



Faculty of Economics & Administrative Sciences

STRATEGY 2025-2030



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A. INTRODUCTION

The Faculty of Economics and Administrative Sciences (FEAS) at EPOKA University is dedicated to fostering excellence in education, research, and industry collaboration. Committed to developing future leaders and professionals, the faculty offers a diverse range of bachelor, master, and PhD programs designed to equip students with the knowledge, skills, and critical thinking abilities required to thrive in today's global economy. With a strong emphasis on innovation, interdisciplinary learning, and internationalization, FEAS provides a dynamic academic environment where students engage in real-world problem-solving, research-driven learning, and industry partnerships. The faculty actively integrates cutting-edge technologies, digital transformation, and sustainability-driven business practices, into its curriculum to prepare graduates for emerging global challenges.

FEAS aims to strengthen its global positioning through research excellence, strategic industry partnerships, and interdisciplinary innovation. The faculty will focus on integrating cutting-edge digital transformation, sustainability, and data-driven decision-making into its academic and research framework.

Furthermore, FEAS is dedicated to continuous quality enhancement, and committed to high academic standards, impactful research, and strong connections with the business community. By fostering multicultural understanding, ethical leadership, and entrepreneurship, the FEAS plays a pivotal role in shaping the next generation of economists, business leaders, and policymakers in Albania and beyond.

I. ACADEMIC PROGRAMS

The Faculty of Economics and Administrative Sciences is committed to program excellence, ensuring that its graduates are well-prepared for the demands of the modern job market. With a 90% employability rate, our diverse range of bachelor, master, and PhD programs is designed to provide students with cutting-edge knowledge, practical skills, and industry-relevant experience that align with global economic and business trends.

At the bachelor level, students can choose from programs in Economics, Business Administration, Business Informatics, Banking and Finance, and International Marketing and Logistics Management, all of which integrate theoretical foundations with hands-on learning and digital transformation trends. The faculty also offers graduate programs, including a Professional Master in Business Administration, and Master of Science degrees in Business Administration, Banking and Finance, and Economics, designed to deepen students' expertise and enhance their career prospects. For those seeking advanced research opportunities, the PhD in Business Administration provides a platform for contributing to academic and professional knowledge in the field.

Through strong partnerships with leading companies, financial institutions, and government organizations, FEAS ensures that students gain valuable internship opportunities, mentorship programs, and career development workshops. Our focus on entrepreneurship, digital transformation, and sustainability further equips graduates with the ability to innovate, lead, and adapt in an evolving professional landscape, making them highly sought-after in both the national

and international job markets. In addition, FEAS will integrate AI-powered learning tools into its curriculum.

- BACHELOR PROGRAMS

- Economics
- Business Administration
- Business Informatics
- Banking and Finance
- Banking and Finance (in Albanian)
- International Marketing and Logistics Management

- PROFESSIONAL MASTER

- Business Administration

- MASTER OF SCIENCE

- Business Administration
- Banking and Finance
- Economics

- PHD PROGRAM

- Business Administration

II. VISION

To be the leading faculty in Albania and a recognized academic hub in the region, driving innovation, sustainability, and excellence in education and research in business and economics.

III. MISSION

To provide high-quality education, foster research, and innovation, and engage with industry and society to develop responsible leaders capable of driving sustainable economic and social impact.

IV. CORE VALUES

- **Responsibility & Integrity** – Commitment to ethical practices and accountability in education, research, and community engagement.
- **Passion for Excellence** – Dedication to achieving high academic and research standards, continuously striving for improvement.
- **Entrepreneurial Spirit** – Encouraging creativity, innovation, and proactive problem-solving in addressing economic and business challenges.
- **Curiosity & Openness** – Fostering a culture of continuous learning, open-mindedness, and adaptability to new ideas and technologies.

- **Collegiality** – Promoting a collaborative and supportive environment among students, faculty, and partners.

