

# Repositioning of UBT - Universiteti Bujqësor i Tiranës

Results of a survey among current students, graduates , professors and teaching staff, administrative staff and stakeholders / relevant companies

December 2204 first results

January 2025 final results

Basis for the Competence workshop  
AUT should stand for

**The Key Result is the AUT SUN  
Covering the Key Competences**

**MARKETINSTITUT**  
**LET'S RAISE YOUR MARKET!**

An analysis by the MARKET research institute for the  
Universiteti Bujqësor i Tiranës






# Content overview

1. Task and methodological structure	Chart 4.5
2. Developments & Future Topics in Albania	Chart 7 to 15
3. Expectations & Degree of Fulfillment UBT	Chart 17 to 29
4. Key areas of expertise and valuable additions	Chart 31 to 43
5. Access to a transdisciplinary Education	Chart 45 to 50
6. Management Summary	Chart 52, 53





A man in a dark suit is seen from behind, standing in front of a chalkboard. He is using chalk to draw a bar chart with seven bars of increasing height. A line graph is also drawn, starting at the origin and rising steeply, ending with an arrowhead. The background is a dark, textured surface.

Chapter 1

# Task & Methodological structure



## Task

The following study presents the first results of the survey on the repositioning of UBT. Five groups of people (= target group) were surveyed. The main focus was on –

- On current developments, threats and future issues in Albania
- In the evaluation of the UBT through a TARGET / ACTUAL profile?
- In the assessment of the subject matter competence of the UBT?

- In possible thematic additions that the UBT should offer in the future?
- In the possible reorientation in the area of transdisciplinary education
- In preparing graduates for the job market



## Target Group

Current students, former students (alumni), professors/teaching staff, administrative staff and stakeholders



## Survey type

Online interviews with links programmed by market for each of the target groups, dispatch and follow-up contact by the UBT.



## Representativeness

The people surveyed were contacted directly by the UBT if contact details were available and asked to participate in the survey. This gives a 100% representative impression, as understandably not all students/ alumni have contact details.



## Basis for evaluation

UBT participants total n=1426  
maximum statistical fluctuation range , +/- 2.65 percent



## Questionnaire

The questionnaire is attached



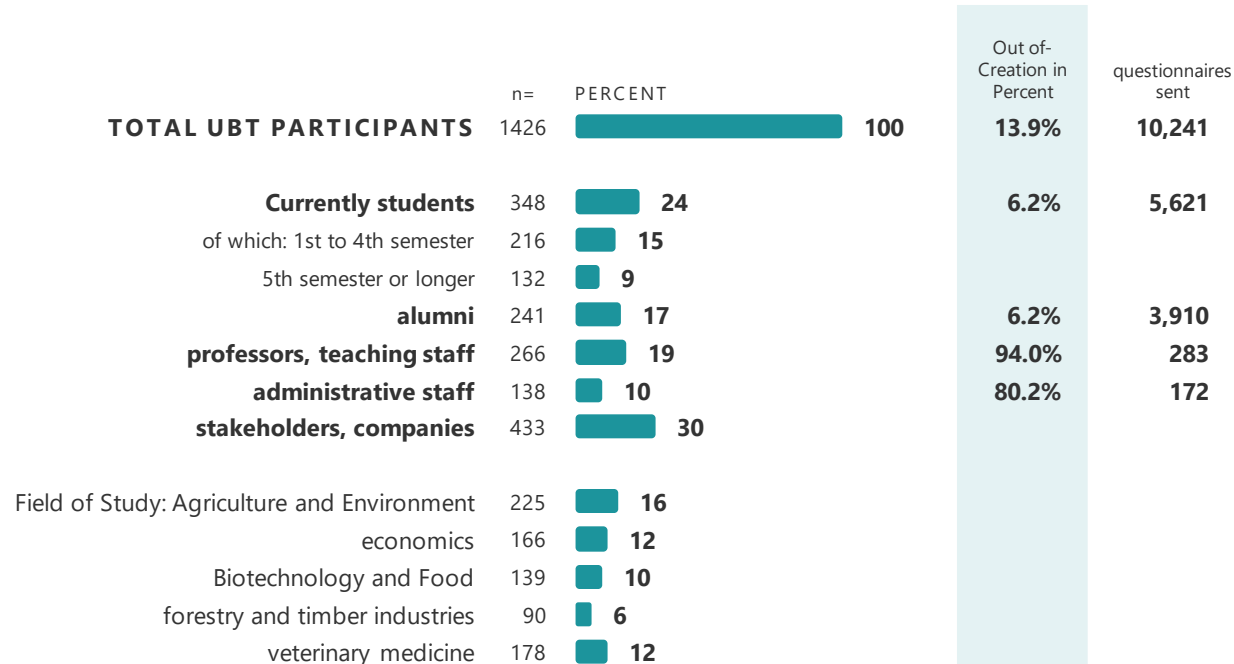
## Survey period

October 14, 2024 to November 18, 2024



# Structure of respondents / FIRST RESULTS

Structural composition of the target group



A grayscale photograph of a business meeting. Two people are shaking hands over a table. On the table, there are papers with charts and a tablet being held by one of the participants. The background is blurred, showing other people in the room.

CHAPTER 2

# Developments & Future Topics in Albania



# Greatest need for action for Albania's economic future

spontaneous responses, total UBT participants

**i The greatest need for action is currently seen in agriculture, in the quality of education and in economic reforms**

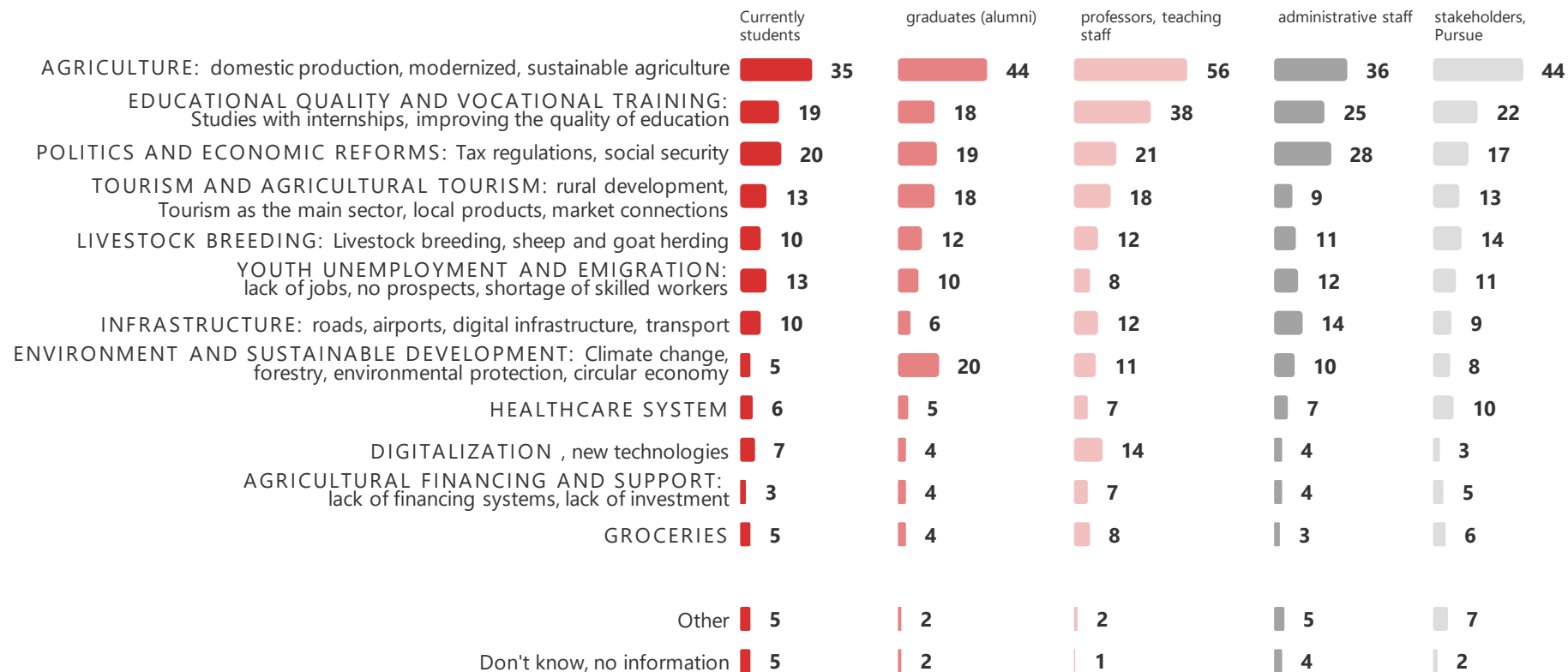


**Question:** If you first think about the economic future in Albania, where do you see the greatest need for action, where do you think it is essential to start?

