



LEADERSHIP and INNOVATION
Education | Research | Training | Consulting | Certification

BSc MANAGEMENT, BUSINESS AND ECONOMICS – PEJË

Orientations:

Finance, Banking and Accounting
Marketing and Sales
Management, Entrepreneurship and Innovation

| YEAR ONE: 60 ECTS | | | | | | |
|----------------------------|-------------|---|-----------------------|----------|-------------|-------------|
| SEMESTER 1:30 ECTS | | | | | | |
| No | Type | Subject | Hours per week | | | CODE |
| | | | L | E | ECTS | |
| 1 | O | English | 2 | 0 | 3 | 10ENG120 |
| 2 | O | Personal Productivity with IT | 2 | 0 | 3 | 10PPIT122 |
| 3 | O | Mathematics | 2 | 2 | 6 | 10MTH121 |
| 4 | O | Introduction to Macroeconomics | 2 | 2 | 6 | 10MAC123 |
| 5 | O | Introduction to Financial Accounting | 2 | 2 | 6 | 10IFA124 |
| 6 | O | Introduction to Management | 2 | 0 | 6 | 10IM125 |
| SEMESTER 2: 30 ECTS | | | | | | |
| 7 | O | Managerial and Cost Accounting | 2 | 2 | 6 | 10MCA151 |
| 8 | O | Academic Writing | 2 | 0 | 3 | 10AW152 |
| 9 | O | Statistical Methods for Business I | 2 | 2 | 6 | 10SMBI153 |
| 10 | O | Introduction to Microeconomics | 2 | 2 | 6 | 10MIC154 |
| 11 | O | Public Speaking and Business Communication in English | 2 | 0 | 3 | 10PSBCE155 |
| 12 | O | Marketing | 2 | 0 | 6 | 10MAR156 |
| SEMESTER 3: 30 ECTS | | | | | | |
| 13 | O | Managerial Finance | 2 | 2 | 6 | 10FM201 |
| 14 | O | Statistical Methods for Business II | 2 | 2 | 6 | 10SMBII202 |
| 15 | O | Operations Management | 2 | 2 | 6 | 10OM203 |
| 16 | O | Business Law | 2 | 0 | 6 | 10BL204 |
| 17 | O | Organisational Behaviour and Leadership | 2 | 0 | 3 | 10OBL205 |
| 18 | O | International Trade | 2 | 0 | 3 | 10ITR206 |
| SEMESTER 4: 30 ECTS | | | | | | |
| 19 | O | International Accounting Standards and Reporting | 2 | 2 | 6 | 10IASR251 |
| 20 | O | Introduction to Human Resources | 2 | 0 | 6 | 10IHR252 |
| 21 | O | Research Methods | 2 | 2 | 6 | 10RM253 |

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|--|---|--|---|---|------|-----------|
| 22 | O | Strategic Management and Innovation | 2 | 1 | 6 | 10SMI254 |
| 23 | O | Management Information Systems | 2 | 2 | 6 | 10MIS255 |
| SEMESTER 5: 30 ECTS | | | | | | |
| 24 | O | Elective course | | | 6 | |
| | O | Courses from the following areas | | | 24 | |
| In the fifth semester, students must choose one orientation: | | | | | | |
| A | Finance, Banking and Accounting | | | | | |
| B | Marketing and Sales | | | | | |
| C | Management, Entrepreneurship and Innovation | | | | | |
| ORIENTATION FINANCE, BANKING AND ACCOUNTING | | | | | | |
| No | Type | Subject | L | E | ECTS | Code |
| 26 | O | Investment and Financial Analysis | 2 | 1 | 6 | 10IFA301 |
| 27 | O | Banking Management | 2 | 1 | 6 | 10BM302 |
| 28 | O | Financial Institutions and Capital Markets | 2 | 1 | 6 | 10FICM303 |
| 29 | O | Advanced Accounting | 2 | 1 | 6 | 10AAC313 |
| ORIENTATION MARKETING AND SALES | | | | | | |
| No | Type | Subject | L | E | ECTS | Code |
| 26 | O | Consumer Behaviour | 2 | 1 | 6 | 10CB331 |
| 27 | O | Marketing and Sales Management | 2 | 1 | 6 | 10MSM330 |
| 28 | O | Brand and Product Management | 2 | 1 | 6 | 10BPM332 |
| 29 | O | Digital Marketing | 2 | 1 | 6 | 10DM333 |
| ORIENTATION MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION | | | | | | |
| No | Type | Subject | L | E | ECTS | Code |
| 26 | O | Contemporary Management | 2 | 1 | 6 | 10CM320 |
| 27 | O | SME Management | 2 | 1 | 6 | 10SMEM321 |
| 28 | O | Entrepreneurship and Innovation Management | 2 | 1 | 6 | 10EIM322 |
| 29 | O | Opportunity Development and Business Planning | 2 | 1 | 6 | 10ODBP323 |
| SEMESTER 6: 30 ECTS | | | | | | |
| 30 | O | Seminar | 2 | 0 | 3 | 10SEM351 |
| 31 | O | Project or Internship program (Applicable for study) | 2 | 0 | 6 | 10PRO352 |
| 32 | O | Project Management | 2 | 0 | 6 | 10PM350 |
| 33 | O | Bachelor Thesis | | | 15 | 10BTH353 |