

MASTER OF SCIENCE IN “BUSINESS ADMINISTRATION”

STUDY PROGRAMME OBJECTIVES

The Master of Science study program in "Business Administration " aims to equip the student with:

- Preparation of specialists with specific knowledge capable of managing and solving the problems faced by public institutions such as the Minister, or the director within them, the management of Municipalities and NGOs, etc.
- Equipping students with basic theoretical and practical knowledge to take responsibility for performing critical analyses and to be able to integrate complex activities in the work context with the aim of achieving the strategic performance of the organization.
- Preparation of specialists and at an expert level with outstanding competencies in the management of projects and investments, evaluation of their productive capacities in perspective.
- The ability of students to analyse the technical and economic-financial problems of projects and the qualities of human resources capable of being part of the management group.
- Preparing students for a career with a more specialized direction in the "Business-marketing" fields, with specific knowledge about the operation of strategic markets.
- Equipping students with specialized skills for solving problems needed for research and/or innovation, to develop new knowledge and procedures of the marketing business.

LEARNING OUTCOMES

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

- Demonstrate expertise in practical skills and theoretical aspects applied in the field of public administration.
- To present outstanding professional competence in managing the activities of public institutions, municipalities, NGOs, etc. and human resources of these institutions.
- To demonstrate professional skills based on in-depth theoretical knowledge on the recognition, management, and evaluation of the productive capacities of projects.
- To get to know in detail the implementation of the rules, the ways of the function, and the analysis of the administration and management of the projects.
- Expansion and deepening of competencies in the fields of marketing and sales, strategic analysis of domestic and foreign markets.
- To evaluate the challenges faced by businesses in the market and to be able to develop sustainable strategies in marketing environments considering information technology.

SPECIALISATION: PUBLIC ADMINISTRATION

- To demonstrate expertise based on the acquisition of theoretical and practical knowledge in the field of public administration, policy making and implementation of governance policies at the local, national, and international level.

- To recognize and apply contemporary international and Albanian knowledge, in the field of public property management and its administration, through the operation of international organizations, national and non-profit organizations.
- Implementation and use of the main concepts in the field of public administration.

SPECIALISATION: PROJECT MANAGEMENT AND EVALUATION

- To demonstrate expertise due to the acquisition of deep theoretical and practical knowledge in the field of project management, administration, and evaluation.
- To be able to apply theoretical knowledge and contemporary international practice in the field of design, planning, organization, management, evaluation and reporting of investment projects in business and beyond.
- To identify and implement different indicators to evaluate the production and financial capacities of enterprises regardless of the field of activity.

SPECIALISATION: MARKETING MANAGEMENT

- To demonstrate expertise in theoretical aspects and especially in practical skills applicable in the field of markets, standards, marketing, advertising, and promotion etc.
- To know theoretically and apply in practice advertising, innovation in marketing.
- To be able to analyse operations in different national or international markets, to know the psychology of consumers, to identify and meet their needs.

JOB OPPORTUNITIES

Employment opportunities after graduation:

1. General administrator in public, private, non-profit organizations
2. Analyst of operational processes.
3. Market analyst
4. Administrator in local government institutions
5. Administrator in the public services sector
6. General administrator of national executive institutions
7. Manager in the public administration services sector
8. Leaders in public administration
9. Manager in the sector of costs and prices
10. Project manager
11. Economist in the public administration sector

12. Budget drafter in the private and public sector
13. Designer and evaluator of business plans and projects
14. Marketing manager
15. Manager in the banking sector
16. Manager in the insurance sector
17. Portfolio manager
18. Sales manager
19. Human resources manager
20. Project manager
21. Investment manager
22. Marketing manager
23. Advertising and promotion manager
24. General Secretary in the Ministry
25. Operations Specialist (Operations Manager)
26. Civil service specialist
27. Specialist of economic indicators (INSTAT)
28. Researcher and processor of economic - statistical data.

MASTER OF SCIENCE "BUSINESS ADMINISTRATION" 120 ECTS

No.	Year	Term	Course Name	ECTS
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A - GENERAL COURSES 5-10% / 12 ECTS/ 2 SUBJECTS

1	I	1-2	Research Methods in Bussines	12
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B - CORE COURSES 50-60%/60 ECTS

1	I	1	Strategic Marketing	6
2	II	2	Quality Management	6
3	I	2	Communication, Ethics and Leadership in Organization	8
4	II	1	Operational and Information Systems Management	10
5	I	2	Financial Management	6
6	I	1	Strategic Management	10
7	I	1	Strategic Human Resources Management	6
8	I	2	Innovation Management	8

C - INTERDISCIPLINARY/INTEGRATIVE/ELECTIVE COURSES 12-20% / 18 ECTS

SPECIALISATION		MARKETING MANAGEMENT		
1	II	2	Services Marketing	6
2	I	2	International Marketing	6
3	II	1	Integrated Marketing Communication	6
SPECIALISATION		PUBLIC ADMINISTRATION		
1	II	1	Public Services Management	6
2	II	2	Public Procurement	6
3	I	2	Evaluation of Public Policies	6
SPECIALISATION		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 COURSES/ 10% / 12 ECTS

1	II	1-2	Internship	12
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E - FINAL OBLIGATIONS 10-15%/18 ECTS

1	II	1-2	Diploma Thesis	18
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Total **120**