



BSc MANAGEMENT, BUSINESS AND ECONOMICS – PRISHTINË

Orientations:

Management, Entrepreneurship and Innovation
Marketing and Sales
International Business
Accounting, Auditing and Taxation
Finance, Banking and Insurance

YEAR ONE: 60 ECTS						
SEMESTER 1:30 ECTS						
				Hours per week		
No	Type	Subject	L	P	ECTS	CODE
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	10MAC202
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	10MCA210
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
YEAR TWO: 60 ECTS						
SEMESTER 3: 30 ECTS						
13	O	Financial Management	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	Organizational 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	10IHR331
21	O	Research Methods	2	2	6	10RM253
22	O	Strategic Management and Innovation	2	1	6	10SMI254
23	O	Management Information Systems	2	2	6	10MIS255
YEAR THREE: 60 ECTS						
SEMESTER 5: 30 ECTS						
	O	Elective courses ²			6	
	O	Major (Orientation)			24	
MAJOR – Orientations						
In the third semester students will have to pick one of the areas of orientation						
A	Management, Entrepreneurship and Innovation					
B	Marketing and Sales					
C	International Business					
D	Accounting, Auditing and Taxation					
E	Finance, Banking and Insurance					
ORIENTATION (1): MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						
No	Subject	L	U	ECTS	Code	
24	Contemporary Management	2	1	6	10CM320	
25	SME Management	2	1	6	10SMEM425	
26	Entrepreneurship and Innovation Management	2	1	6	10EIM322	
27	Opportunity Development and Business Planning	2	1	6	10ODBP323	
ORIENTATION (2): MARKETING AND SALES						
No	Subject	L	P	ECTS	Code	
28	Marketing and Sales Management	2	1	6	10MSM330	
29	Consumer Behavior	2	1	6	10CB331	
30	Brand and product management	2	1	6	10BPM332	
31	Digital marketing	2	1	6	10DM333	
ORIENTATION (3) – INTERNATIONAL BUSINESS						
No	Subject	L	P	ECTS	Code	
32	International Business and Strategy	2	1	6	10IBS340	
33	International Marketing Management	2	1	6	10IMM341	
34	International Corporate Governance and Management	2	1	6	10CIM430	
35	International Business Negotiations	2	1	6	10IBN343	

² For elective courses, 6 ECTS must be chosen from an orientation different from the orientation chosen for study by the student, from the list of elective courses or from a different study program.

ORIENTATION (4) - ACCOUNTING, AUDITING AND TAXATION						
No	Subject	L	P	ECTS	Code	
36	Advanced Accounting	2	1	6	10AAC313	
37	Tax Accounting	2	1	6	10TA310	
38	Auditing	2	1	6	10AC421	
39	Fiscal Policies and Taxation	2	1	6	10FPT312	
ORIENTATION (5) - FINANCE, BANKING AND INSURANCE						
No	Subject	L	P	ECTS	Code	
40	Investment and Financial Analysis	2	1	6	10IFA301	
41	Banking Management	2	1	6	10BM302	
42	Financial Institutions and Capital Markets	2	1	6	10FICM418	
43	Insurance and Risk Management	2	1	6	10IRM419	
SEMESTER 6: 30 ECTS						
44	O	Seminar	2	0	3	10SEM351
45	O	- Project or - Internship program (Applicable for study orientation)	2	0	6	10PRO351
46	O	Project Management	2	0	6	10PM350
	O	Bachelor Thesis			15	

LIST OF ELECTIVE COURSES						
No	Type	Subject	L	P	ECTS	CODE
1	E	Data Science (In Albanian Language and in English)	1	1	3	10DS390
2	E	Decision Making Theory (In Albanian Language and in English)	2	0	3	10DMT391
3	E	Business Ethics (In Albanian Language and in English)	2	0	3	10BE392