



UNIVERSITETI
BARLETI

FACULTY OF ECONOMICS, GOVERNMENT AND LAW

APPROVED

DEAN

Prof. Asoc. Dr. Arbi Agalliu

RECTOR

Prof. Dr. Suzana Guxholli

CURRICULUM

PROFESSIONAL MASTER Study Program in Business Administration with MARKETING AND OPERATIONS MANAGEMENT
profile
(Full Time)



Tirana, 2025

Curriculum: MP in Business Administration with profile Marketing and operations management																											
Nr.	Course	Module	Course Code	Type of Activity	Total Load in Hours							Weekly Load in Hours												Individual Hours			
					Total (credits)	Total (hours)	Lectures	Workshops	Laboratories / Exercises	Projects / Course	Practice Assessments	1st Semester					2nd Semester										
												Lectures	Seminars / projects	Laboratories / exercises	Practice	Final Test	Exams	Lectures	Seminars / projects	Laboratories / exercises	Practice	Final Test	Exams				
1	Project Design and Management		71MP-0413-A-HMP	C	5	38	25	12	1					1.7	0.8				x								87
2	Strategic Management		71MP-0413-A-MXS0	C	5	38	25	12	1					1.7	0.8				x								87
3	Scientific Research methods		71MP-0413-A-MEK	A	5	38	25	12	1					1.7	0.8				x								87
4	Management of Distribution and Marketing Channels		71MP-0413-A-MXS1	B	5	38	25	12	1					1.7	0.8				x								87
5	Marketing Strategy and Direction		71MP-0413-A-SDM	B	5	38	25	12	1					1.7	0.8				x								87
6	Consumer Purchasing Behavior		71MP-0413-A-SKB	C	5	38	25	12	1					1.7	0.8				x								87
7	Integrated Marketing Communication		71MP-0413-A-KIM	B	5	38	25	12	1											1.7	0.8				x		87
8	Operations Management for Achieving Competitive Advantage		71MP-0413-A-MOP	B	5	38	25	12	1											1.7	0.8				x		87
9	Digital Marketing		71MP-0413-A-MDG	B	3	22	15	7	1											1	0.5				x		53
10	Internship or professional practice		71MP-0413-A-X91	D	6	135					135											9		x		15	
11	Closing Obligations		71MP-0413-A-X990	E	11	55							55											4	x		220
Total					60	516	215	99	0	7.3	135			10	5					4	2		9	4			984

