

# MASTER

## IN BUSINESS ADMINISTRATION FOR EXECUTIVES

**BECOME THE LEADER  
YOU ASPIRE,  
LOCALLY AND GLOBALLY!**

Duration: **1 Academic Year**  
Lectures: **English and Albanian**  
Location: **Tirana**  
Starts in: **08 November**



Visit  
[https://tbu.edu.al/  
en/master-programs/](https://tbu.edu.al/en/master-programs/)

Scan  
for  
more  
info





Dear Esteemed Leader,  
Welcome to the TBU MBA for Executives program, where our mission is to empower ambitious professionals like yourself unlock new heights in leadership and success in today's rapidly changing business world.

As an entrepreneur, Executive Coach, and founder of "EMI-Coaching and Consulting," I understand the pressures of staying competitive, growing your influence, giving back to society and enjoying life. The TBU MBA for Executives recognizes the unique challenges that seasoned professionals face in advancing their careers. It is specifically designed to help you overcome these obstacles by equipping you with the leadership, strategic thinking, and global perspective needed to break through career plateaus, lead digital innovation, and drive sustainable growth—all while balancing your professional and personal commitments. Our flexible program allows you to continue working while applying newly acquired skills in real time, empowering you to excel in today's dynamic business landscape.

Thank you for considering to join the TBU MBA for Executives program. We look forward to support your journey as you take the next step in advancing your career, achieving personal fulfillment, and becoming a leader who makes a lasting impact.

Warm regards,

**Dr. Elida Motro**

Academic Director,  
Executive MBA Program

## THE PROGRAMME AT A GLANCE

This program is ideal for professionals looking to advance their careers in the 21st century and face the challenges of the modern workplace. With 1-3+ years of experience, participants bring a practical background and a focus on digital innovation. Committed to ethical leadership, they aim to build strong networks while seeking a flexible program that balances their professional, personal, and educational goals. This program is designed for those ready to embrace innovation and leadership growth in a dynamic, evolving business environment.

### Such as:

- Graduates of specialized business degrees (i.e. real estate, finance, management, marketing, etc.) who want to pursue broader career opportunities in their field by having a more comprehensive perspective of business;
- Small and medium business owners and self-employed persons, who want to cope with new business challenges;
- Graduates from non-business degree programs (i.e. technology, natural sciences, law, and engineering) with professional experience in a business environment and who need a sound knowledge of management.

# PARTNERS:



# YOUR BENEFITS



# READY TO:

- Break career plateaus?
- Gain advanced business skills?
- Build local and global networks?
- Master strategy, innovation, and transformation?
- Lead through global change?

**The Executive Master in Business Administration addresses the following four domains of knowledge that are essential for High Level Managers and Business Leaders.**

## **1 | STRATEGIC MANAGEMENT**

**Current management models, international trends, strategic controlling and change management**

Strategic management involves developing and implementing plans to help an organization achieve its goals and objectives. This process can include formulating strategy, planning organizational structure and resource allocation, leading change initiatives, and controlling processes and resources.

Strategic planning involves identifying business challenges, choosing the best strategy, monitoring progress, and then making adjustments to the executed strategy to improve performance. Tools like SWOT (strengths, weaknesses, opportunities, and threats) analysis are used to assess where opportunities and threats lie between the organization, its competition, and the overall market. Learning to use tools like PESTEL, Porter's Five Forces, Business Model Canvas, Balanced Scorecard, Blue Ocean Strategy, VRIO, OKRs, Agile Analysis, Scenario Planning, and Design Thinking helps business leaders make better decisions, innovate, and adapt to change.

Strategic management happens at broader levels like organization-wide leadership, but it can also be implemented at a department or team level.