# Greatest need for action for Albania's economic future

spontaneous responses, differentiated according to the individual target groups

**i Graduates also speak of greater access to environmentally friendly and sustainable development.**



**Question:** If you first think about the economic future in Albania, where do you see the greatest need for action, where do you think it is essential to start?

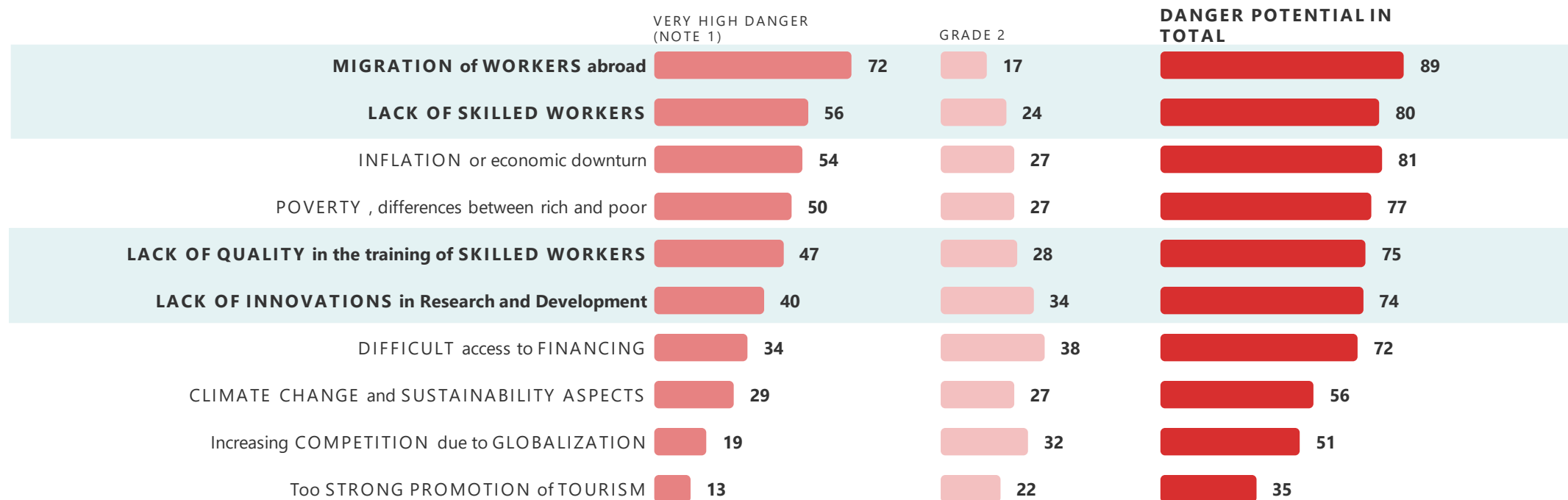




# The greatest threats to sustainable development in Albania

total UBT participants

**i Skilled labor shortage and labor migration as a core threat in Albania.**



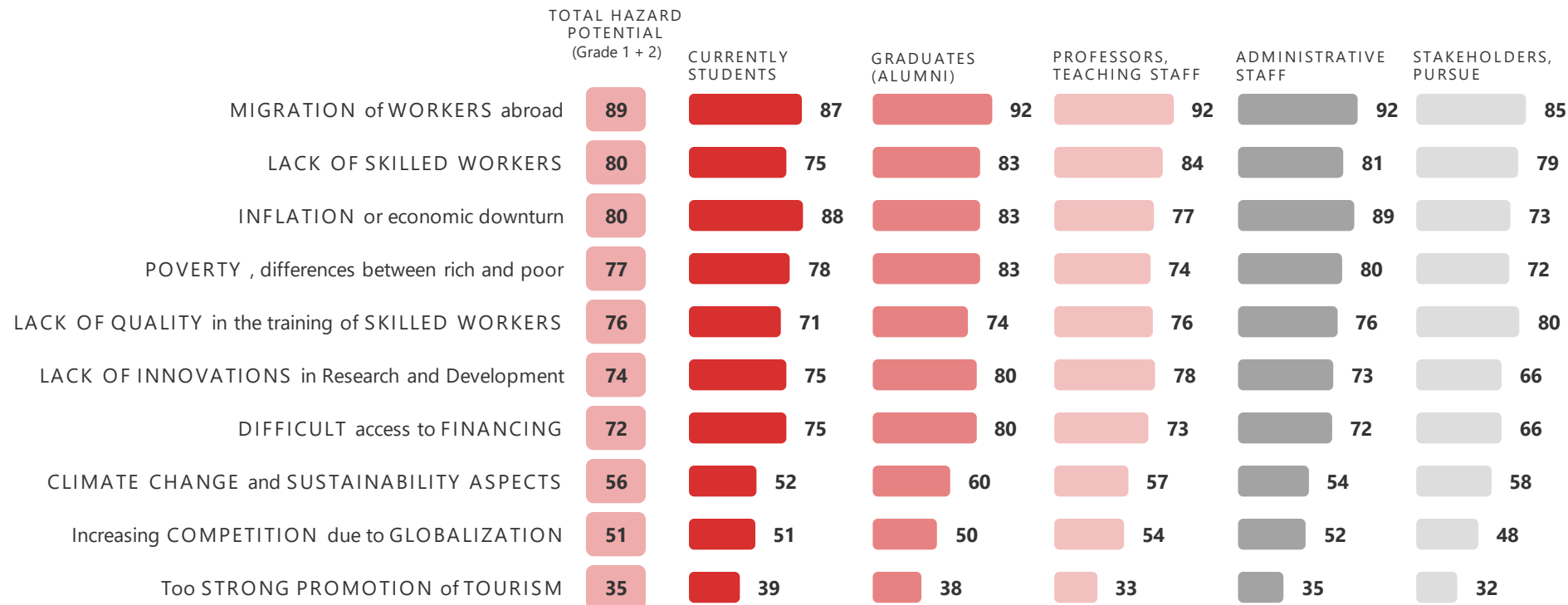
**Question:** In your opinion, what are the biggest threats to sustainable development in Albania?



