

**BACHELOR'S DEGREE
PROGRAM**

IN

**BUSINESS
AND
TECHNOLOGY**

**Build the skills behind
tomorrow's businesses.**

For students who want to
understand both the logic
of business and the
technologies reshaping it.



A DEGREE FOR THE DIGITAL ECONOMY

Learn how businesses grow, how technology changes markets,
and how to lead projects that connect both.

3Y

DURATION

180

ECTS CREDITS

EN

LANGUAGE

6

SEMESTERS



BUSINESS THINKING. TECHNOLOGY CONFIDENCE.

A degree built for a world that never stops changing.

The program combines management, finance, marketing and entrepreneurship with programming, data, AI and digital business.

For ambitious students

- Explore business and technology without choosing only one path.
- Build a portfolio through projects, simulations and professional practice.
- Develop skills that can travel across industries, countries and future job markets.

For parents planning ahead

- A three-year English-language degree with a clear, internationally relevant qualification.
- Career flexibility across business, finance, technology, marketing and entrepreneurship.
- Scholarship opportunities, mentoring and practical links with employers.

STUDENT TESTIMONIAL

Business and Technology has helped me see how an idea can become a real digital solution. Through projects, teamwork and presentations, I have grown more confident, analytical and ready to take initiative.

Fiona Malevija

Business and Technology student



WHAT WBW ADDS TO THE DEGREE

More than lectures: a launchpad for professional growth.



Industry-led learning

Academic staff and professionals bring current business and technology practice into the classroom.



Practice from Year 1

Gain professional exposure through projects, competitions, internships & company-linked experiences.



Scholarships up to 100%

Excellence, institutional & partner-supported opportunities are available for eligible students.



Erasmus+, CEEPUS and innovation

Expand your perspective through mobility, WBUpeneur, research projects and student conferences.

WHAT WILL YOU STUDY?

Three years. One connected skill set.

The curriculum progresses from business foundations to strategic application in data, AI and digital innovation.



Learn through teamwork, projects and applied problem-solving.

Y1

YEAR 1 - FOUNDATIONS

Business Management | Economics | Statistics |
Marketing | Accounting | Business Law |
Introduction to Programming | Web Programming

Y2

YEAR 2 - INTEGRATION

Corporate Finance | Human Resources | Data
Science | Business Information Systems |
Consumer Behaviour | International Business |
Operations | Digital Business | Machine Learning

Y3

YEAR 3 - LEADERSHIP AND INNOVATION

Business Strategy | Econometrics | Research
Methods | Artificial Intelligence | Strategic
Marketing | Technology and Innovation | Data
Security | Professional Practice | Final Project

**INTERNATIONAL OPPORTUNITY**

Dual Degree Program with North American University, USA

GRADUATE WITH TWO DEGREES

- Western Balkans University, Albania
Bachelor in Business and Technology



- North American University, USA
Bachelor of Business Administration



CAREER-FOCUSED

Turn interdisciplinary skills into real options



WBUpreneur and startup experience



A vibrant student community at WBU

CAREER OPPORTUNITIES

Graduates can move into roles such as:

- Digital Business Strategist
- Business Analyst or ERP Specialist
- Product or Project Manager
- Innovation and Technology Consultant
- Data-Driven Marketing Analyst
- Operations or Financial Manager
- Digital Transformation Consultant
- Entrepreneur or Startup Founder

PARENT TESTIMONIAL

What convinced us was the balance between business knowledge, technology and practical experience. We see our son developing adaptable skills, professional confidence and a clearer understanding of the opportunities available after graduation.

Parent of a Business and Technology student

WHY THIS DEGREE STAYS RELEVANT

Broad

Skills across business and technology

Practical

Projects, cases and internships

Global

English studies and Erasmus+

Future-ready

Data, AI and digital strategy

Ready to build your future?

Scan to apply or contact the WBU Admissions Office for guidance on applications, scholarships and enrolment.

admissions@wbu.edu.al

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