## **2 | ORGANIZATIONAL GROWTH**

**Development and implementation of expansion strategies both in Albania and internationally**

Organizational growth has the potential to provide small businesses with a myriad of benefits, including things like greater efficiencies from economies of scale, increased power, a greater ability to withstand market fluctuations, an increased survival rate, greater profits, and increased prestige for organizational members. Many small firms desire growth because it is seen generally as a sign of success, progress. Organizational growth is, in fact, used as one indicator of effectiveness for small businesses and is a fundamental concern of many practicing managers. Organizational growth, however, means different things to different organizations. There are many parameters a company may use to measure its growth. Since the ultimate goal of most companies is profitability, most companies will measure their growth in terms of net profit, revenue, and other financial data. Other business owners may use one of the following criteria for assessing their growth: sales, number of employees, physical expansion, success of a product line, or increased market share. Ultimately, success and growth will be gauged by how well a firm does relative to the goals it has set for itself.

## 3 ORGANIZATIONAL RESTRUCTURING

**Crisis prevention, crisis identification, company restructuring, turnaround management.**

Organizational restructuring refers to the process of modifying the organizational structure, including changes in authority relationships, coordination mechanisms, employee redistribution, and other structural aspects. It can involve downsizing, delayering, mergers, acquisitions, or strategic realignments.

The primary aim of restructuring is to enhance the effectiveness and adaptability of an organization. Objectives often include improving financial performance, focusing on core competencies, adapting to market changes, and addressing operational inefficiencies.

## 4 LEADERSHIP BEHAVIOR

**Development of team effectiveness, leadership, social and conflict management competences.**

Leadership behaviours refer to the actions and attitudes displayed by individuals in leadership positions within an organization. These behaviours play a crucial role in shaping the culture and overall success of a company. Strong leadership behaviours often include traits such as effective communication, empathy, adaptability, and the ability to inspire and motivate others. Additionally, leaders who exhibit integrity, accountability, and a willingness to listen to and consider different perspectives are more likely to gain the trust and respect of their team members.

In the context of leadership through people, understanding and evaluating leadership behaviours is essential for identifying potential leaders within the organization, as well as for providing effective leadership development and training programs. By recognizing and nurturing individuals who exhibit positive leadership behaviours, HR can help cultivate a strong and capable leadership pipeline, which is vital for the long-term success and sustainability of the company.

## ADJUSTED TO YOUR OWN NEEDS AND CAREER TARGETS

Graduates of the Master in Business Administration for Executives are high level manager and business executives. The content of the program also helps you to gain unique qualities in:

- **Growth management:** managing organic growth, growth through mergers and acquisitions, business collaboration, aspects of international expansion, increasing personnel;
- **Restructuring including financing:** core elements of corporate restructuring, insolvency law, special areas of financing, layoff of staff;
- **Management systems:** building and dealing with management systems, management information systems;
- **Multi-project management:** project controlling;
- **Company start-up:** evaluating business ideas, business plans.



# EDUCATION METHOD

## Enhance your growth in:

- **Leadership Skills:** Enhance your decision-making and leadership skills;
- **Diverse perspective:** participant from various industry;
- **Network Connections:** Connect with a local network of professionals;
- **Expert Instruction:** Lead by industry expert and international professors;
- **Immediate application:** Apply your knowledge in real-world projects.

1

### CORE CURRICULUM

Rigorous and challenging, the TBU Business Master for Executives curriculum is designed to sharpen tools, refine skills, and put global challenges in perspective.

The curriculum focuses on the basics and at the same time explores disciplines of the new technology.

By presenting new theories and applications and by challenging participants to incorporate new concepts into their everyday business experiences, the Master for Executives curriculum prepares managers and executives to meet new real-world business challenges and opportunities and to succeed.

2

### PRACTICAL SKILLS DEVELOPMENT

Professional practice in this Master's program is crafted and conceived as a set of practical business trainings, delivered by certified and trained practitioners from the labor market. Such trainings will allow students to assess their views and develop new perspectives on their leadership style and shape their practical skills in the real-business world. Attending this subject will enable students to obtain respective certifications, along with Master's Diploma, at the end of their studies.

