

TBU MASTERS



**Where Business
Meets Technology.**
Study Today. Lead Tomorrow.

TBU Master Programs 2025

Shaping Tomorrow's Leaders and Experts

Invest
in Your
Future

In today's world of constant change, those who invest in their education and growth are the ones who thrive. Trends shift faster than ever before, technologies disrupt entire industries overnight, and opportunities belong to those prepared to lead.

Continuing your studies with the right Master program is not just a choice — it is the most powerful investment you can make in yourself.

At Tirana Business University (TBU), we believe education must move in step with these transformations. That is why we are launching a portfolio of Master Programs designed not just for academic advancement, but as strategic tools to prepare you for the professional and personal future you dream of.

Business Masters

 **MBA for Executives**
Professional Master

Credits: **60 ECTS**
Duration: **1 - year**
on weekends

“For professionals with experience — ready to lead, ready to inspire.”

This is TBU's most prestigious program, dedicated exclusively to professionals who already have work experience and want to accelerate into top leadership positions. Future CEOs, directors, and senior managers must master strategy, leadership, negotiation, and the ability to inspire teams and transform organizations.

The MBA for Executives at TBU is taught by a unique mix of top Albanian experts, international professors, and renowned business coaches and executives. Each module is built around real-world business cases, strategic simulations, and leadership challenges. The program also offers mentoring and networking opportunities that connect you directly with industry leaders.

This MBA is not just a degree — it is a career accelerator designed for those who are already leading projects or teams and are now ready to step confidently into senior executive roles.

Master in **Digital Marketing & Communication**

Professional Master

Credits: **60 ECTS**
Duration: **1 - year
on weekends**

“Master the tools of the digital era. Shape stories, build brands, lead online.”

In a world where every story is digital, companies compete for attention, trust, and loyalty. Marketing is no longer about pushing products — it is about building meaningful connections. This Master takes you deep into branding, data-driven campaigns, social media management, content creation, and communication in the age of AI.

Students learn directly from professors, marketing experts, and industry practitioners who bring real-world experience into the classroom. You will design campaigns, analyze consumer data, and explore how artificial intelligence is reshaping marketing worldwide.

This Master is ideal for graduates from social and economic sciences and professionals seeking to become digital leaders. It will equip you to work in agencies, corporate marketing departments, international organizations, or even launch your own brand.



Master in **Tourism Management & Hospitality**

Professional Master

Credits: **60 ECTS**
Duration: **1 - year
on weekends**

“Lead Albania’s fastest-growing industry. Create experiences the world will remember.”

Tourism is the heartbeat of Albania’s economic growth. With record-breaking numbers of international visitors and major investments in hotels, resorts, and sustainable tourism projects, the industry is entering a golden era. But growth without leadership is fragile — and the industry urgently needs professionals who can deliver world-class hospitality and innovation.

This Master provides you with a deep understanding of global hospitality standards, destination branding, and customer experience management. Students work on real projects with hotels, resorts, and tourism operators, gaining practical skills that can be applied immediately in the field.

Graduates are equipped not only to manage existing businesses but also to innovate and create new opportunities that showcase Albania’s unique tourism potential on the world stage. Whether you aspire to run a luxury resort, lead a destination marketing agency, or launch your own tourism enterprise, this program prepares you to shape the future of one of Albania’s most promising industries.

Master in Business Law *Professional Master*

Credits: **120 ECTS**
Duration: **2 - year**

“Where law meets business. Become the professional every company needs.”

Business today is driven as much by legal frameworks as by strategic decisions. Companies must navigate contracts, compliance, negotiations, and regulations daily — and they need professionals who can operate at the intersection of law and management.

This Master offers a powerful combination of business administration and legal knowledge. Students explore corporate law, commercial transactions, compliance, and dispute resolution, while also building managerial and strategic skills.

Taught by experienced lawyers, judges, and business experts, the program integrates academic rigor with real-world practice. Graduates become versatile professionals capable of advising companies, leading compliance teams, or even running their own firms.

If you are a lawyer looking to expand into business or a manager seeking stronger legal expertise, this program equips you to stand out in today's complex and regulated economy.

Master of Science in Business Administration *Academic Master*

Credits: **120 ECTS**
Duration: **2 - year**

“Master business foundations. Open the door to leadership”

This program deepens your understanding of business fundamentals while preparing you for both corporate and academic careers. It is ideal for students who want to combine a successful career with an academic path.

Master in Business Administration Management & Finance *Professional Master*

Credits: **60/ 120 ECTS**
Duration: **1 - year**
with 2-year option

“Build strength in management and finance. One program, two paths.”

Flexible and practical, this program combines management and finance to prepare you for leadership roles. It offers both a 1-year specialization track and a 2-year academic journey, adapting to your career ambitions.



**Invest in yourself.
Choose TBU.
Lead the future.**



Take the Next Step

*The future will not wait.
Neither should you.*

Why TBU?