# The greatest threats to sustainable development in Albania

Total risk potential, differentiated according to the individual target groups

**i** This picture runs through all target segments.



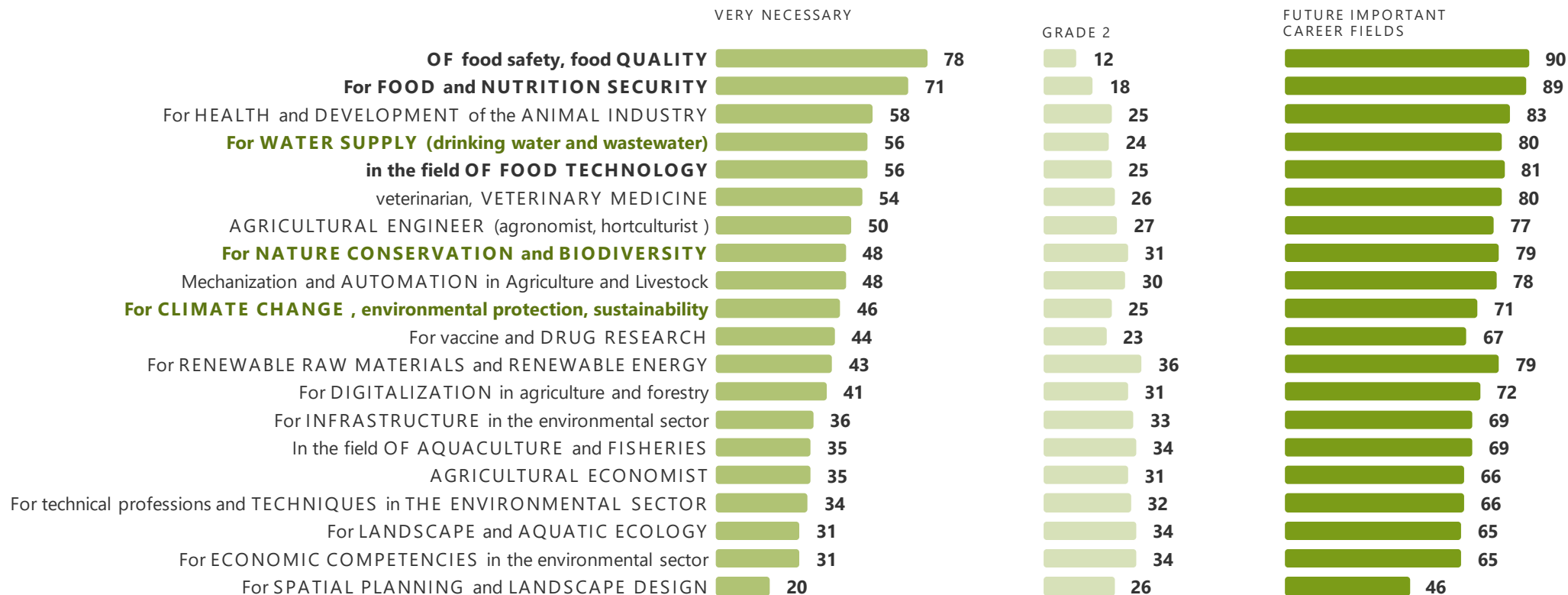
**Question:** In your opinion, what are the biggest threats to sustainable development in Albania?



# Future important career fields (for the next 5 to 10 years)

total UBT participants

**i** Everything about food and nutrition, nature and water conservation but also veterinary medicine, agricultural engineering and drug research as important future career fields in Albania.



**Question:** Let's move on to the topic of future professions: Which professional fields do you think will be particularly important in the next 5 to 10 years? In which areas will Albania need appropriately trained employees?

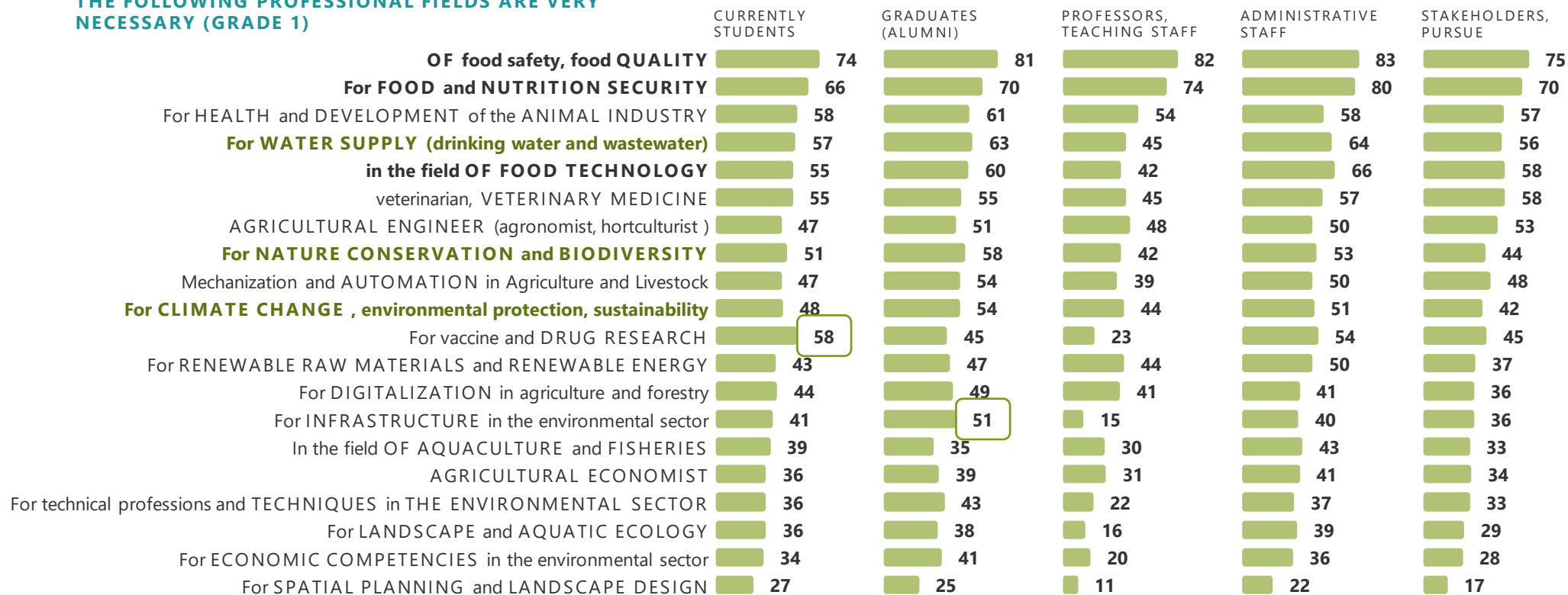


# Future important career fields (for the next 5 to 10 years)

NOTE 1 (particularly important / necessary), differentiated according to the individual target groups

**i** Currently, students are also placing greater emphasis on vaccine and drug research.

## THE FOLLOWING PROFESSIONAL FIELDS ARE VERY NECESSARY (GRADE 1)



**Question:** Let's move on to the topic of future professions: Which professional fields do you think will be particularly important in the next 5 to 10 years? In which areas will Albania need appropriately trained employees?

A grayscale photograph of a business meeting. Two people are shaking hands over a table. On the table, there are papers with charts and a tablet being held by one of the participants. The background is blurred, showing other people in the room.

