UNIVERSITETI - UNIVERSITY - UNIVERZITET
"HAXHI ZEKA"

PROGRAM: BUSINESS INFORMATICS (MSc.)

Basic data about the study program

Study Program Name:	Business Informatics
Qualification level according to the CCC:	Higher education – Second cycle of Bologna (Master) MSc., VII Level
Academic Degree (qualification obtained):	Master of Science in Business Informatics (MSc.)
Field of study according to *Erasmus Subject Area Codes* (ESAC):	04.2
Minimum Duration of Study:	2 years, 4 semesters
Form of study:	Regular Studies
Number of ECTS credits:	Total 120 ECTS, for one year 60 ECTS
Academic Program Profile (Specialization):	1. Informatics
Purpose and objectives of the study program:	The ***Master of Science in Business Informatics*** study program is an advanced studies curriculum that provides professional-scientific education in this important field of study. It is a top-notch study model designed to provide thorough knowledge in Business Informatics. The program provides students with a research-level study in the field of Business Informatics, which is one of the main areas on which the activity of enterprises depends today for increasing their effectiveness. *The* ***Master's Program in Business Informatics*** aims to respond to the need for qualified personnel, by meeting the needs of the labor market with professionals in the field of informatics and business. Students are expected to demonstrate originality in the application of knowledge gained from the field of Informatics and business, and to understand how their

	knowledge is advancing through academic research Demonstrates developed knowledge and critical thinking on key concepts, methodologies, current technological advancements, and interdisciplinary theoretical approaches in the field of Informatics applied to different business segments. They will be able to deal with complex issues systematically and creatively, and will demonstrate independent capacity in addressing issues and problems in the given field. The program generally combines theory, methods, and techniques from business and managerial science with information and information science tools and practices.
Expected learning outcomes:	- Demonstrates developed knowledge and critical thinking on key concepts, methodologies, current technological advancements, and interdisciplinary theoretical approaches in the field of Informatics applied to various business segments; - Applies theoretical and practical knowledge on business transformation and digitalization, development of new business models, and advanced use of information technology in business operations; - Applies the necessary knowledge in the areas of development and presentation of information systems - Applies skills developed on information collection, review, evaluation, and interpretation; - Analyzes the strategic planning of digital business, informatics, information infrastructure, architecture as well as integration systems in organizations; - Demonstrates the acquired knowledge on the design, design and solution of software which ensures the increase of the quality of information in the organization; - Applies the acquired theoretical and practical experience in function of leading a department for informatics, business processes or digital business; - Applies knowledge based businesses with implementation of AI; - Demonstrates professional and research skills to continue academic or scientific studies of the discipline of business informatics at a higher level of education.
Teaching procedures:	- The learning process is conducted through lectures, exercises and laboratory exercises. Almost all courses contain both research work and two tests during the semester course. - The ratio between the theoretical and practical part is 50:50. In some cases, depending on the nature of the subject and provided by the syllabus, this ratio may be

	60:40. - Students also have space to express their general knowledge in practice within the course "Internship and Career Development". This course is compulsory and during the semester students are obliged to complete their internship in public or private institutions. The activity about providing internships for students and the organization of work on this issue is done by the Center for Career Development, UHZ. Teaching is organized on the basis of the following methodology: - Interactive lectures and presentations in "Power Point" or "Prezzi"; - Case study analyses and examples from the practice of local and international businesses; - Discussions and open communication between lecturer and student; - Exercises with concrete examples from different fields of informatics application; - Tasks that are presented and discussed by all participants in the learning process in the spirit of a productive interaction and under the conditions of a favourable learning environment;
Assessment procedures and types used (grading students);	According to Articles 104, 105, 106 of the Statute of the UHZ, the final assessment of students is done through written and oral testing. The part of the assessment and grading of students depends on the subject and the criteria used individually by the subject teacher. The student is evaluated throughout the semester through tests, papers, seminars, participation in projects, scientific conferences, etc. The assessment methods are defined in the syllabus of each subject separately within the program, An example of assessment is as follows: Active participation in learning..... 10% Pigs, exercises..... 10% The first test..... 20% The second test.....20% Final exam..... 40% Total …… 100% While, an example of the grading criterion is as follows:

	0-50.99% ..... (5) 51-60.99% ..... (6) 61-70.99% ..... (7) 71-80.99% ..... (8) 81-90.99% ..... (9) 91-100% ..... (10)
Modules/Subjects (titles):	1. Quality Methods in Scientific Research 2. Quantitative Methods and Techniques in Scientific Research 3. Practical Learning and Internship 4. Ecommerce 5. Knowledge Management 6. Business Process Management 7. Finance and Accounting Information Systems 8. Cyber Risk Management 9. Big Data 10. Cloud Computing 11. Information and communication systems in business 12. IT Project Management 13. Database Management Systems 14. Interactive Computer Systems 15. Web Design for Business 16. Management in Risky Cybernetics 17. Master's Degree Thesis 18. Digital Marketing 19. Managing Knowledge with AI Elements 20. Digital Finance 21. Business Intelligence 22. Entrepreneurship and innovations 23. Supply Chain Management 24. Organization and Management
Number of study places:	60 in Albanian language
Study Major/Program Leader:	1. Prof. Dr. Edmond Beqiri
Permanent scientific/artistic staff: (Number by categories of personnel)	2 full professors, 3 associate professors, 4 assistant professors and 2 assistants.
Tuition Fees:	Determined by the Ministry of Education, Science and Technology Studies are free. **Note:** In case the year is repeated, the payment is made according to the Administrative Instruction MESTI ***No.09/2021.***

Post-Graduation Employment Opportunities:	**1. Information Technology Companies (IT Companies)** • Software **development and maintenance company** • Software **Testing and Quality Assurance Company (Software Testing / QA)** • Information **Systems and Business Analysis Companies** • Web **and mobile application development company** • Cloud **Systems and Database Management Companies** • Cybersecurity **and IT Risk Management Enterprise** **2. Data Analytics and Business Intelligence Enterprises** • Big **Data & Data Analytics Companies** • Enterprise for **Business Intelligence (BI) and Managerial Reporting** • Companies for **performance analysis and strategic decision-making** • AI and Knowledge Management **Service Providers** **3. Financial and accounting enterprises** • Banks and microfinance institutions • Companies for **FinTech and digital payments** • Accounting and Audit Office • Enterprise for **Financial Systems and ERP** • Insurance companies and risk management **4. Commercial and service enterprises** • Ecommerce Enterprises **(e-commerce)** • Digital Marketing and Online Advertising Companies • Logistics and supply chain management enterprises • Sales and customer relationship management (CRM) companies **5. Consultancy and professional services undertaking** • Business & IT **Consulting Companies** • Project **Management and Business Process Enterprises** • Digital **transformation companies** • Cost **and performance optimization companies** **6. Manufacturing and industrial enterprises** • Manufacturing enterprises using **information systems and ERP** • Industrial companies with **automation and digital systems**

	• Operational **Data Management Company** **7. Start-ups and innovative enterprises** • Technological and digital start-ups • Software **Products & Services Enterprise** • Business incubators and innovation centers • Digital platforms and online services **8. Public institutions and international organizations** • Public institutions with information systems • Development agencies and digital projects • International organizations and NGOs • Institutions for **e-Government** **9. Self-employment for IT services**