MASTER OF SCIENCE IN "BUSINESS INFORMATICS"

STUDY PROGRAMME OBJECTIVES

The Master of Science study program "Business Informatics" aims to develop advanced knowledge and practical skills at the intersection of information technology and business management. By integrating core subjects in database design, programming, network management, and IT risk management with strategic management and financial analysis, the program equips graduates to analyse, design, and optimize information systems that support business processes and decision-making. The program emphasizes interdisciplinary learning through courses in artificial intelligence, big data management, and digital marketing, ensuring that graduates can adapt to dynamic digital environments and lead digital transformation initiatives in organizations. Through practical internships and an independent research thesis, students also gain hands-on experience and the ability to conduct rigorous analyses, preparing them for managerial, analytical, or technical roles in the rapidly evolving field of business informatics.

LEARNING OUTCOMES

Upon successful completion of the study programme, graduates will be able to:

- Demonstrate advanced knowledge of information systems, including database design, programming, and network management, to support business operations and decision-making.
- Apply strategic management principles and IT risk management techniques to ensure effective governance of technology resources and organizational resilience.
- Analyse complex business and financial data to inform decision-making and improve organizational performance.
- Design and implement digital solutions, including web and application development, artificial intelligence systems, and big data platforms, to enhance business processes and services.
- Integrate interdisciplinary knowledge from economics, finance, and digital marketing to address the evolving challenges of the digital economy.
- Develop and apply innovative strategies to support digital transformation initiatives in various organizational contexts.
- Conduct independent research and practical projects, demonstrating critical thinking, problem-solving skills, and the ability to contribute to the field of business informatics.
- Demonstrate ethical awareness and effective communication skills to lead diverse teams and engage stakeholders in complex digital environments.

JOB OPPORTUNITIES

Employment opportunities after graduation

- Business Analyst
- IT Consultant

- Data analyst/Business Intelligence Analyst
- IT Project Manager
- Information Systems Manager
- Cybersecurity analyst/ IT Risk Manager
- Software Developer
- Process Improvement Specialist
- E-business/ E-commerce Manager
- Network Manager.

Universiteti Europian i Tiranës
maiora premunt / gjëra të mëdha na presin

QAA INSTITUTION ACCREDITED EUROPEAN UNIVERSITY OF TIRANA
Valid 12/2022 - 12/2027

MASTER OF SCIENCE: "BUSINESS INFORMATICS" 120 ECTS

No.	Year	Term	Course Name	ECTS
A - GENERAL COURSES/ 5-10%/12 ECTS				
1	I	1-2	Research methods in business	12
B - CORE COURSES 50-60%/62 ECTS				
1	I	1	Design and analysis of databases	8
2	II	1	Strategic management	10
3	I	1	Computer networks management	10
4	I	2	Advanced programming	6
5	II	1	IT risk management	6
6	I	1	Business process management	6
7	II	2	Web development: applications and programming	10
8	II	1	Financial analysis and reporting	6
				62
C - INTERDISCIPLINARY/INTEGRATIVE COURSES 12-20%/18 ECTS				
(students must select 3 courses, at least 1 from each group, 2 in the first semester and 1 in the second one)				
Courses of Information Technology field				
1	II	1	Decision making systems in Excel	6
2	II	1	Artificial intelligence	6
3	I	2	SQL server and reporting platforms	6
4	II	2	Big Data management	6
Courses of Economics field				
1	I	2	Capital markets and financial institutions	6
2	II	1	Digital and social media marketing	6
3	II	1	Strategic management of human resources	6
4	II	1	Financial management	6
D - ADDITIONAL COURSES 10%/12 ECTS				
1	I	2	Practice / internship	12
E - FINAL OBLIGATIONS/10-15% 16 ECTS				
1	II	1-2	Diploma thesis	16
			Totali	120