

Faculty of Business and Law

**Bachelor's
Degree
in
Business
Administration**

BACHELOR IN BUSSINESS ADMINISTRATION

GENERAL INFORMATION:

Level of Studies:	Bachelor
Name of the study program:	Bachelor in Business Administration with Profile: <ul style="list-style-type: none">• Management,• Marketing,• Accounting - Finance.
Duration of the study program:	3 year (6 semesters)
ECTS:	180/180/181 ECTS
Study:	Full time
Diploma:	Bachelor in "Business Administration": Profile "Management", Profile "Marketing", Profile "Accounting - Finance."
Language:	Albanian

PROGRAM OBJECTIVES

The aim of this study program is to prepare economists specialized in specific areas such as finance-accounting, marketing, and business administration. The program provides students with advanced theoretical knowledge and practical skills, enabling them to understand the demands, conditions, and developments of the specific market in which a business competes, as well as the economic, legal, and social environment. It also equips them to solve complex and unpredictable problems within their chosen specialization.

The main objective of the Bachelor in Business Administration program is to ensure that students secure employment in positions related to their field of study before completing their third year. Additionally, the program aims to achieve the following objectives:

- **Comprehensive Knowledge:** Equip students with fundamental and advanced knowledge in business administration. The knowledge gained by students reflects consolidated experiences in the field, adapted to the conditions of the

Albanian economy. This foundational knowledge paves the way for further expansion during postgraduate studies for those who wish to continue their education.

- **Career Adaptability and Advancement:** Prepare students to adapt to the job market and secure positions with the ambition for career development. The program provides opportunities to aim for higher positions within the organizational structures of private or public entities, where leadership, management, implementation, and decision-making are required.
- **Practical Experience:** Familiarize students with the experiences and practices of economic actors through internships or employment opportunities during their studies. These opportunities are facilitated by collaboration agreements TBU has with various companies.
- **Global Competitiveness:** Ensure students are competitive for job opportunities internationally, should they choose to seek employment abroad.

COURSE STRUCTURE AND ECTS DISTRIBUTION

The Bachelor in Business Administration program is structured over three years, divided into six semesters. Each year comprises two semesters with a balanced distribution of core and specialized courses designed to provide a comprehensive education in business administration. Below is the detailed breakdown of the curriculum along with the ECTS credits allocated for each course.

1. "MANAGEMENT" PROFILE

	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
1 st YEAR	General Mathematics	6	Introduction to Bussines	5
	General Statictics	6	Applied Statistics	6
	Introduction to Informatics	4	Applied Mathematics	6
	Professional and Academic Communication	10	Business English	5
	General English	4	Application Software	5
			Professional Practice	3
	TOTAL ECTS			60
	2 nd YEAR	FIRST SEMESTER		SECOND SEMESTER
COURSE		ECTS	COURSE	ECTS
	Principles of Accounting	6	Management Accounting-Costing	6

	Introduction to Finance	5	Financial Management	5
	Fundamentals of Marketing	5	Human Resources Management	5
	Organizational Behaviour	5	Management of Information Systems	6
	Mikroeconomics	5	Makroeconomics	5
			Professional Practice *	3
	TOTAL ECTS			60
3rd YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	Business Law (LZ)	6	Fiscal Administration	5
	Business Ethics	5	Operations Management	6
	Entrepreneurship and Small Business Management	6	Banking Techniques	5
	Sales Force Management	5	Promotional Management	5
	Customer Relationship Management	6	Professional Practice	8
			Diploma/Graduation Exam	6
	TOTAL VITI III ECTS			60
TOTAL ECTS			180	

2. "MARKETING" PROFILE

1st YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	General Mathematics	6	Introduction to Business	5
	General Statistics	6	Applied Statistics	6
	Introduction to Informatics	4	Applied Mathematics	6
	Professional and Academic Communication	10	Business English	5
	General English	4	Application Software	5
			Professional Practice	3
TOTAL ECTS			60	
2nd YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	Principles of Accounting	6	Management Accounting-Costing	6
Introduction to Finance	5	Financial Management	5	

	Fundamentals of Marketing	5	Human Resources Management	5
	Organizational Behaviour	5	Management of Information Systems	6
	Mikroeconomics	5	Makroeconomics	5
			Professional Practice	3
	TOTAL ECTS			60
3rd YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	Business Law (LZ)	6	Fiscal Administration	5
	Business Ethics	5	Operations Management	6
	Entrepreneurship and Small Business Management	6	Marketing Management	5
	Sales Force Management	5	Promotional Management	5
	Customer Relationship Management	6	Professional Practice	8
			Diploma/Graduation Exam	6
	TOTAL ECTS			60
TOTAL ECTS				180

