

MASTER OF SCIENCE "BUSINESS ADMINISTRATION" 120 ECTS

LEARNING OUTCOMES

Students upon completion of the Study Programme will be able to:

- Demonstrate expertise in the practical skills and theoretical aspects applied in the field of management and business administration.
- Demonstrate expertise in theoretical aspects, and especially in practical skills applicable in the field of creation, operation and management of small, medium and large enterprises, applying of rules and ways of functioning of international business, management of the investment projects, evaluation of the manufacturing and financial capacity of businesses, etc.
- Broaden and deepen the competencies in the areas of; marketing and sales, human resource management and career orientation, strategic markets analysis at home and abroad, management of public institutions, management of municipalities and communes, NGOs, etc.
- Evaluate challenges of the business environment, create and develop sustainable strategies in environments such as marketing, business and / or information technology management.
- Apply proper business skills and implement and report independent scientific research project.
- Use strong analytical skills and apply them in real work environment conditions.

PROFILE: MARKETING MANAGEMENT

- Demonstrate expertise in theoretical aspects and especially in practical skills applicable in the field of markets, standards, marketing, advertising and promotion, etc.
- 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.
- Apply and use the analysis about operations in different national and international markets, analyze the psychology of consumers, and identify and satisfy the needs of them.

PROFILE: PUBLIC ADMINISTRATION

- Demonstrate expertise due to the acquisition of in-depth theoretical and practical knowledge in the field of public administration, policy making and policy execution of international, national and local governance.
- Use and apply the theoretical knowledge, contemporary international practice, and the Albanian experience, in the field of public property management and its administration, through the functioning of international organizations, national and Not-for-Profit organizations, as well as management of various international and national projects.
- Apply and use main concepts in the field of the public administration.

PROFILE: PROJECT MANAGEMENT AND EVALUATION

- Demonstrate expertise due to acquisition of in-depth theoretical and practical knowledge in particular in the field of project management, administration, and evaluation.
- Use and apply the theoretical knowledge, contemporary international practice and the Albanian experience, in the field of international, national and local project design, planning, organization,

management, implementation, evaluation and reporting of the investment projects in business and socio-economic development fields.

- Identify and implement different modes and techniques to assess productive and financial capacities of different enterprises, regardless of the field of activity.

CURRICULA

MASTER OF SCIENCE "BUSINESS ADMINISTRATION" 120 ECTS					
No.	Year	Term	Subject	ECTS	
A - GENERAL SUBJECTS 5-10% / 12 ECTS/ 2 SUBJECTS					
1	I	1	Advanced Research Methods	6	
2	II	1	Operational Research	6	
B - CHARACTERIZING/CORE SUBJECTS 50-60%/60 ECTS					
1	I	1	Strategic Marketing	6	
2	I	1	Quality Management	6	
3	I	1	Communication and Ethics in the Workplace	6	
4	I	1	Operational Management	6	
5	I	2	Financial Management	6	
6	I	2	Strategic Management	6	
7	I	2	Human Resources Management	6	
8	I	2	Leadership in Organization	6	
9	II	1	Information Systems Management	6	
10	II	1	Innovation Management	6	
C - INTERDISCIPLINARY/INTEGRATING/ELECTIVE SUBJECTS 12-20% / 18 ECTS					
PROFILE			MARKETING MANAGEMENT		
1	I	2	Services Marketing	6	
2	II	2	International Marketing	6	
3	II	1	Integrated Marketing Communication	6	
PROFILE			PUBLIC ADMINISTRATION		
1	I	2	Public Sector Management	6	
2	II	1	Projects Management and Evaluation	6	
3	II	2	Evaluation of Public Policies	6	



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No.	Year	Term	Subject	ECTS
PROFILE		PROJECTS MANAGEMENT AND EVALUATION		
1	I	2	Managerial Skills	6
2	II	1	Projects Management and Evaluation	6
3	II	2	Economic Evaluation of Projects	6
D- ADDITIONAL SUBJECTS/ 10% / 12 ECTS				
1	II	2	Professional internship	12
E - FINAL OBLIGATIONS 10-15%/18 ECTS				
1	II	1-2	Diploma Thesis	18
Total				120