



The  
University  
Of  
Sheffield.

# Dream Bigger Dreams

**The University of Sheffield**

**Masters Programmes in Tirana**



## Postgraduate Programmes

**MA in Marketing, Advertising & Public Relations**

**MSc in Business Management & Technology**

**MSc in Banking & Finance**

**MSc in Software Engineering & Telecommunications**

**MSc in Psychology & Counselling**



The  
University  
Of  
Sheffield.



**CITY College**  
An International  
Faculty Of  
The University.



AMERICAN UNIVERSITY OF TIRANA

## A real investment in your future!

### The University of Sheffield Masters programmes in Tirana

The International Faculty of the University of Sheffield, CITY College, pursuing its goal to offer quality British higher education to the SE European students with the American University of Tirana (UAT) as partner institution, offers five postgraduate programmes in Tirana: the MA in Marketing, Advertising & Public Relations, the MSc in Business Management & Technology, the MSc in Banking & Finance, the MSc in Software Engineering & Telecommunications and the MSc in Psychology & Counselling. It is the first time that a British University of the calibre of the University of Sheffield

has offered to university graduates and professionals in Albania the opportunity to pursue postgraduate studies locally without leaving their job or country. The programmes are delivered in a flexible mode (one weekend per month).

The International Faculty of the University of Sheffield is responsible for the academic delivery of the programmes. Students will complete their studies in Tirana and receive their degree from the University of Sheffield.

## The University of Sheffield



\*5 Nobel prize winners

\*Among the best Universities in the world

(QS rankings)

The University of Sheffield is one of the oldest British Universities. It is a leading research university, located in Sheffield in South Yorkshire, England. Ranked within the World's top 100 Universities and constantly ranked amongst the top 20 universities in Britain, it belongs to the 1% of the best universities in the world.

Today, with nearly 24,000 students from 124 countries, and almost 6000 staff, the University of Sheffield is a popular choice for university applicants.

CITY College is the International Faculty of the British University, the

only one located overseas and it is an integral part of the University.

Bridging the UK with the South East and Eastern European Region, CITY College gives the unique opportunity to students to study for a top class British degree of the University of Sheffield in their region.

CITY College in Thessaloniki offers a range of undergraduate (Bachelors'), postgraduate (Masters'), Executive MBA and Research degree (PhD) programmes leading to a University of Sheffield degree.

The American University of Tirana (UAT) was established with the vision of becoming a leading university in the region by offering high quality education to students and equipping them for the local and the international labour market.

UAT offers undergraduate and postgraduate programmes in a range of disciplines.

The American University of Tirana is classified as the only university in Albania with contemporary infrastructure and fully equipped laboratories, which meet the international standards.

## Global Recognition of the University of Sheffield

### World University Rankings

The University of Sheffield Traditionally Among the Best

#### QS World University Rankings 2010

**22nd** in Europe

**69th** in the world

**5** Nobel Prizes



## ► MA in Marketing, Advertising & Public Relations

- Explore the latest marketing theory in today's changing business environment
- Develop a comprehensive understanding of the integration of marketing, advertising and public relations inside into organizations
- Develop the knowledge and skills required for pursuing or advancing a career in marketing, advertising, and public relations

### PROGRAMME OF STUDIES

- Strategic Marketing
- Advertising & Sales Promotion Management
- E-Business & Internet Marketing
- Public Relations Strategies
- Research Methods for Business
- Innovation and New Product Development
- Festivals & Events Management
- Strategic Brand Management
- Dissertation

*This programme may be subject to minor changes.*

### DEGREE TITLE:

The title of Master of Arts in Marketing, Advertising & Public Relations is awarded directly by the University of Sheffield.

### CAREER OPPORTUNITIES

Marketing Management, Brand Management, Product Development, Media Buying, Copyrighting, Media Relations, Public Relations Management, Market Research, Retailing, Sales.

## ► MSc in Banking & Finance

- Explore the various factors that have reshaped today's financial system
- Develop an expertise in the usage of modern and highly sophisticated financial instruments
- Acquire the necessary knowledge and practical skills for a successful career in the financial services industry

### PROGRAMME OF STUDIES

- The Banking and Financial System
- Portfolio and Security Analysis
- Econometrics for Finance
- Financial Reporting and Analysis
- Research Methods for Finance
- Commercial and Investment Banking
- Corporate Finance
- Financial Derivatives and Risk Management
- Research Methods for Finance
- Dissertation

*This programme may be subject to minor changes.*

### DEGREE TITLE

The title Master of Science in Banking and Finance is awarded directly by the University of Sheffield.

