



# BACHELOR BUSINESS MANAGEMENT

IN COOPERATION WITH BOKU UNIVERSITY

# Why this study program?

Are you looking for a degree that leads to real employment?

The Bachelor in Business Management – FEA, developed in cooperation with **BOKU University**, combines theory with practice and prepares professionals who understand how a business truly operates. The program focuses on Agribusiness and Rural Tourism, two strategic and growing sectors that create jobs and promote sustainable development in Albania.

Students gain knowledge in: management, marketing, finance, entrepreneurship, as well as practical skills for managing modern businesses and value chains.

Less theory, more market exposure and opportunities.

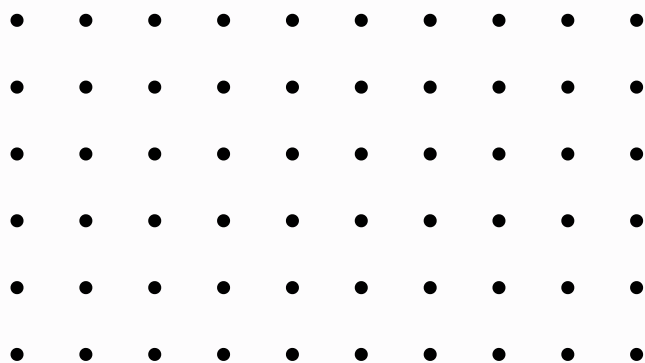
Build your future where real potential exists.



## Program Description

The Bachelor in Business Management program prepares professionals capable of developing managerial competencies, leadership and interpersonal skills, as well as entrepreneurial competences in both the private and public sectors. The program promotes sustainable practices and technological innovation. The knowledge acquired prepares students to successfully operate across the entire production and marketing value chain, up to the final consumer.

**Internationally  
recognized degree.**



# Graduate Profile / Professional Profile

Graduates are prepared to work as:

- **Managers** in modern businesses and agribusinesses, focused on sustainable performance and economic development.
- **Business consultants** capable of operational management, development project design, and securing financial support in cooperation with public and private institutions.
- **Managers in tourism, agritourism, and rural tourism businesses** with skills in marketing, sales strategies, and community engagement.
- **Consultants/experts in institutions**, organizations, and NGOs related to tourism and rural development.



**Jonida Gjoni**

Finance Director, MEGATEK

“Economic and financial knowledge guides me toward making smart decisions. My studies and practical experience have shaped me to be disciplined, prepared for challenges, and focused on achieving my professional goals.”



**Vjola Elezi**

IPA/IPARD Specialist –  
Ministry of Finance

“Knowledge of agricultural policies, rural development, and EU funding forms the foundation of my work. With analytical and managerial skills, I contribute to managing IPA/IPARD programs, ensuring sustainable use of funds according to European standards.”



**Kristi Marku**

Flight Attendant

“Studies in Rural Tourism Management have shaped a comprehensive perspective on tourism as a tool for development and community support. With 7 years of experience and a strong academic foundation, I combine theory with practice in management, marketing, and destination development.”



**Anxhelo Malushi**

Youth Sector Specialist –  
Municipality of Tirana

“For five years I have been engaged in tourism and youth sectors, contributing to local development and youth inclusion. My studies strengthened my commitment to sustainable tourism and community empowerment.”

# Key Competencies Acquired

Upon completion of the program, students gain competencies in:

- **Management and Leadership** – Efficient management of agricultural businesses, agribusinesses, and rural tourism units; teamwork and professional communication.
- **Marketing and Sales** – Designing promotion strategies for food products and tourism services.
- **Analysis and Decision-Making – Data-driven** decisions based on financial, technical, and organizational information.
- **Design and Management of Tourism and Agritourism Businesses**

## STUDY STRUCTURE

### CORE COURSES

Mathematics, Statistics, Informatics, Plant & Animal Production, Land and Water Management.

### SPECIALIZED COURSES

Micro & Macroeconomics, Management and Entrepreneurship, Marketing, Financial Management, Human Resource Management, Public Administration and Management, Risk Management and Insurance.

### ADDITIONAL COURSES

Environmental Assessment, Agro-food Processing Technologies, Quality Infrastructure, Agricultural Machinery Management, Sensory Evaluation of Food and Beverages.

Teaching is delivered through interactive lectures, seminars, practical exercises, and laboratory work. The program includes structured laboratory activities, study projects, and mandatory professional internships.

## Employment Opportunities:

Graduates may work as:

- Business and agribusiness managers
- Business and financial consultants (public and private sector)
- Marketing and sales specialists in the agri-food chain
- Marketing and sales managers
- Performance analysts and strategic planners
- Managers in tourism, agritourism, and rural tourism
- Professionals in educational and research institutions

# Program Information

## **Study Level**

First Cycle – Bachelor

## **Academic Degree**

Bachelor in Business Management

## **Duration**

3 academic years / 6 semesters

## **Credits**

180 ECTS

## **Study Mode**

Full-time

## **Language of Instruction**

Albanian / English

## **Enrollment Quota**

120 students

## **Completion of Studies**

Final comprehensive exam / Bachelor's thesis



# About UBT

The Agricultural University of Tirana was founded on November 1, 1951, and has been located in Kodër Kamëz since 1956. Since its establishment, it has been a pillar of agricultural education and research in Albania.

Today, UBT plays a key role in sustainable agriculture, food safety, and rural development, strengthening international cooperation through strategic partnerships, including with BOKU University in Vienna.



## For more information visit:

[www.ubt.edu.al](http://www.ubt.edu.al)

[info@ubt.edu.al](mailto:info@ubt.edu.al)

Street "Pajsi Vodica" Tiranë

## FURTHER STUDY OPPORTUNITIES (MASTER'S DEGREE)

Graduates may continue to the second cycle of studies for a Master of Science or a Professional Master's degree in the fields of business, tourism, marketing, and technology. The Faculty offers the following programs: Business Management, Food Marketing and Digital Business, Sustainable Tourism and Rural Development, as well as other profiles in Economics, Informatics, and Finance – Accounting.

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Universiteti Bujqësor i Tiranës - Faqja Zyrtare  
Fakulteti i Ekonomisë dhe Agrobiznesit - UBT- faqja zyrtare

*For life and the future...*