORMATICS	
1	III	1	Algorithmic and Introduction to Programming	6
2	III	1	E- Services	6
3	II	2	Computer Systems Organization	6
4	III	2	Web Design	6
5	III	1-2	Honors Course	6
				24
D – ADDITIONAL SUBJECTS 10-15%/18 ECTS				
1	I	1	English	5
2	I	1	Basics of informatics	4
3	III	2	Internship and Career Development	5
4	II	2	Projects Design and Management	4
				18
E – FINAL OBLIGATIONS /3-5% /7 ECTS				
1	III	2	Diploma thesis/Final Comprehensive Exam	7
				181