CHAPTER 3

# Expectations & Degree of Fulfillment UBT



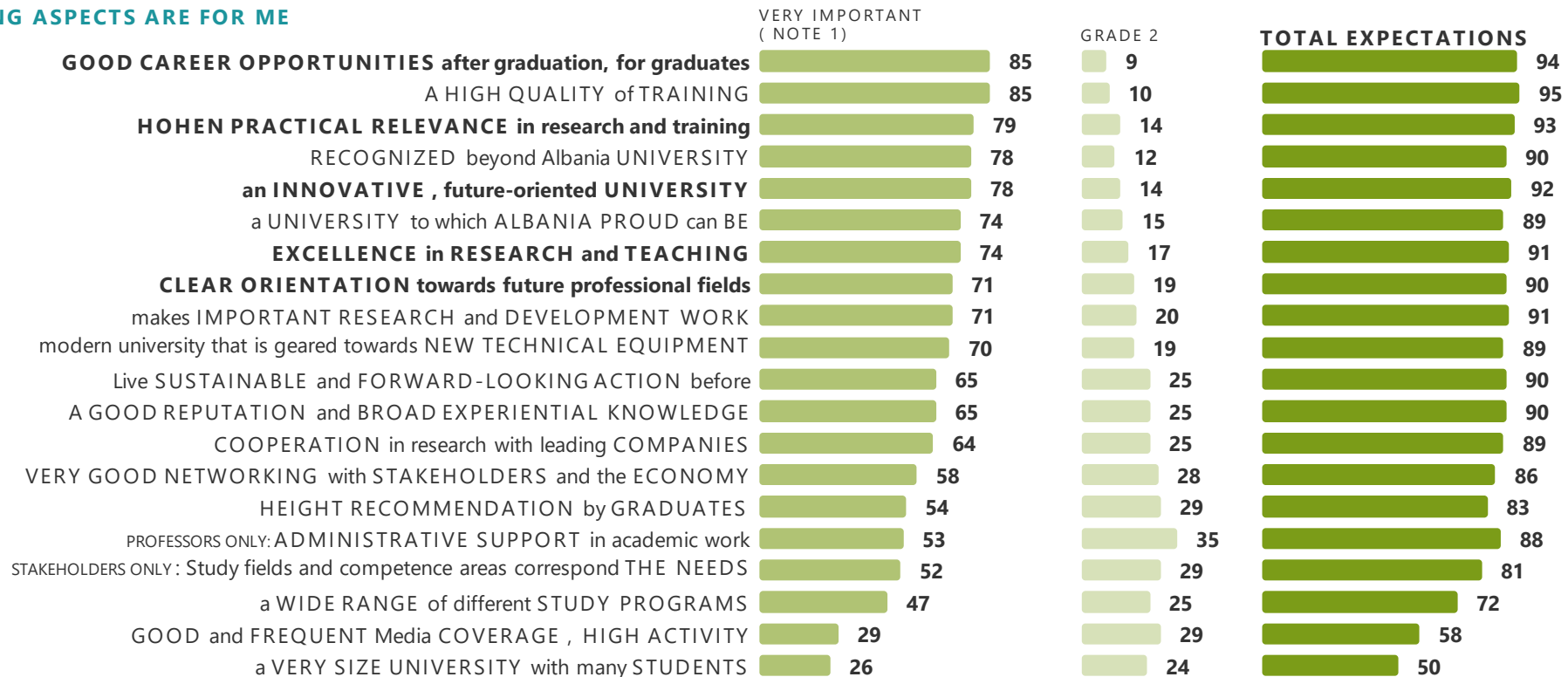


# Expectations of University in Albania

total UBT participants

**i** High expectations of the university in terms of good career opportunities, innovation and practice.

## THE FOLLOWING ASPECTS ARE FOR ME



**Question:** What do you generally expect from a university in Albania, which aspects are important to you?



# Expectations of University in Albania

VERY IMPORTANT aspects (grade 1) differentiated according to the individual target groups

**i** This comes consistently from all target segments.

## THE FOLLOWING ASPECTS ARE VERY IMPORTANT (GRADE 1)

	CURRENTLY STUDENTS	GRADUATES (ALUMNI)	PROFESSORS, TEACHING STAFF	ADMINISTRATIVE STAFF	STAKEHOLDERS, PURSUE
<b>GOOD CAREER OPPORTUNITIES</b> after graduation, for graduates	92	87	86	89	79
A HIGH QUALITY of TRAINING	87	88	88	90	81
<b>HOHEN PRACTICAL RELEVANCE</b> in research and training	83	87	77	83	72
<b>RECOGNIZED</b> beyond Albania UNIVERSITY	87	83	70	85	74
<b>an INNOVATIVE</b> , future-oriented UNIVERSITY	81	80	82	87	74
a UNIVERSITY to which ALBANIA PROUD can BE	80	78	74	83	70
<b>EXCELLENCE</b> in RESEARCH and TEACHING	76	80	78	78	69
<b>CLEAR ORIENTATION</b> towards future professional fields	74	77	71	79	67
<b>makes IMPORTANT RESEARCH</b> and <b>DEVELOPMENT WORK</b>	71	74	74	78	65
modern university that is geared towards NEW TECHNICAL EQUIPMENT	75	71	71	72	70
Live SUSTAINABLE and FORWARD-LOOKING ACTION before	70	68	61	74	59
A GOOD REPUTATION and BROAD EXPERIENTIAL KNOWLEDGE	69	71	64	70	57
COOPERATION in research with leading COMPANIES	69	68	67	70	58
VERY GOOD NETWORKING with STAKEHOLDERS and the ECONOMY	65	64	58	64	53
HEIGHT RECOMMENDATION by GRADUATES	58	54	57	58	48
PROFESSORS ONLY: ADMINISTRATIVE SUPPORT in academic work					
STAKEHOLDERS ONLY: Study fields and competence areas correspond THE NEEDS					
a WIDE RANGE of different STUDY PROGRAMS	64	57	20	49	51
GOOD and FREQUENT Media COVERAGE , HIGH ACTIVITY	42	35	14	34	27
a VERY SIZE UNIVERSITY with many STUDENTS	30	25	20	35	32

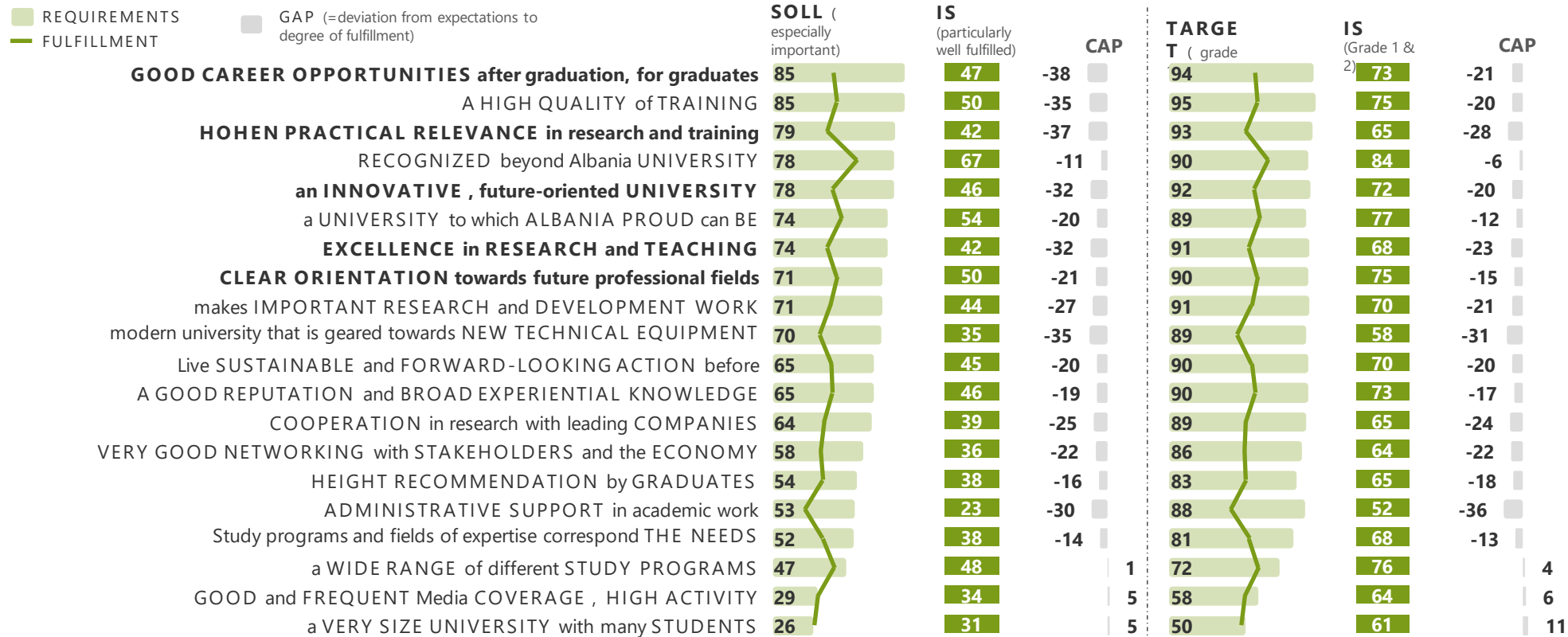
**Question:** What do you generally expect from a university in Albania, which aspects are important to you?