V. SOCIAL TRANSFORMATIONS

FEAS's strategic goals are developed based on three major social transformations that are most relevant to the faculty's future activities:

- Digitalization
- United Nations Sustainable Development Goals (SDGs)
- Globalization

B. STRATEGIC GOALS & PRIORITIES (2025-2030)

Academic Excellence & Curriculum Development	Research & Innovation	Internationalization & Partnerships	Industry Engagement & Career Development	Growth and Global Positioning
Program Enhancement Student Excellence Technology-Driven Learning	Research Output Industry Collaboration	Strategic Alliances Mobility Programs International Accreditations	Professional Networks Alumni Relations	Global Partnerships International Students

1. Academic Excellence & Curriculum Development

- **Program Enhancement:** This goal focuses on continuously improving the relevance and quality of undergraduate and graduate programs. The integration of the latest advancements in fields such as technology, sustainability, and digital transformation is essential to ensure the programs are up to date. This could involve adding new courses, revising existing ones, and ensuring the curriculum reflects the evolving trends in the global economy and industry needs.
- **Student Excellence:** Attracting exceptional students means focusing on high-quality recruitment strategies that target individuals who demonstrate academic excellence, motivation, and a passion for learning. The aim is to build a highly competitive student body that will contribute to the academic environment, as well as positively influence the university's reputation.
- **Technology-Driven Learning:** Encouraging technology-enhanced learning involves integrating modern tools, such as online platforms, virtual simulations, and digital resources, and AI-powered learning tools ensuring students have access to advanced simulations, real-world business case studies, and AI-driven market analysis. It allows students to engage more interactively, improves accessibility to resources, and prepares them for the technology-driven world they will enter after graduation.

2. Research & Innovation

- **Research Output:** Increasing faculty publications in high-impact journals aims to enhance the FEAS's academic reputation and contribute to the development of knowledge in key fields. This includes encouraging faculty to produce impactful, interdisciplinary research that addresses pressing global issues, such as climate change, digital transformation, or economic inequality.

Furthermore, FEAS will actively enhance its participation in EU-funded research initiatives, such as Horizon Europe, Erasmus+ CBHE, and COST Actions. Faculty members will be encouraged to collaborate on at least one externally funded project annually, strengthening FEAS's research impact.

- **Industry Collaboration:** Fostering industry partnerships allows faculty and students to work on applied research that solves real-world problems. These collaborations could include joint research projects, innovation labs, or partnerships with startups and established companies in key sectors. This strengthens the connection between academia and the industry, making research outcomes more applicable and impactful.

3. Internationalization & Partnerships

- **Strategic Alliances:** Expanding collaborations with international universities and research institutions fosters knowledge exchange, cultural understanding, and the sharing of best practices. These alliances can lead to joint research projects, academic exchanges, and partnerships that enhance the university's global reputation and expand its academic offerings.
- **Mobility Programs:** Enhancing student and faculty exchange programs through initiatives like Erasmus+ provides individuals with the opportunity to gain international exposure, study abroad, and experience different academic and cultural environments. These programs enhance the educational experience and help students develop a global mindset.
- **International Accreditation:** Pursuing international accreditations, is critical for ensuring that the study programs meet globally recognized standards of academic excellence. This not only improves the university's educational quality but also elevates its reputation in the global academic community, making its graduates more competitive in the job market.

4. Industry Engagement & Career Development

- **Professional Networks:** Strengthening ties with businesses, government agencies, and non-profits provides students with practical opportunities such as internships, mentorships, and job placements. By working closely with industry partners, the university can ensure that its students gain the necessary experience and connections to thrive in their careers post-graduation.
- **Alumni Relations:** Enhancing the alumni network is vital for creating a long-term support system for students. Alumni can provide mentoring, career guidance, and professional opportunities, helping current students navigate their career paths. A strong alumni network can also help strengthen the university's reputation and foster lifelong engagement with the faculty.

5. Growth and Global Positioning

- **Global Partnerships:** Developing dual-degree programs and establishing partnerships with leading international universities offers students a broader and more diverse academic experience. These programs allow students to graduate with degrees from multiple institutions, enhancing their employability and positioning the university as a leader in global education.