3

### THE MENTOR-LED MASTER'S PROJECT

The Master's Project demonstrates students' ability to apply their coursework towards a specific field based on the area of focus chosen by the student—usually in the form of a product or service—to a complex, real-world business challenge, objective, or scenario. A unique feature of this Master's program is the pairing of the academic mentor with an executive mentor for each student drawn from the program's vast network of executives. This Master's Project is based on real-world business opportunities or challenges and is centered on a business scenario the student knows firsthand from his or her own professional experience.





4

#### **SCIENTIFIC & BUSINESS CONTRIBUTIONS**

All Master's Projects will be presented in a separate panel of the annual Technology & Business Update International Scientific Conference, organized by Tirana Business University College in October. The conference panel will be open for scientific and business discussions among academics and business leaders, within BALFIN group & TBU and beyond .

5

#### **PROJECT MANAGEMENT COURSE**

Our curriculum offers a complete approach to educate future company leaders by including both agile methodologies and traditional project management principles. Students gain a well-rounded skill set that enables them to successfully traverse a variety of project situations by combining the flexible and iterative nature of agile methodologies with the structured framework of traditional project management. Key concepts including project planning, scheduling, budgeting, risk management, stakeholder participation, and quality assurance are introduced to MBA students using this approach.



# ACADEMIC STAFF

**ASS. PROF. ZOLTÁN BUZÁDY**  
**DR. EVARIST BEQIRI**  
**FRANKO EGRO**  
**PHD. BILAL KOLA**  
**PHD. ALMA BICI**  
**DIMITRIS LOLIS**  
**DR. GEORGIOS A. DAFOULAS**  
**DR. ELONA GARO**  
**MURAT SAHIN**  
**PROF. TURGUT CURUK**  
**PROF. DR. VASILIKA KUME**  
**PHD. VLADIMIR VULIC**





### **ASS. PROF. ZOLTÁN BUZÁDY**

#### **Organizational Behaviour and Leadership**

Zoltán Buzády is an Associate Professor at Corvinus University of Budapest and Director of the Leadership & Flow Global Research Network. He holds degrees from prestigious institutions like the London School of Economics (BSc/BA in Law) and City University of London (MBA), and earned his PhD in Strategic Management from Corvinus University. Dr. Buzády has held key leadership roles, including Director of Corvinus Business School's MBA programs and Director of MBA programs at Central European University Business School. His research and teaching span leadership development, positive psychology, flow theory, organizational behaviour, and gamification. He has received several awards, including Best Case Study Author and CEEMAN's Teaching Innovation Award, for his contributions to teaching and pedagogical innovation.



### **DR. EVARIST BEQIRI**

#### **Organizational Behaviour and Leadership**

Dr. Beqiri is a highly regarded academic and leadership expert, with extensive experience in both academia and the intelligence sector. He holds an Executive Master's in European & Comparative Constitutional Law and a Ph.D. in Public Law from Tirana University. His expertise lies in law, leadership, and public governance, making him an influential voice in Albania and beyond. Dr. Beqiri is known for blending practical leadership with academic rigor, contributing significantly to leadership education. His international influence is highlighted by his consultancy roles with organizations such as the United Nations and OSCE, where he has contributed to security and governance issues on a global scale. Dr. Beqiri is the author of "The Founder. Ismail Kemal's Leadership", a book that examines the leadership legacy of Ismail Kemal Vlora, the founding father of modern Albania.



### **FRANKO EGRO**

#### **Business Communication**

Franko Egro is an experienced journalist and media executive with more than 30 years of experience across major global platforms, such as the BBC World Service and Deutsche Welle. He has shaped global narratives on Balkan affairs and European politics, while in Albania he has been instrumental in leading key TV and radio stations during major political and social changes. Besides his executive roles, Franko is a media consultant and PR trainer, specializing in media management and strategic communication. His academic work at Tirana Business University bridges the gap between media theory and practice, making him a prominent figure in both journalism and academia.