### CAREER OPPORTUNITIES

Corporate Finance, Financial Planning, Investment Banking, Money Management, Private Banking, Retail Banking, Business Consulting, Investment Consulting.



**Llazar Jorganxhi**  
**General Director**  
**of "Pinguli and Jorganxhi"**  
**Advertising Agency**  
**MA in Marketing, Advertising**  
**& Public Relations**

I chose the MA in Marketing, Advertising & Public Relations programme due to the high quality standards of the University of Sheffield but also because it fits perfectly to my daily busy schedule.

Through the focused coursework, the programme has constantly challenged me with real life projects that

offer solutions to marketing problems I face in my everyday work. I appreciate the fact that most of the professors have extensive professional experience in the industry, especially in the private sector, and they bring their expertise in the classroom.

Also, the available resources, such as the online library, provide great means for further information and knowledge enhancement. The programme has greatly helped me combine my hands-on experience with a solid theoretical framework. I am now able to tackle projects more methodically and adopt a sound approach.

**Who can apply:** University graduates who meet the English language requirements

**Language of instruction:** English    **Location of studies:** Tirana    **Total duration:** 2 years (1 weekend per month)

# Department of Computer Science

## ► MSc in Business Management and Technology

- Experience an innovative, multidisciplinary and rigorous curriculum in business management and innovation
- Develop knowledge and skills to tackle management challenges and seize business opportunities
- Become an innovative business leader in today's technology-driven and global competitive marketplace

### PROGRAMME OF STUDIES:

- Entrepreneurship and Innovation
- Managing Strategic Change
- ICT for Strategic Management
- Managing Knowledge-Driven ICT Projects
- Internetworked Business Enterprises
- Knowledge Technologies for Innovation
- Innovation Management and New Product Development
- Research Methods
- Dissertation

*This programme may be subject to minor changes.*

### DEGREE TITLE:

The title of Master of Science in Business Management and Technology is awarded directly by the University of Sheffield.

### CAREER OPPORTUNITIES:

Graduates can pursue management careers in a wide variety of industry sectors such as consultancy, services, technology-based firms, telecommunications, education, manufacturing, academia and governmental organisations or start their own company.

## ► MSc in Software Engineering & Telecommunications

- Experience world-class teaching and research within the areas of software engineering and telecommunications
- Focus on the theoretical and applied study of the design and development of high-quality and complex software systems
- Become professional software engineer specialised in contemporary networking technologies

### PROGRAMME OF STUDIES

- Engineering Internet Applications
- Advanced Software Development Techniques
- Computer Networking and Internet Technologies
- Distributed Data Management
- Advanced Software Engineering
- Wireless and Mobile Telecommunications
- Contemporary Issues in ICT
- Industrial Group Project
- Research Skills & Dissertation Preparation
- Dissertation

*This programme may be subject to minor changes.*

### DEGREE TITLE

The title Master of Science in Software Engineering and Telecommunications is awarded directly by the University of Sheffield.

### CAREER OPPORTUNITIES

Software engineer, telecommunications project manager, telecommunication analyst, technology consultant.



The MSc in Software Engineering & Telecommunications is accredited by the British Computer Society. The British Computer Society is the Chartered Institute for Information Technology, a Chartered Engineering

Institution and a Science Council licensed body. The Academic Accreditation and Exemptions Committee of BCS agreed to the following levels of accreditation: Chartered IT Professional (CITP), Partial Chartered Engineer (CEng), Partial Chartered Scientist (CSci).



**Juliana Hoxha**  
**Director of 'Partners Albania'**  
**MSc in Business Management and Technology**

"I chose to attend a University of Sheffield programme in Tirana because of the university's reputation for high academic standards, the relevance of the Master's programme and the career success of the graduates. The MSc in Business Management and Technology is exactly what I had been looking for: a balanced match of

business management skills with cutting-edge technology and innovation. I find the context of this programme very innovative, since there is an increasing demand for managers equipped with strategic management skills along with knowledge on cutting-edge ICT.