# SHOULD / IS PROFILE: Universiteti Bujqësor i Tiranës (UBT)

Total UBT participants, based on NOTE 1 (very important, absolutely fulfilled) and based on Note 1&2

**i Very cautious level of fulfillment, especially in the most important fields there is clear reluctance in the actual assessment / level of fulfillment.**



Question: How do you rate the Universiteti Bujqësor i Tiranës (UBT based on the following characteristics)?

# SHOULD / IS PROFILE: Universiteti Bujqësor i Tiranës (UBT)

VERY GOOD rating (grade 1) - differentiated by current and former students

**i Graduates in particular see large gaps, especially when it comes to the high level of practical relevance and the new technical equipment.**

REQUIREMENTS  
FULFILLMENT

GAP (=deviation from expectations to degree of fulfillment)

## CURRENTLY STUDENTS

## GRADUATES (ALUMNI)



Question: How do you rate the Universiteti Bujqësor i Tiranës (UBT based on the following characteristics)?



# SHOULD / IS PROFILE: Universiteti Bujqësor i Tiranës (UBT)

VERY GOOD rating (grade 1) - differentiated by current and former students

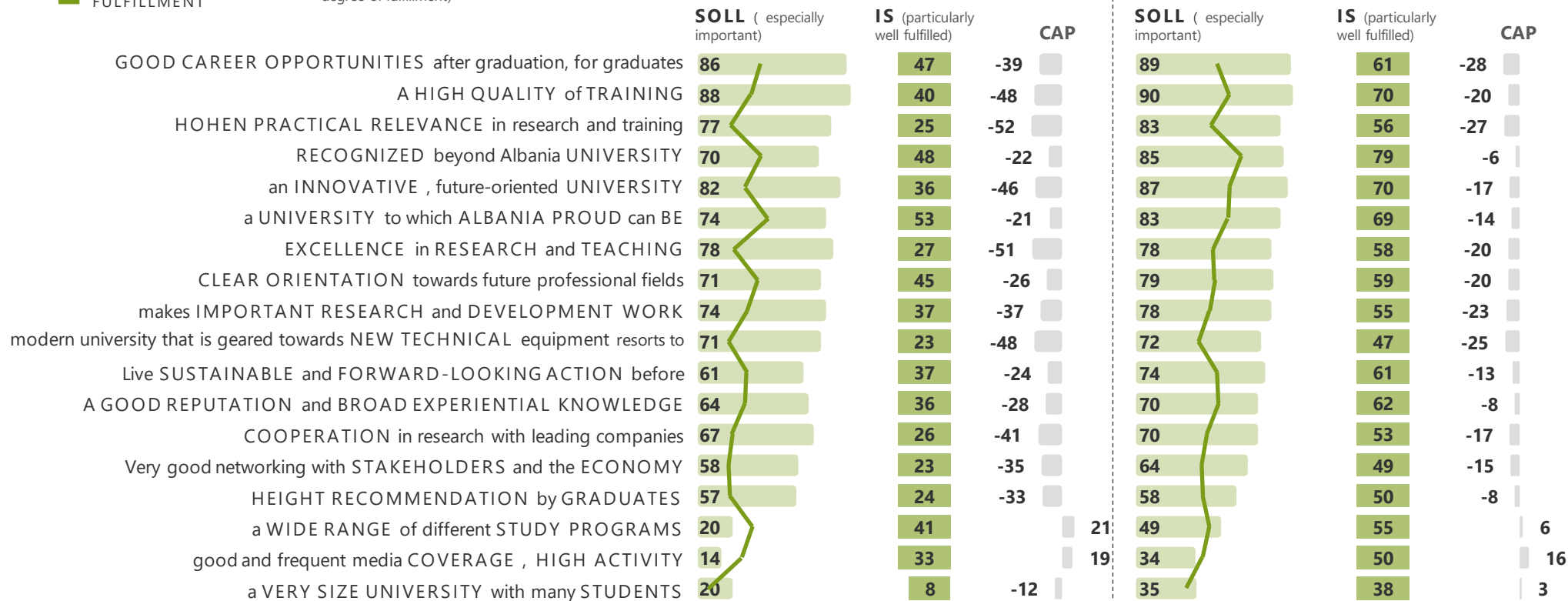
**i Professors express a lot of criticism, the biggest gaps are in the insufficient quality of the training, the practical relevance and research and development work.**

REQUIREMENTS  
FULFILLMENT

GAP (=deviation from expectations to degree of fulfillment)

## PROFESSORS; TEACHING STAFF

## ADMINISTRATIVE STAFF



Question: How do you rate the Universiteti Bujqësor i Tiranës (UBT based on the following characteristics)?





# SHOULD / IS PROFILE: Universiteti Bujqësor i Tiranës (UBT)

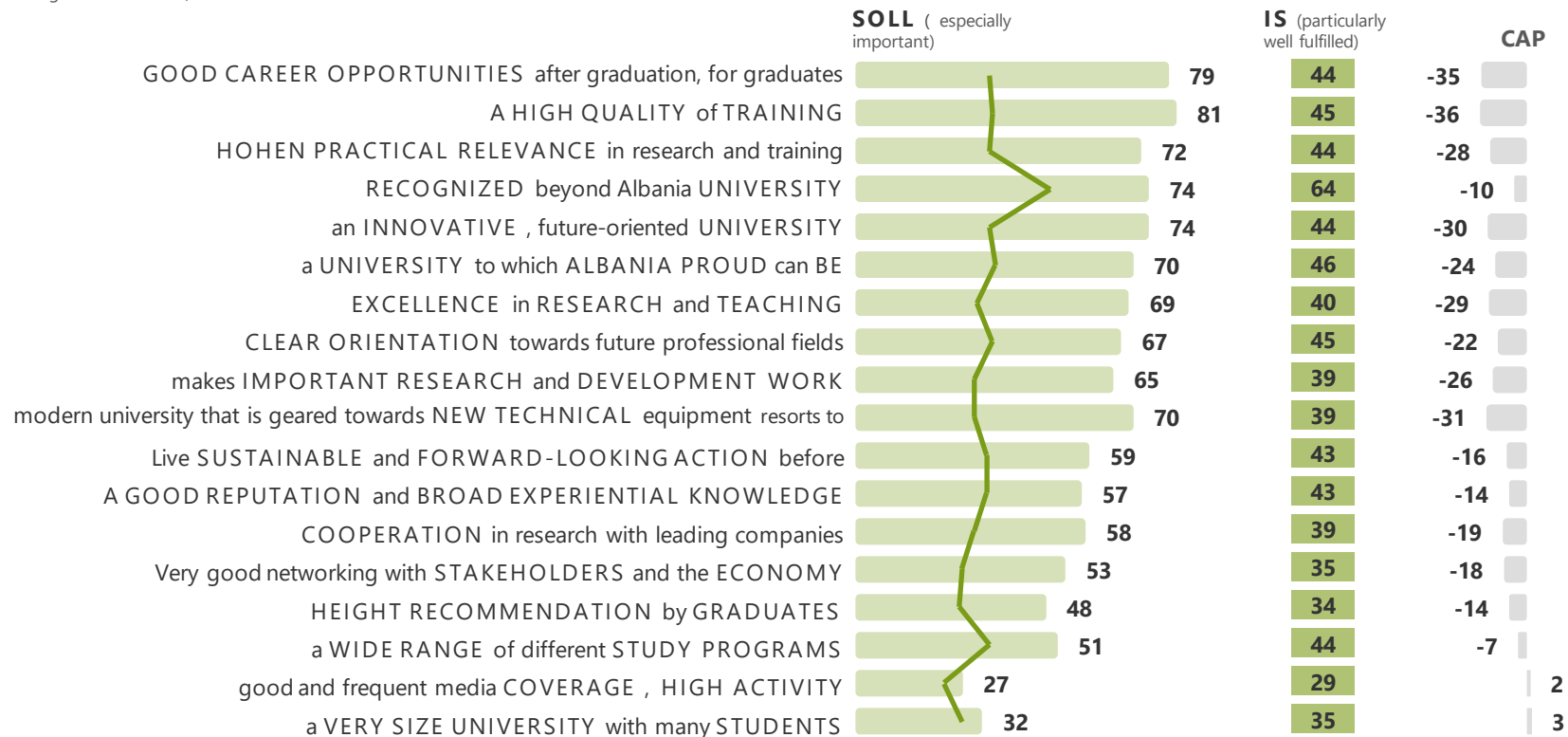
VERY GOOD rating (grade 1) - differentiated by stakeholders, companies