Aiming to become a leading business school in the region, FEAS will expand its global network through partnerships with EU institutions. These collaborations will focus on joint research, student exchanges, and faculty development programs.

- **International Students:** Increasing the visibility of the FEAS and attracting more international students contributes to the diversity of the student body. This, in turn, enriches the academic and social environment at the university, while also boosting the institution's global presence and reputation.

C. SPECIFIC GOALS

The specific goals for each strategic area break down the broader strategic objectives into measurable, actionable steps that can guide the progress over the coming years. By focusing on these concrete targets, we can drive continuous improvement across all strategic areas.

1. Academic Excellence & Curriculum Development

- **Program Enhancement:**
 - Revise and update the curriculum of each program annually to incorporate emerging technologies such as artificial intelligence, data science, blockchain, and sustainability.
 - Introduce an annual review process to ensure that the programs meet the evolving needs of the job market and technological advancements.
- **Student Excellence:**
 - Increase the percentage of top-tier applicants (e.g., those with exceptional CGPAs, SAT scores) by 10% each year.
 - Increase student enrollments from diverse international backgrounds.
 - Achieve a student retention rate of 85% for both undergraduate and graduate students.
- **Technology-Driven Learning:**
 - Ensure the courses incorporate at least one form of technology-enhanced learning, such as online platforms, virtual classrooms, or digital simulations.
 - Train faculty members in best practices for integrating technology into the curriculum by the end of the next academic year.

2. Research & Innovation

- **Research Output:**
 - Increase the number of faculty publications in high-impact journals annually.

- Promote interdisciplinary research by launching new joint research initiatives each year between different departments.
- Support faculty to secure research grants from international funding bodies.

- **Industry Collaboration:**
 - Establish new industry collaborations to facilitate applied research projects.
 - Increase the amount of funding from industry-sponsored research.
 - Develop innovation labs in collaboration with industry partners.

3. Internationalization & Partnerships

- **Strategic Alliances:**
 - Form new international academic partnerships annually with universities and research institutions from diverse geographical regions.
 - Facilitate joint research publications or projects with international partners.
 - Expand student exchange programs, targeting partner universities worldwide.
- **Mobility Programs:**
 - Increase student participation in exchange programs with a focus on global diversity.
 - Increase the number of faculty involved in exchange programs.
 - Ensure outgoing exchange students report positive experiences related to their mobility programs.
- **Accreditation:**
 - Apply for faculty-based international accreditation for all relevant programs within the next three years.

4. Industry Engagement & Career Development

- **Professional Networks:**
 - Establish new internships, mentorships, or job placement opportunities per year with industry partners.
 - Achieve a job placement rate of 90% for graduates within six months of completing their program.
 - Host industry networking events annually to connect students with employers, including startups and large corporations.
- **Alumni Relations:**
 - Increase alumni participation in mentoring programs each year.

- Organize alumni career events, ensuring active alumni involvement in career guidance and job placement support for students.

5. Growth and Global Positioning

- **Global Partnerships:**

- Launch dual-degree programs in collaboration with prestigious international universities.
- Expand the number of international partnerships for joint research and academic programs.
- Increase the number of global industry partnerships with leading companies to enhance the university's research and development efforts.

- **International Students:**

- Increase the number of international students through targeted recruitment strategies and marketing campaigns.
- Develop a comprehensive support system for international students, including language support, cultural adaptation programs, and job placement services.
- Achieve high satisfaction rate from international students regarding their overall university experience (measured through surveys).

D. KEY PERFORMANCE INDICATORS (KPIs)

1. Academic Excellence & Curriculum Development

- **Program Enhancement:**

- **KPI 1:** Number of new courses or programs introduced related to technology, sustainability, and digital transformation.
- **KPI 2:** Percentage of existing courses updated in the past year to reflect industry trends and emerging technologies.
- **KPI 3:** Student satisfaction scores regarding the relevance and quality of programs (measured through surveys).

