

BACHELOR IN “BUSINESS MANAGEMENT”

STUDY PROGRAMME OBJECTIVES

The goal of this program is to prepare specialists with general theoretical knowledge and practical skills in the field of business management. The student will acquire knowledge and skills to establish and operate a business, to apply the basic principles of management and specifically of operations management, human resources management, marketing, etc. to a business.

LEARNING OUTCOMES

Students upon completion of the study program, will be able to:

- Demonstrate understanding of core business functions such as marketing, finance, operations, human resources, and strategy.
- Apply and use analysis of enterprise functioning, reciprocal dependency and the influence of political, economic and social factors to manage organizational change and adapt to dynamic business environments.
- Design and interpret the strategic planning of organization development in the long term and short term;
- Understand the process of starting and growing a new business, including managing risks and innovating in competitive markets.
- Develop leadership qualities and the ability to manage and motivate teams.
- Design and manage projects effectively, ensuring they are delivered on time, within budget and meet the required quality standards.
- Develop critical thinking and problem-solving skills that allows them to address complex business issues and make sound decisions.
- Understand how marketing strategies are developed and how businesses reach and engage with customers.

SPECIALISATION: ORGANISATION MANAGEMENT

- Demonstrate expertise in management of small, medium and large companies.
- Understand the role of operations management in achieving business efficiency, quality control, and process optimization.

SPECIALISATION: MARKETING

- 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 market analysis, marketing, advertising and promotion, etc.

JOB OPPORTUNITIES

Job opportunities after completing the studies:

- Specialist/economist in public and non-public organizations
- Marketing specialist/analyst
- Sales specialist
- Market research specialist

- Budget, cost and price analyst
- Business plan analyst
- Analyst of operational processes.
- Analyst of the salary and employment sector
- Analyst of economic and statistical data
- Economist in the public administration sector
- Economist in the insurance sector.
- Specialist/economist in the public services sector
- Specialist/economist in the human resources sector
- Project specialist/economist.



BACHELOR IN "BUSINESS MANAGEMENT" 180 ECTS

No.	Year	Term	Course's Name	ECTS
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A - GENERAL COURSES/ 15-20%/36 ECTS

1	I	1	Mathematics 1	6
2	I	2	Mathematics 2	6
3	I	1	Academic Writing and Research Methods	8
4	I	2	Introduction to Sociology	6
5	II	1	Theory of Statistics	6
6	II	2	Applied Statistics	4
				36

B - CORE COURSES 50-55%/94 ECTS

1	I	1	Microeconomics	6
2	I	2	Macroeconomics	6
3	I	1	Principles of Accounting	8
4	I	2	Cost Accounting	6
5	I	2	Introduction to Finance	6
6	II	1	Principles of Marketing	6
7	II	2	Marketing Management	6
8	II	1	Introduction to Management	8
9	III	1	Advertising	6
10	III	2	Organizational Communication	6
11	II	1	Introduction to Economic Doctrines	6
12	III	1	Introduction to Public Administration	10
13	III	1	Introduction to Human Resources Management	6
14	II	2	Entrepreneurship and Management of SME-s	8
				94

C - INTERDISCIPLINARY/INTEGRATIVE COURSES /12-15%/24 ECTS

SPECIALISATION I:		ORGANIZATIONS MANAGEMENT		
1	II	2	Consumer Behaviour	6
2	III	1	Introduction to Operations Management	6
3	III	2	Principles of Market Research	6
4	III	1	Commercial Law	6
5	III	1-2	Honors Course	6
SPECIALISATION II:		MARKETING		
1	II	2	Consumer Behaviour	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
				24

D - ADDITIONAL COURSES 10-15%/18 ECTS

1	II	1	English Language B1	5
2	I	1	Basics of Informatics	4
3	II	2	Project Design and Management	6
4	III	2	Internship and Career Development	5
				20

E - FINAL OBLIGATIONS/3-5% /7 ECTS

1	III	2	Diploma Thesis/Final Comprehensive Exam	7
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