**i Companies also see significant potential for improvement in terms of the current level of compliance with the essential requirements.**

REQUIREMENTS  
FULFILLMENT

GAP (=deviation from expectations to degree of fulfillment)

## STAKEHOLDERS / COMPANIES



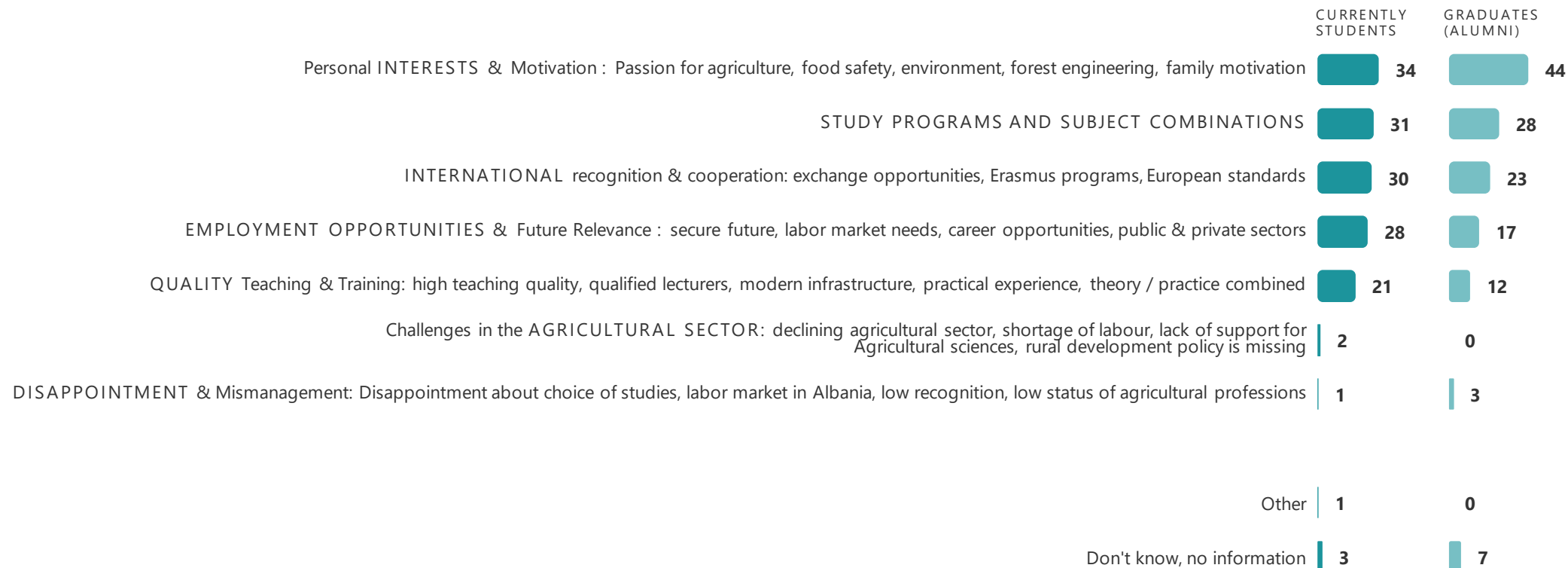
**Question:** How do you rate the Universiteti Bujqësor i Tiranës (UBT based on the following characteristics)?



# Reasons for choosing UBT

spontaneous responses, differentiated by students / alumni

**i The decision to study at UBT was made primarily because of the range of courses on offer. The aspect of internationality also plays a significant role for students and graduates.**



**Question:** STUDENTS/ALUMNI: Why did you choose the Agriculture University of Tirana (AUT) and this study program?  
STAKEHOLDER: Why do you think graduates choose the Agriculture University of Tirana (AUT)?  
PROFESSORS/ADMINIATRATION: In your opinion, why should students choose the Agriculture University of Tirana (AUT)?



# Reasons for choosing UBT

spontaneous responses, differentiated by professors, administration and stakeholders

**i Professors also see the resulting employment opportunities as a clear plus point of the UBT.**



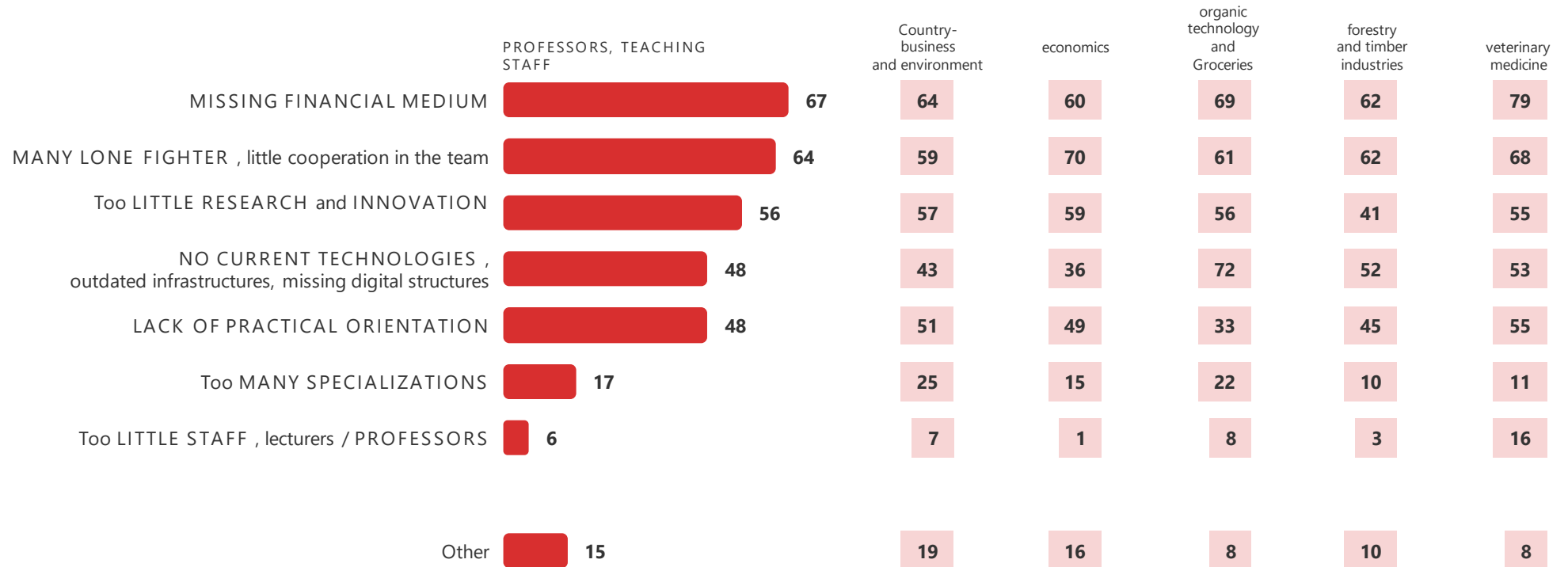
**Question:** STUDENTS/ALUMNI: Why did you choose the Agriculture University of Tirana (AUT) and this study program?  
STAKEHOLDER: Why do you think graduates choose the Agriculture University of Tirana (AUT)?  
PROFESSORS/ADMINIATRION: In your opinion, why should students choose the Agriculture University of Tirana (AUT)?



