



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

## **BSc MANAGEMENT, BUSINESS AND ECONOMICS – PRISHTINË**

**In the third year, fifth semester, courses from the following areas:**

Management, Entrepreneurship and Innovation

Marketing and Sales

International Business

Accounting, Auditing and Taxation

Finance, Banking and Insurance

<b>YEAR ONE: 60 ECTS</b>						
<b>SEMESTER 1:30 ECTS</b>						
			Hours		per	
			week			
<b>No</b>	<b>Type</b>	<b>Subject</b>	<b>L</b>	<b>P</b>	<b>ECTS</b>	<b>CODE</b>
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
<b>SEMESTER 2 : 30 ECTS</b>						
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
<b>YEAR TWO: 60 ECTS</b>						
<b>SEMESTER 3: 30 ECTS</b>						
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						
24	O	Elective courses <sup>2</sup>			6	
	O	Major (Orientation)			24	
In the fifth semester, students can choose subjects according to the following areas:						
A	Management, Entrepreneurship and Innovation					
B	Marketing and Sales					
C	International Business					
D	Accounting, Auditing and Taxation					
E	Finance, Banking and Insurance					
COURSES IN THE AREA OF MANAGEMENT, ENTREPRENEURSHIP AND INNOVATION						
No	Subject		L	U	ECTS	Code
25	Contemporary Management		2	1	6	10CM320
26	SME Management		2	1	6	10SMEM425
27	Entrepreneurship and Innovation Management		2	1	6	10EIM322
28	Opportunity Development and Business Planning		2	1	6	10ODBP323
COURSES IN THE AREA OF MARKETING AND SALES						
No	Subject		L	P	ECTS	Code
25	Marketing and Sales Management		2	1	6	10MSM330
26	Consumer Behavior		2	1	6	10CB331
27	Brand and product management		2	1	6	10BPM332
28	Digital marketing		2	1	6	10DM333
COURSES IN THE AREA OF INTERNATIONAL BUSINESS						
No	Subject		L	P	ECTS	Code
25	International Business and Strategy		2	1	6	10IBS340
26	International Marketing Management		2	1	6	10IMM341

<sup>2</sup> 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.

27	International Corporate Governance and Management	2	1	6	10CIM430	
28	International Business Negotiations	2	1	6	10IBN343	
COURSES IN THE AREA OF ACCOUNTING, AUDITING AND TAXATION						
No	Subject	L	P	ECTS	Code	
25	Advanced Accounting	2	1	6	10AAC313	
26	Tax Accounting	2	1	6	10TA310	
27	Auditing	2	1	6	10AC421	
28	Fiscal Policies and Taxation	2	1	6	10FPT312	
COURSES IN THE AREA OF FINANCE, BANKING AND INSURANCE						
No	Subject	L	P	ECTS	Code	
25	Investment and Financial Analysis	2	1	6	10IFA301	
26	Banking Management	2	1	6	10BM302	
27	Financial Institutions and Capital Markets	2	1	6	10FICM418	
28	Insurance and Risk Management	2	1	6	10IRM419	
SEMESTER 6: 30 ECTS						
29	O	Seminar	2	0	3	10SEM351
30	O	- Project or - Internship program (Applicable for study orientation)	2	0	6	10PRO351
31	O	Project Management	2	0	6	10PM350
32	O	Bachelor Thesis			15	

<b>LIST OF ELECTIVE COURSES</b>						
<b>No</b>	<b>Type</b>	<b>Subject</b>	<b>L</b>	<b>P</b>	<b>ECTS</b>	<b>CODE</b>
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
4	E	Italian Language	2	0	3	10ITA394