3. ACCOUNTING - FINANCE PROFILE

1st YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	General Mathematics	6	Introduction to Business	5
	General Statistics	6	Applied Statistics	6
	Introduction to Informatics	4	Applied Mathematics	6
	Professional and Academic Communication	10	Business English	5
	General English	4	Application Software	5
			Professional Practice	3
TOTAL ECTS			60	
2nd YEAR	FIRST SEMESTER		SECOND SEMESTER	
	COURSE	COURSE	ECTS	ECTS
	Principles of Accounting	6	Management Accounting-Costing	6

	Introduction to Finance	5	Financial Management	5
	Fundamentals of Marketing	5	Human Resources Management	5
	Organizational Behaviour	5	Management of Information Systems	6
	Mikroeconomics	5	Makroeconomics	5
			Professional Practice	3
	TOTAL ECTS			60
3rd YEAR	FIRST SEMESTER		FIRST SEMESTER	
	COURSE	ECTS	COURSE	ECTS
	Business Law (LZ)	6	Fiscal Administration	5
	Business Ethics	5	Operations Management	6
	Entrepreneurship and Small Business Management	6	Banking Techniques	5
	Sales Force Management	5	Introduction to Auditing	5
	Customer Relationship Management	6	Professional Practice	8
			Diploma/Graduation Exam	6
	TOTAL VITI III ECTS			60
TOTAL ECTS			180	

**Professional Internship is evident in the second semester of each year, but it is effectively conducted throughout the year; its workload is distributed over each year of Bachelor studies.*

EMPLOYMENT OPPORTUNITIES

A degree in Business Administration covers a wide range of profiles, including management, finance, marketing, human resources, operations, and strategy. This breadth of knowledge offers versatile skills applicable across various industries and sectors such as retail, banking, real estate, marketing, technology, etc.

With the Business Administration program specializing in Management, you can professionally qualify for roles such as:

- Sales Manager
- Project Manager
- Operations Manager
- Human Resources Manager

- Supply Chain Manager
- Account Manager, etc.

With the Business Administration program specializing in Marketing, you can professionally qualify for roles such as:

- Brand Manager
- Market Research Analyst
- Event Planner
- Marketing Coordinator
- Project Manager
- Supply Chain Manager
- Account Manager
- Content Marketer, etc.

With the Business Administration program specializing in Finance-Accounting, you can professionally qualify for roles such as:

- Corporate Finance Manager
- Management Consultant
- Financial Analyst
- Budget Analyst
- Tax Specialist
- Risk Manager
- Financial Planner
- Banking Officer, etc.

TBU offers practical opportunities and employment during study time. At TBU, students have the opportunity for employment during their years of study. These employment and practical opportunities are facilitated by the support provided by BALFIN Group to TBU as part of its commitment, as well as through the university's partner companies. TBU collaborates with over 150 companies, law offices, or financial institutions where students can intern or be employed, such as:

- Tirana Bank
- BALFIN IT
- Jumbo
- Neptun
- Balfin Real Estate
- Balfin Construction
- Fashion Group Albania
- ACREM
- Spar Albania
- Raiffeisen Bank

- NOA Financo, etc.

SUPPORT AND FACILITIES

Excellence scholarships, social scholarships, and early reservations. Students have the opportunity to benefit from reduced tuition fees through:

Excellence Scholarships Excellence scholarships are awarded based on the average GPA at the end of high school. The first 10 applicants for the scholarship, ranked according to reservation date, receive the scholarship according to the following scheme:

- GPA +9.5 offers a 100% scholarship
- GPA +9 offers a 75% scholarship
- GPA +8.5 offers a 50% scholarship

To secure the scholarship, a reservation must be made by paying a part of the administrative fee of 20,000 ALL.

Social Scholarships Social scholarships are assessed based on documentation submitted by the student candidate during the application process and through interviews with the scholarship evaluation committee. The deadline to apply for social scholarships is August 15. Required documentation includes:

- Family certificate
- Income verification for each family member
- Copy of the student's diploma and grade list

Early Reservations Tirana Business University offers a reduction in tuition fees for students who reserve their place early.

CONTACT US

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