# Current limitations or weaknesses of the UBT

Basis: Professors, teaching staff

**i Professors also criticize a lack of financial resources, too little team spirit and cooperation, and too little research and innovation.**



**Question:** What do you think are the biggest limitations or weaknesses of the university?

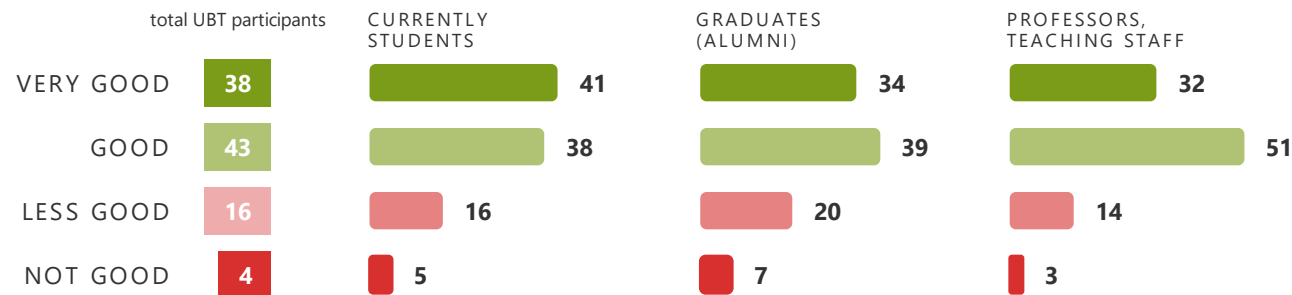


# Preparation for the labor market through UBT

total UBT participants

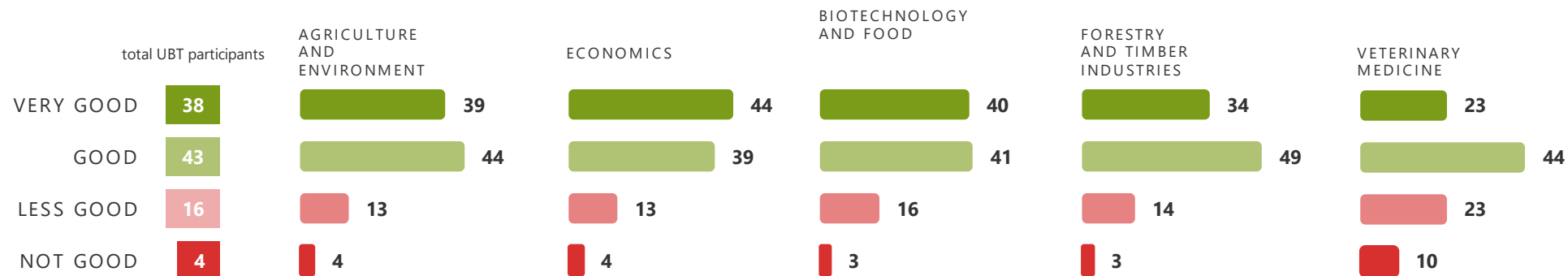
**i** The teaching staff are rather cautious in their assessment of the students' preparation for the job market, and the graduates take a similar view.

## THEY ARE OR WERE PREPARED FOR THE LABOUR MARKET



## THEY EVALUATE THE PERFORMANCE OF GRADUATES

STAKEHOLDERS, PURSUE



**Question:** How well do you think the university's courses and areas of expertise prepare you for the job market? How well would you say the university's courses and areas of expertise prepare you for the job market? How well do you think the university's courses and areas of expertise prepare students for the job market? How well do you rate the performance of the university 's graduates? Bujqësor i Tiranës (UBT) in the jobs they do?





# Missing areas of competence and fields of study

spontaneous responses, total UBT participants

**i On the one hand, the existing study programs should be focused on even more, and on the other hand, there is a lack of practice, innovation and digitalization.**

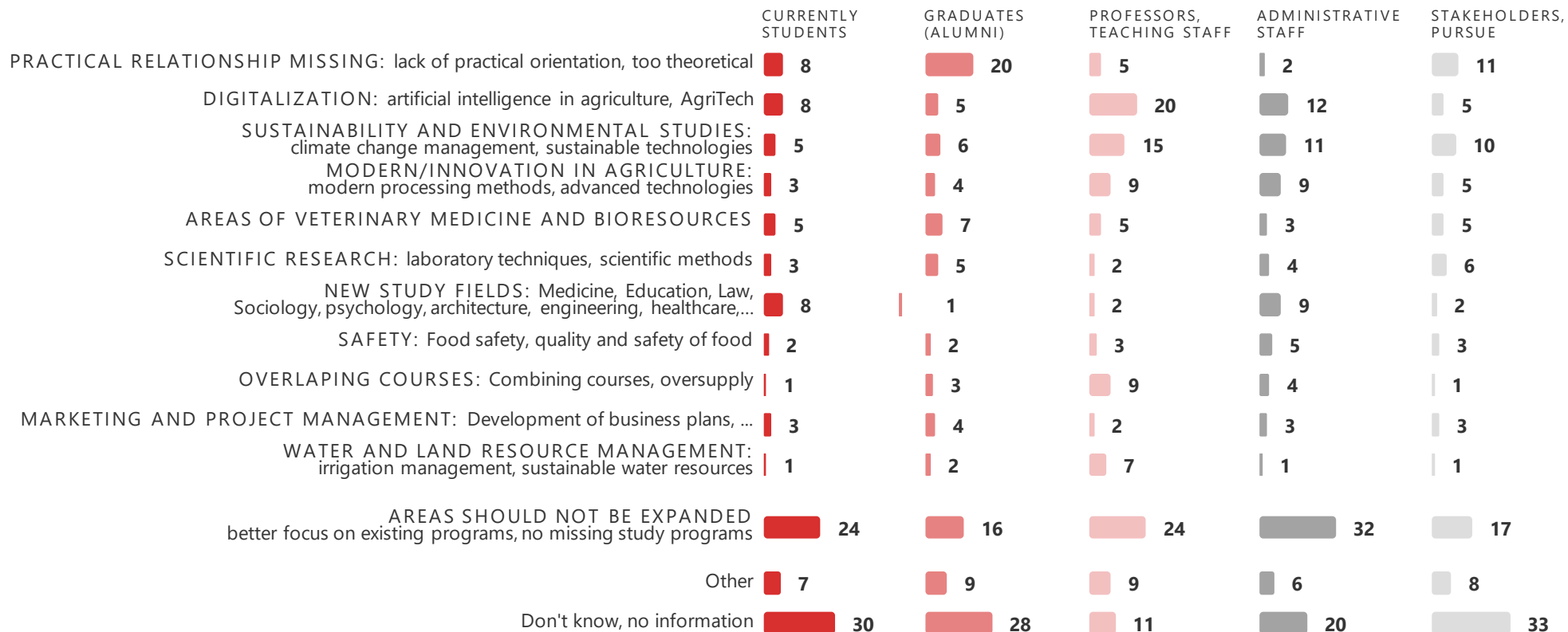


**Question:** which areas of competence and study programs are missing at the Universiteti Bujqësor i Tiranës (UBT) and should be added?

