



**THE CURRICULUM OF STUDY PROGRAM: BACHELOR IN “BUSINESS ADMINISTRATION IN MARKETING”,**

**ACADEMIC YEAR 2016-2017**

**First year**

Nr.	The discipline or the activity title	Activity type	Credits	Classroom hours	Lectures	Seminars	Laboratories	Total	The semester	The professor
1.	Economics	A	6		45	30		75	I	Prof.as. dr. Majlinda Dine
2.	Principles of Marketing	B	6		30	30		60	I	Prof. as. dr. Mamica Nene
3.	Mathematics 1	A	6		30	30		60	I	Msc. Danjela Braho
4.	Business Communication	C	6		45	15		60	I	Prof. as. dr. Suela Gerdhe
5.	Foreign Language 1	E	4		0	45		45	I	Msc. Elona Ziu
6.	History of Economy	C	5		45	15		60	I	Dr. Eva Dhimitri
7.	Microeconomics	A	6		45	15		60	II	Prof. as. dr. Eleni Vangjeli
8.	Statistics 1	A	6		30	30		60	II	Msc. Ilir Palla
9.	Business Management	B	6		45	15		60	II	Prof. as. dr. Sonela Stillo
10.	Sociology / Business Law	D	5		30	30		60	II	Prof. as. dr. Irena Nikaj/ Msc Liljana Beta
11.	Foreign Language 2	E	4		0	45		45	II	Msc Elona Ziu
	<b>Total 1<sup>st</sup> year</b>		<b>60</b>		<b>345</b>	<b>300</b>		<b>645</b>		

\* Note: From 2 (two) elective subjects the students should choose 1 (one) of them.

**Second year**

Nr.	The discipline or the activity title	Activity type	Credits	Classroom hours	Lectures	Seminars	Laboratories	Total	The semester	The professor
1.	Macroeconomics	A	5		45	15		60	III	Prof. as. dr. Eleni Vangjeli
2.	Applied Mathematics	C	5		30	30		60	III	Msc. Edlira Donefski
3.	Principles of Finance	B	5		30	30		60	III	Dr. Kostandin Nasto
4.	Financial Accounting	B	5		30	30		60	III	Prof. as. dr Frederik Cucllari
5.	Statistics 2	A	5		30	30		60	III	Doc. Dr. Marinela Teneqexhi
6.	Informatics	E	5		30	30		60	III	Dr. Rafail Prodani
7.	Foreign Language 3	E	2		0	45		45	III	Dr. Benita Stavre
8.	Marketing research	B	5		45	15		60	III	Prof. as. dr. Stela Stratoberdha
9.	Channel marketing management	B	5		45	15		60	IV	Prof. as. dr. Mamica Nene
10.	Marketing plan	B	5		45	15		60	IV	Prof. as. dr Oriola Theodhori
11.	Sales force management and personal selling	B	5		45	15		60	IV	Msc. Erjon Nexhipi
12.	Financial management	B	4		45	15		60	IV	Dr. Sorina Koti
13.	Operations management	B	4		45	15		60	IV	Prof. as. dr Mirela Cini
	<b>Total 2<sup>nd</sup> year</b>		<b>60</b>		<b>465</b>	<b>285</b>		<b>750</b>		

### Third Year

Nr.	The discipline or the activity title	Activity type	Credits	Classroom hours	Lectures	Seminars	Laboratories	Total	The semester	The professor
1.	Marketing management	B	5		45	30		75	V	Prof. as. dr. Oriola Theodhori
2.	Consumer behaviour	B	5		45	30		75	V	Prof. as. dr. Ledina Alolli
3.	Services marketing	B	5		45	15		60	V	Prof. as. dr. Mamica Nene
4.	International marketing	B	5		45	15		60	V	Msc. Maringlena Hoxhaj
5.	Integrated marketing communications	B	5		45	15		60	V	Prof. as. dr. Eleina Qirici
6.	Customer relationship management	B	5		45	15		60	V	Msc. Gerda Fundo
7.	Marketing strategy and market positioning	B	5		39	26		65	VI	Prof. as. dr. Ledina Alolli
8.	Direct and on-line marketing	B	5		39	26		65	VI	Prof. as. dr. Oriola Theodhori
9.	Business ethics	B	5		39	26		65	VI	Msc. Gentisa Furxhi
10.	Events management/Tax system/Organizational behaviour	D	6		39	26		65	VI	Msc. Gerda Fundo / Prof. as. dr. Majlinda Dine / Prof. as. dr. Suela Gerdhe
11.	Professional Practice	E	2			25		25	VI	
12.	Micro thesis	F	7			50		50	VI	
	<b>Total 3<sup>rd</sup> year</b>		<b>60</b>		<b>426</b>	<b>286</b>		<b>712</b>		
	<b>Total in three years</b>		<b>180</b>		<b>1236</b>	<b>871</b>		<b>2107</b>		

\* Note: From 3 (three) elective subjects the students should choose 1 (one) of them.

**HEAD OF DEPARTMENT**  
Prof. as. dr. Stella Stratobërdha

**DEAN**  
Prof. as. dr. Frederik Çuçllari