- **Student Excellence:**

- **KPI 1:** Average GPA and academic performance of admitted students.
- **KPI 2:** Number of high-achieving students (e.g., those with scholarships, honors, or high honors).
- **KPI 3:** Acceptance rate and yield rate for highly ranked applicants.

- **Technology-Driven Learning:**

- **KPI 1:** Percentage of courses incorporating technology-enhanced learning tools (e.g., online platforms, digital resources).
- **KPI 2:** Faculty trainings in technology integration for teaching.

2. Research & Innovation

- **Research Output:**
 - **KPI 1:** Number of faculty publications in high-impact, peer-reviewed journals.
 - **KPI 2:** Percentage of faculty involved in interdisciplinary research projects.
 - **KPI 3:** Citations of faculty research in academic literature and industry reports.
- **Industry Collaboration:**
 - **KPI 1:** Number of industry partnerships or collaborative research projects initiated each year.
 - **KPI 2:** Total funding received for industry-driven research projects.
 - **KPI 3:** Number of innovative solutions developed through industry collaboration.

3. Internationalization & Partnerships

- **Strategic Alliances:**
 - **KPI 1:** Number of new international academic partnerships (e.g., universities, research institutions) established.
 - **KPI 2:** Number of joint research projects or publications with international partners.
 - **KPI 3:** Growth in international student enrollment due to new partnerships.
- **Mobility Programs:**
 - **KPI 1:** Number of students participating in international exchange programs (e.g., Erasmus+).
 - **KPI 2:** Number of faculty involved in international teaching or research exchanges.
 - **KPI 3:** Satisfaction level of participants in exchange programs (measured through surveys).
- **Accreditation:**
 - **KPI 1:** Progress toward achieving international accreditations.
 - **KPI 2:** Number of academic programs accredited by recognized international agencies.
 - **KPI 3:** Improvement in rankings following successful accreditations.

4. Industry Engagement & Career Development

- **Professional Networks:**
 - **KPI 1:** Number of internships, mentorships, and job placements facilitated by industry partners.

- **KPI 2:** Percentage of students securing employment within six months of graduation.
- **KPI 3:** Number of new industry partners or sponsors engaged each year.

- **Alumni Relations:**
 - **KPI 1:** Number of alumni participating in mentoring programs and career workshops.
 - **KPI 2:** Percentage of alumni contributing to university development (e.g., donations, speaking engagements).
 - **KPI 3:** Satisfaction rate of students participating in alumni mentorship programs.

5. Growth and Global Positioning

- **Global Partnerships:**
 - **KPI 1:** Number of dual-degree programs or joint degrees established with international universities.
 - **KPI 2:** Growth in the number of students enrolling in global partnership programs.
 - **KPI 3:** Number of academic or professional conferences hosted with international collaborators.
- **International Students:**
 - **KPI 1:** Increase in the number of international students enrolled.
 - **KPI 2:** Percentage of international students out of the total student population.
 - **KPI 3:** International student satisfaction levels (measured through surveys and feedback).

E. CLOSING REMARKS

This strategic plan sets the foundation for continued growth, innovation, and excellence at FEAS. By focusing on academic excellence, research and innovation, internationalization, industry engagement, and global positioning, we are positioning ourselves to meet the evolving needs of our students, faculty, and the broader global community.

The goals and KPIs outlined in this plan will guide our efforts over the coming years, ensuring that we remain at the forefront of education, research, and collaboration. Our commitment to continuously improving our programs, fostering industry partnerships, and expanding our international reach will strengthen our reputation and provide our students with the tools, knowledge, and experiences they need to succeed in an ever-changing world.

Together, with the dedication and contributions of our faculty, staff, students, and external partners, we will achieve these ambitious objectives, creating a vibrant, innovative, and globally engaged university that prepares future leaders and innovators for success. We look forward to working together in the realization of this vision, shaping the future of education and research for generations to come.