The sessions are very interactive and afford the opportunity for debate and exploration of interesting issues. The academic staff are highly qualified, professional, responsive to students' needs and interests, and always ready to help. I am very much enjoying this 'going back to school' after years."

**Who can apply:** University graduates who meet the English language requirements. Eligible candidates for the MSc in Software Engineering & Telecommunications are required to hold a Bachelor's degree in a Science-related field.

**Language of instruction:** English **Location of studies:** Tirana **Total duration:** 2 years (1 weekend per month)

# Department of Psychology

## ► MSc in Psychology & Counselling

- Get a thorough grounding in Counselling Psychology
- Learn how to assist individuals, families and organizations in areas such as personal well-being, relationships, work, recreation and health
- Prepare to embark a career in one of the most popular fields of psychology

### PROGRAMME OF STUDIES

- Introduction to Group Counselling and Psychotherapy
- Psychopathology
- Personal and Professional Development
- Introduction to Research
- Applied Counselling Psychology
- Research Methods
- Counselling in Developmental Disabilities
- Counselling Skills
- Dissertation

*This programme may be subject to minor changes.*

### DEGREE TITLE:

The title Master of Science in Psychology & Counselling is awarded directly by the University of Sheffield.

### CAREER OPPORTUNITIES

Psychologists, counsellors, social workers in hospitals, community centres, schools and businesses, therapists, family counsellors, guidance counsellors.



**Dr Angelos Rodafinos**  
**Head of Psychology Department**

Psychology is a fascinating subject. It is the study of people: how they think, how they act, react and interact. Psychology is concerned with all aspects of behaviour and the thoughts, feelings and motivation underlying behaviour.

Our postgraduate programme offers specialized knowledge on the core skills of counseling and an exceptional foundation of methodological and critical thinking skills. The programme will extend student knowledge on how society functions, children learn, grow, people behave or misbehave, and how the underlying mechanisms in co-operation with other forces (e.g., environment) explain these phenomena. The MSc in Psychology and Counselling will give students the knowledge and skills that will provide a necessary basis for pursuing or advancing a career in this exciting, rewarding, and increasingly growing field.



**Erika Melonashi**  
**BSc in Psychology**  
**MSc in Psychology & Counselling**  
**PhD Candidate**

Choosing the appropriate education was the first big challenge in my life. Today, seven years later, I am happy to have made the decision not only to finish University of Sheffield Bachelor's & Master's programmes but also to continue with a PhD!

The International Faculty of the University not only provided me with all the necessary knowledge and skills to pursue the career in Psychology that I wanted, but also helped my personal development. A wise person once said "It is our choices that show what we truly are, far more than our abilities. Therefore...choose wisely." (Joanne Kathleen Rowling, 1965).

**Who can apply:** University graduates who meet the English language requirements.

**Language of instruction:** English

**Location of studies:** Tirana

**Total duration:** 2 years (1 weekend per month)

# How to Apply

## ADMISSION REQUIREMENTS

Eligible candidates are expected to:

### 1) Hold a university degree

**A Bachelor Degree** from a recognized university and with good performance.

#### MSc in Software Engineering & Telecommunication

Candidates for the MSc in Software Engineering & Telecommunications are required to hold a Bachelor's degree in a Science-related field.

#### MSc in Psychology & Counselling

Eligible candidates for the MSc in Psychology & Counselling must hold a Bachelor's degree in any field of Arts or Sciences.

### 2) Meet the english language requirements

**Good knowledge of English** proven by: Postgraduate applicants must have a fluent command of the English language (TOEFL: Internet based 89-90 or IELTS: 6.5 or CAE - A or B- or equivalent qualifications).

Candidates that have completed their Bachelor's degree or their higher secondary education through the medium of English Language are not required to present an English language qualification.

## SUBMITTING YOUR APPLICATION

You should submit your application form and copies of qualifications to the American University of Tirana (UAT) or to the International Faculty of the University of Sheffield, CITY College. If your application meets with the Academic Committee's approval you will be notified of your acceptance in a formal letter issued directly by the University of Sheffield.

Applications are considered in priority order, according to the date of submission. After the completion of the prescribed quota of places, no application is accepted.

