

New Bachelor

In “BUSINESS MANAGEMENT”

Bachelor Program in Business Management

The Bachelor program in Business Management, offered in two tracks—Agribusiness Management and Rural Tourism Management—builds the competencies needed to manage agribusinesses, their value-chain operators, and economic units involved in rural tourism. Agribusiness Management profiles prepares students to lead actors along the agricultural value chain in farms and rural areas, applying core business disciplines—finance, marketing, and strategic planning—directly to agribusiness operations. While Management of Rural Tourism combines the principles of rural tourism with fundamental management tools, equipping graduates to design, develop, and administer tourism products and services that invigorate rural economies.

Program objectives

The program seeks to:

- Provide high-quality academic and practical training in agribusiness management and rural-tourism business management.
- Form managers capable of successfully leading farms, tourism units, and businesses across the entire food-production, processing, and marketing chain.
- Equip students with management, entrepreneurial, and leadership competencies, and promote sustainable managerial practices through technological innovation, so that graduates become active contributors to economic growth and transformation.

Core Competencies

Graduates will gain expertise in:

- Advanced professional knowledge of farm and agribusiness management—management principles, marketing techniques, and production technology.
- Performance-assessment skills for farms and agribusinesses through regular monitoring of financial, technical, and organisational indicators.
- Marketing and sales expertise for food products, developing marketing plans and sales strategies for domestic and international markets.
- Data-collection and analysis abilities grounded in research methods and data analytics.

- Understanding of financial and public institutions within the food system, including banks, insurance companies, intermediaries, and support schemes.
- Competence in managing rural-tourism enterprises in accordance with all management functions for service businesses.
- Hospitality and customer-service knowledge to maximise tourist satisfaction.
- Skills to promote rural-tourism destinations through effective communication, marketing, and certification.
- Project and event-management capabilities—planning, budgeting, and implementation.
- Comprehensive insight into agricultural production and processing as undertaken by farms, agribusinesses, and agritourism units in rural areas.
- Interpersonal and communication skills—collaboration, negotiation, leadership, and professional dialogue with food-chain actors, public institutions, and rural communities.

Career Opportunities

Graduates may pursue roles such as:

- Central and local public institutions and local development agencies – policy analyst, budget specialist, economist, advisory-services expert, tourism-policy expert, assistant to public officials.
- Agribusiness and rural-tourism enterprises – entrepreneur in rural tourism or agribusiness, market/tour operator, tourism-agency manager, agribusiness manager/advisor, farm administrator/advisor, rural-tourism business administrator.
- NGOs, think tanks, and research institutes – research assistant, data analyst, consultant.
- Local promotional organisations – private consultant for tourism businesses; consultant to local promotion agencies focused on rural tourism and agritourism.

Program Structure

The program is structured into three years.

The Year 1 establishes a strong knowledge base through courses such as *Macroeconomics I*, *Microeconomics I*, *Mathematics*, *Economic Mathematics*, *Statistics*, and *Marketing*. Communication and presentation skills are fostered in *Business Communication & Business English* and *Academic Writing & English*. Legal-studies courses and introductions to crop and livestock production provide essential context for agricultural enterprises.

The Year 2 deepens theoretical foundations and analytical skills for interpreting economic and organisational environments. Management-focused courses—*Farm Management*, *Agribusiness Management*, *Tourism Management*, *Human-Resource Management*, and *Small-Business Management*—are paired with *IT*, *Finance*, *Accounting*, *Business Statistics*, and *Agri-food Marketing*. Rural-tourism foundations appear in *Basics of Tourism* and *Tourism*

Management. Courses such as *Land & Water Management* and *Environmental Assessment & Risk Analysis* strengthen interdisciplinarity.

In the Year 3 offers two specialisations:

- Agribusiness Management track – Courses such as *Operational Management*, *Public Administration & Management*, *Financial Management*, and *Risk Management & Insurance* address sector-specific challenges. Advanced modules (*Management Accounting*, *Value-Chain & Price Analysis*, and *Agricultural Commodity Markets*) provide scientific and practical tools for decision-making.
- Rural Tourism Management track – Courses like *Rural Tourism*, *Accommodation Management*, *Tourism Economics*, and *Agritourism* lay the groundwork. Advanced modules (*Event & Rural Attraction Management*, *Tourism Geography*, *Trails & Guiding*) highlight rural potential. A capstone project links theory with best practices.

In both tracks, subjects such as *Food & Beverage Production Technology*, *Quality Infrastructure*, and *Geographic Information Systems* bridge foundational and interdisciplinary knowledge. Advisory-services training, professional internships, and the thesis receive dedicated space, preceded by research-methods and interpersonal-skills courses.