Choosing where to study your Master is just as important as choosing the program itself.

At Tirana Business University, you will find:

- A university specialized in business and technology, with a mission for excellence
- Part of BALFIN Group – one of the leading and most innovative business groups in the Balkans, a market leader in every industry it operates in. This gives you unmatched access to real cases, corporate partnerships, internships, and career opportunities within a powerful regional ecosystem.
- Direct access to the job market through internships corporate projects, and partnerships with leading companies.
- An international learning environment, enriched by visiting professors and global collaborations.
- A 360° student experience, combining academic learning with personal development career guidance, and practice.
- A strong community built on excellence, innovation, and meritocracy.

At TBU, you don't just earn a Master's degree — you prepare to lead, innovate, & succeed in Albania, the region, and beyond.



What All **TBU MASTERS** *Have in Common*

All TBU Master programs share *the same DNA:*

Academic excellence taught by professors and international experts, strong cooperation with business partners, and real case studies. Using advanced teaching methods aligned with European standards, they prepare you for success both in Albania and abroad.

Many programs are offered in bi-monthly weekend formats, ***giving you the flexibility to balance study, work, and life while preparing for your future.***

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Contact us

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Technology Masters



Master of Science in **Cybersecurity & Data Science** *Academic Master*

Credits: 120 ECTS
Duration: 2 - year
on weekends

“Protect the future. Master the data. Two careers in one powerful program.”

We live in a digital age where information is the new gold — and protecting it is one of the greatest challenges of our time. Cybersecurity and data science are two of the fastest-growing and highest-paying career fields worldwide, and demand for skilled professionals is skyrocketing in Albania and abroad.

This program gives you a unique dual specialization:

- As a Cybersecurity Expert, you will learn to defend networks, protect critical infrastructure, and anticipate cyber threats. Through labs, simulations, and case studies, you will practice securing real-world systems.
- As a Data Scientist, you will acquire the skills to analyze massive datasets, apply machine learning, and transform raw information into insights that guide business and policy decisions.

The program is delivered in cooperation with IT companies and international partners, ensuring your learning is immediately relevant to the job market. By graduation, you will be equipped with cutting-edge expertise to work in finance, government, global corporations, or innovative startups.

This Master is for students who want to future-proof their careers, combining two of the most powerful disciplines that will shape the next decade.

Master of Science in **Software Engineering** Academic Master

Credits: **120 ECTS**
Duration: **2 - year**

“Create technology. Design solutions. Build the future.”

For those passionate about building technology, this program covers advanced programming, software design, AI applications, and systems development. *It prepares you to become a highly qualified software engineer for Albania's growing tech sector and international markets.*

Master of Science in **Business Informatics** Academic Master

Credits: **120 ECTS**
Duration: **2 - year**

“Where IT meets business. Transform data into decisions.”

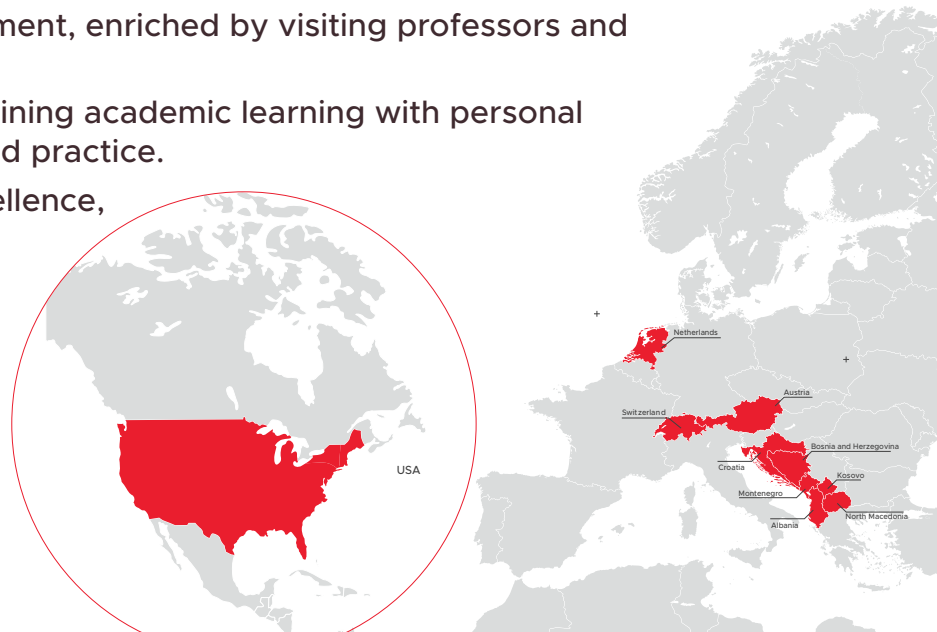
By combining IT, data management, and business administration, this program forms professionals who can design and manage business information systems. *It is ideal for those who want to stand at the intersection of business strategy and technology.*

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