## FEES & FUNDING

You can ask for a leaflet detailing tuition fees by contacting the American University of Tirana (UAT) or the Admissions' Office of the International Faculty of the University of Sheffield, CITY College (you may view the contact details of both institutions on the back cover).

## APPLICATION REQUIREMENTS

In order to apply for a programme, candidates should submit the following:

### • A completed application form

You can download and print an application form from our website [www.city.academic.gr](http://www.city.academic.gr) or request a copy from the American University of Tirana.

### • 4 Photographs (passport-size)

### • Certified photocopy of your University degree/s and all associated transcripts of performance.

Candidates who, at the time of the submission of their application form, have not graduated are required to submit all available transcripts. If your institution provides degrees and transcripts in a language other than English, we require that you submit certified photocopies of the originals, as well as translated copies, which must be provided by the institution itself or a certified translator/ translating service.

### • Certified photocopy of English language qualification(s)

Candidates who have not acquired an English language qualification at the time of the submission of their application form are required to submit proof of one at the commencement of the course.

### • 2 Reference Letters

Reference letters can be submitted only on paper (in sealed envelopes, signed across the back by the recommender) either attached to the application form by the applicant or via regular mail, posted directly by the recommender. There are no standard reference forms. Reference letters should be written by people who have supervised you in an academic, employment, or community setting. If possible, at least one should be from a university professor familiar with your academic work.

*IMPORTANT NOTE: Due to the variation in standards of secondary, higher secondary and undergraduate education, students should include complete information regarding all their educational qualifications. The above list is for guidance only and is not conclusive. Students unsure about the acceptability of their qualifications should write for advice to CITY College's Admission Service with full details of their educational background.*



## Events in Tirana

In the frame of the University of Sheffield Master's programmes offered in Tirana, the International Faculty of the University of Sheffield, CITY College and its partner institution, the American University of Tirana (UAT), organise seminars and events open to the public aiming at transferring knowledge to the broader community. All events take place at the premises of UAT.



*Seminar on 'How to manage IT projects' by Dr. Dranidis, Director of the MSc in Software Engineering & Telecommunications*



*HR Seminar on 'Energising your People' by Dr. A. Psychogios*



*Business Seminar by Mr. Chris Liassides on 'Understanding Customers by Studying Lifestyle'*



*The Deputy Minister of Education & Science Ms. Nora Malaj addresses a short welcome at the seminar of Prof. Ketikidis, Vice Principal of CITY College*

## Activities in Tirana



*Prof. Ketikidis, Vice Principal of CITY College and Lord Best meet the President of Albania, Mr. Bamir Topi and the Prime Minister, Prof. Sali Berisha during their visit in Tirana.*



## Highlights

### A University of Sheffield Degree

Degrees are awarded directly from the University of Sheffield, one of the leading Universities in Europe and the world.

### International Academic Staff

Our international academic staff has extensive teaching and professional experience and carry out substantial research work.

### Student - Centred Education

Small size classes, interactive learning environment, e-libraries, and supportive academic environment.

### A Strong Alumni Network

Graduates will join the global alumni network of the University of Sheffield. A strong network of people linked to the University and to each other, is continually developing all around the world.

### Career Services

Students and graduates receive extensive career advice, while the Industrial and Career Liaison office organize annual career fairs, and individual interviews assisting graduates with their job search.

### A Campus in Tirana

UAT, as a partner institution offers impressive and easily accessible facilities, allowing students to receive a highly valued British degree in their own country.

### Flexible Delivery of Classes

One weekend per month for a total duration of two years.

### Study in English: an extra competitive advantage

Sheffield graduates study in English, thus speak fluently the language of business worldwide.

## Accreditation and Recognition

The International Faculty of the University of Sheffield, CITY College, is being officially accredited and recognised for its high quality programmes from external independent official bodies.



British Accreditation Council (BAC)



Association of MBAs (AMBA)



Chartered Management Institute (CMI)



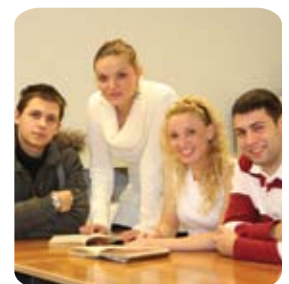
British Psychological Society (BPS)



British Computer Society (BCS)



UK National Academic Recognition Information Centre (UK NARIC)



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