Interdisciplinary Approach

Guided by the principle of interdisciplinarity, the program integrates analytical methods and tools from multiple disciplines to generate new knowledge and real-impact solutions to economic, environmental, social, and technological challenges in a rapidly changing world. Aligned with international “Muster Curricula” standards, it blends technology, natural sciences, and economics: 52 % of credits in social sciences, 25 % in natural sciences, and 23 % in technical sciences.

Why Choose This Program?

The Bachelor in Business Management with the unique tracks “Agribusiness Management” and “Rural Tourism Management” addresses the pressing need for managerial competencies in Albania’s production, processing, export, and service sectors. Demand is rising due to: i. Growing number and diversity of farms and agribusinesses; ii. Increasing scale of economic units; iii. Changing consumer demands for quality and competitive prices alongside globalised online sales; and iv. Expansion of rural-tourism businesses and agencies that design, implement, and monitor sustainable-tourism policies and promote Albanian rural destinations.

Agribusiness Management modules give graduates a distinctive edge over management programs at other higher-education institutions, securing priority employment in the agri-food sector and competitiveness elsewhere. Rural Tourism Management responds to national priorities for sustainable rural development, linking Albania’s twin economic pillars—agriculture and tourism. High demand for qualified specialists is reflected in policies,

strategies, support programs, and national/international funding schemes for agritourism and rural tourism.

STUDY CURRICULUM

BACHELOR PROGRAM IN BUSSINES MANAGAMENT

Year I, Semester I (1)

No.	Modules	ECTS
1	Mathematics	5
2	Principles of Plant Production	5
3	Microeconomics	5
4	Rural Sociology	4
5	Business Communication	4
6	Business English I	2
7	Business Law	4
	Total	29

Year I, Semester II (2)

No.	Modules	ECTS
1	Mathematics for Economists	5
2	Soil and Water Management	5
3	Macroeconomics	5
4	Statistics	5
5	Academic Writing	4
6	Business English II	2
7	Principles of Marketing	5
	Total	31

Year II, Semester I (3)

No.	Modules	ECTS
1	Business Statistics	5
2	Finance	5
3	Management of Agribusiness Enterprises	5
4	Environmental assessment and risk management	5
5	Agri-Food Marketing	4
6	Fundamentals of Tourism	4
	Total	28

Year II, Semester II (4)

No.	Modules	ECTS
1	Principles of Livestock and Aquaculture Production	4
2	Farm Management	5
3	Accounting	5

4	Entrepreneurship & Small Business Management	5
5	Tourism Management	4
6	Human Resource Management	5
<i>Elective Module I</i>		
7	Applied Informatics	4
	Programming	4
	Total	32

Year III, Semester I (5)

No.	Modules	ECTS
1	Operational Management	5
2	Public Administration and Management	5
3	Agribusiness Financial Management	5
4	Risk Management and Insurance	5
5	Labor Economics	5
<i>Elective Module II</i>		
6	History of Economic Doctrines	4
	Agri-food Policies	4
	Total	29

Year III, Semester II (6)

No.	Modules	ECTS
1	Value Chain Analysis + Agricultural Product Prices & Markets	6
<i>Elective Module III</i>		
2	Agri-food Processing Technologies	5
	Quality Infrastructure	5
	Farm Machineries Management	5
<i>Elective Module IV</i>		
3	Information Literacy	4
	Research Fundamentals	4
<i>Elective Module V</i>		
4	Managerial Accounting	4
	Advisory Services	
	Taxation	4
5	Professional Internship	6
6	Bachelor Thesis / Final Exam	6

Year III, Semester I (5)

No.	Modules	ECTS
1	Rural Tourism	5
2	Public Administration and Management	5
3	Tourism Accommodation Management	5
4	Tourism Economics	5
5	Agrotourism	5
<i>Elective Module II</i>		
6	History of Economic Doctrines	4

	European Integration or International Economics	4
	Total	29
Year III, Semester II (6)		
No.	Modules	ECTS
<i>Elective Module III</i>		
1	Agrifood Processing Technologies	5
	Sensory Analysis of Food and Beverages	5
<i>Elective Module IV</i>		
2	Event and Rural Attraction Management	5
	Natural Resource Management	5
<i>Elective Module V</i>		
3	Geography of Tourism, Trails, and Guiding	5
	Quality management systems in tourism	5
<i>Elective Module VI</i>		
4	Advisory Services	4
	Legislation and Safety in Tourism	4
5	Professional Internship	6
6	Bachelor Thesis / Final Exam	6