### **PHD. BILAL KOLA**

#### **Business Communication**

Bilal Kola is a versatile professional with a career spanning over 25 years in law, business, leadership, and professional development. Currently, he serves as the CEO of FocalPoint Brian Tracy, overseeing operations in six Western Balkan countries, where he coaches top executives and entrepreneurs. He started his career as a lawyer in the UK and later played a key role in aligning Albanian legislation with EU standards. His strategic leadership was demonstrated during his tenure as Legal Director at Tirana International Airport, and he successfully founded his law firm in 2009. Bilal is also deeply committed to professional development, having trained public administrators on EU legislation and served as Executive Director of the Corporate Governance Institute. His academic contributions extend to the International University Montgomery in the USA, where he educates future leaders in business law. His book, "12 MINDSETS To Improve Life Radically", has earned bestseller status on both Amazon.com and Amazon.fr.



### **PHD. ALMA BICI**

#### **Marketing Strategic Management**

Dr. Alma Bici is a marketing and PR expert with over 19 years of business experience and 16 years in academia. She is currently the Director of Marketing and PR at Agna Group, where she applies her expertise in brand management, consumer behavior, and 360-degree communication strategies. Alma holds a PhD in Marketing from the University of Bradford, a top-ranked business school. Since 2023, she has been part of the international faculty at De Montfort University in Kazakhstan. Alma is also the co-author of four books and is deeply involved in academic research and leadership education at the Agna Leadership Academy.



### **DIMITRIS LOLIS**

#### **Marketing Strategic Management**

Dimitris Lolis is one of Greece's most experienced marketing and sales executives, currently serving as Management Consultant at Olympia Group, an international investment firm. His past roles include CEO of OTE Academy, the largest training organization in Greece, and General Manager of Germanos Chain Stores. Dimitris is also a renowned trainer of top-level executives, and has served on the boards of prestigious organizations such as the Advertisers Association and the Communication Control Council. His passion for education and executive development has positioned him as a leader in strategic marketing and sales training across diverse sectors.



### **DR. GEORGIOS A. DAFOULAS**

#### **International Business**

Dr. Georgios Dafoulas is a professor of Information Systems and Business Computing at Middlesex University, with a rich background in leading and managing over twenty externally funded projects. He serves as Director of Programmes in the Computer Science Department and oversees the Business Information Systems directorate. His expertise includes strategic information systems, project management, and the integration of technology in business processes. Dr. Dafoulas has been recognized for his teaching excellence and leadership, receiving multiple fellowships at Middlesex University. His work extends beyond academia, as he regularly provides training on soft skills for major international corporations.



### **DR. ELONA GARO**

#### **Project Management**

Dr. Elona Garo is an expert in Public Administration and Management, with degrees from Harvard University and Syracuse University earned through a Fulbright scholarship. She has extensive experience in project management and strategic leadership, providing training and consultancy to public administration officials. Certified by the Project Management Institute (PMI), she was recognized as the “Best Trainer” in 2019 and awarded “Master in Project Management” in 2020. Dr. Garo has played a critical role in various initiatives, such as working with UNDP to strengthen local government institutions.



### **MURAT SAHIN**

#### **Corporate Governance**

Murat Sahin has an extensive career in international humanitarian programs, particularly as UNICEF’s lead for the humanitarian response in Ukraine since 2021. His previous roles include heading UNICEF’s offices in Kosovo and North Korea. Murat holds postgraduate degrees in business research methods and civil engineering and has led numerous strategic initiatives within UNICEF. As of January 2024, he serves as the UNICEF Representative in Albania, guiding the implementation of the Country Programme in alignment with national development priorities and UN frameworks.





**PROF. TURGUT CURUK**  
**Advanced Finance Management**

Professor Turgut Curuk is a finance and accounting expert with over 20 years of academic experience. He holds an MPhil in Finance and a PhD in Accounting from the University of Exeter. As a founding dean of the Faculty of Business Administration at Çukurova University in Turkey, Prof. Curuk has made significant contributions to the academic and research fields, with publications in prestigious journals such as the European Accounting Review. His work has influenced the study of accounting and finance, and he has authored several research books and articles that are highly cited internationally.



**PROF. DR. VASILIKA KUME**  
**Strategic Management**

Prof. Vasilika Kume is the Rector of Tirana Business University since 2024 and has been teaching at the University of Tirana since 1986. She has extensive experience in leadership, business strategy, and change management, and has been invited as a trainer by various institutions and companies. She has also served as Executive Director of the Master's Program at the Economy Faculty of the University of Tirana and has published over 40 scientific articles. Prof. Kume's research interests include strategic management, public sector planning, and managerial decision-making. She has taught Strategic Management at Worms University in Germany, and her work has had a lasting impact on both academia and business strategy.



**PHD. VLADIMIR VULIC**  
**Transformation Strategy**

Vladimir Vulic is a digital transformation strategist with over 12 years of experience in teaching Strategic Management at the University of Montenegro. He has worked with global brands across multiple sectors, including telecommunications, financial services, and tourism. Vladimir is also an accomplished keynote speaker, having delivered speeches at over 200 conferences across 27 countries. His expertise lies in guiding organizations through digital transformation, strategy, and innovation, and he has provided training for companies such as The Coca-Cola Company, Roche, and Visa. Vladimir's thought leadership extends internationally, making him a sought-after consultant for navigating the challenges of the digital age.

# BIMONTHLY LECTURES BALANCE BETWEEN LIFE, WORK AND ACADEMIA

## Detailed Curriculum for Master's Program for Executives: Management profile

<b>MASTER IN BUSINESS ADMINISTRATION: MANAGEMENT PROFILE, 60 ECTS</b>	
<b>SUBJECTS</b>	<b>ECTS</b>
Organizational Behavior and Leadership	6
Total ECTS	6
Advanced Financial Management	6
Project Management	6
Strategic Management	6
Corporate Governance	6
Total ECTS	<b>24</b>
International Business	6
Strategic Marketing Management	6
Business Communication	6
Total ECTS	<b>18</b>
Professional Practice	<b>6</b>
Total ECTS	6
Diploma thesis	6
Total ECTS	<b>6</b>
Total ECTS	<b>60</b>

# PRACTICAL INFORMATION

# MASTER

## IN BUSINESS ADMINISTRATION FOR EXECUTIVES



### HOW TO APPLY?

VISIT [WWW.TBU.EDU.AL/](http://WWW.TBU.EDU.AL/)

### DURATION:

From **November 2024** to  
**September 2025**

- 📍 “Rezervat e Shtetit” St,  
Lundër, Tiranë, Shqipëri
- ☎ +355 69 70 66 966
- ✉ [admissions@tbu.edu.al](mailto:admissions@tbu.edu.al)
- 🌐 [www.tbu.edu.al](http://www.tbu.edu.al)

**PRICE 3.900€**

### DIPLOMA

**MASTER IN  
BUSINESS ADMINISTRATION:  
MANAGEMENT PROFILE,  
60 ECTS**

### ADMISSIONS CRITERIA:

- The applicants shall have successfully finished the previous study cycle (bachelor);
- Have a 1-3 years period of professional career, related to the study program field;

*\* It is preferred that candidates be currently in a mid-level or senior management position.*

### CONTACT US:

#### MARSELA SALAVACI

- ✉ [admissions@tbu.edu.al](mailto:admissions@tbu.edu.al)
- ☎ +355 69 706 6966

#### ELIDA MOTRO-ILJAZI

Academic Director

- ✉ [elida.motro-iljazi@tbu.edu.al](mailto:elida.motro-iljazi@tbu.edu.al)
- ☎ +355 69 204 0330