# Missing areas of competence and fields of study

spontaneous responses, differentiated according to the individual target groups

**i** Current students are finding it difficult to identify the skills they are missing, while professors see clear opportunities for improvement in a lack of digitalization, insufficient sustainability and in a continued focus on existing fields of study.



**Question:** In your opinion, which areas of competence and study programs are missing at the Universiteti Bujqësor i Tiranës (UBT) and should be added?

A grayscale photograph of a business meeting. Two people are shaking hands over a table. On the table are several documents, one of which features a bar chart. A hand is also visible holding a tablet computer. The background is blurred, showing other people in the room.

CHAPTER 4

## key areas of expertise and valuable additions



# Main topics that the UBT should stand for

spontaneous responses, total UBT participants

**i The UBT stands for agricultural sciences, animal sciences, environment and food.**



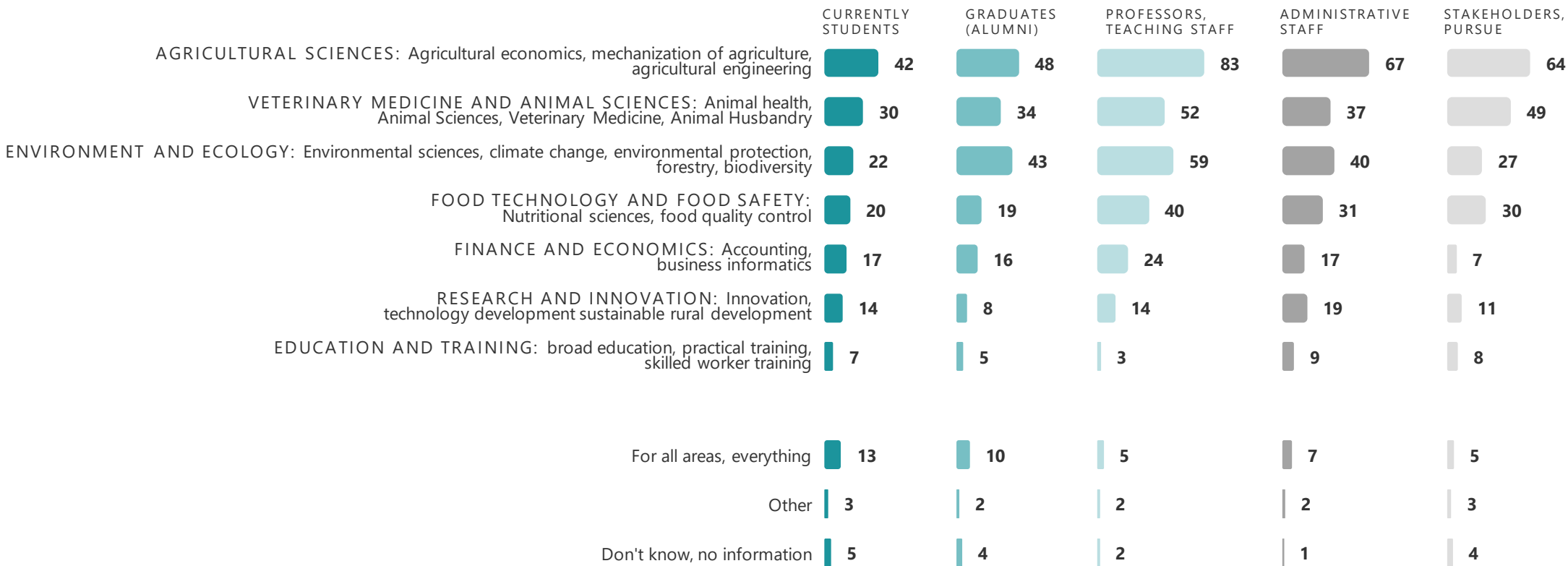
**Question:** In your opinion, which topics and competencies should the University of Buqësores i Tiranës (UBT) stand?



# Main topics that the UBT should stand for

spontaneous responses, differentiated according to the individual target groups

**i Students find it much more difficult than other target segments to define the competence of the UBT, while professors see the UBT as much more universal.**



**Question:** In your opinion, which topics and competencies should the University of Bujqësori i Tiranës (UBT) stand?





# Differences between UBT and other universities

spontaneous responses, total UBT participants

**i The distinguishing features from others can be seen on the one hand in the strong focus on agricultural sciences, but on the other hand also in the range of financial and economic sciences courses on offer.**



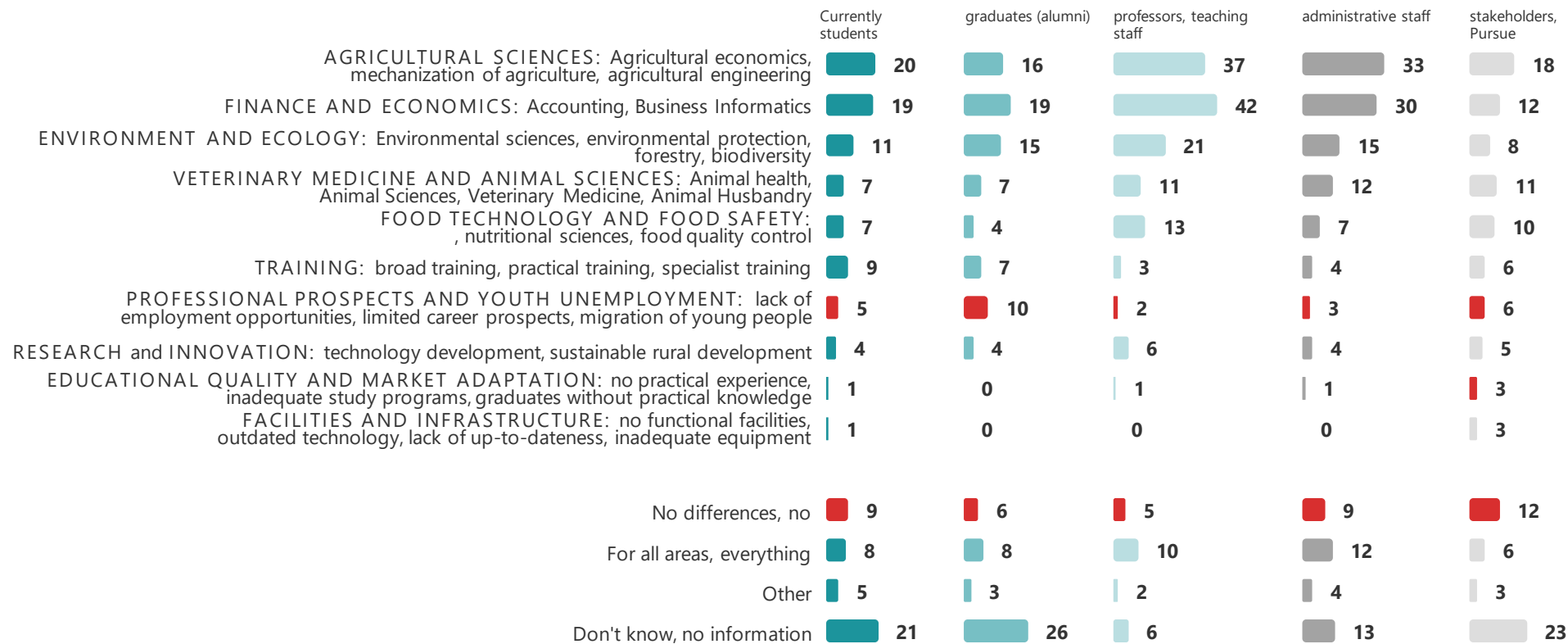
**Question:** In which subject areas and fields of expertise currently offered at the Universiteti Bujqësor i Tiranës (UBT) do you see little difference to other Albanian universities?



# Differences between UBT and other universities

spontaneous responses, differentiated according to the individual target groups

**While graduates and students see few differences, professors find significantly more distinguishing features. Stakeholders also find it much more difficult to find the UBT's special USP.**



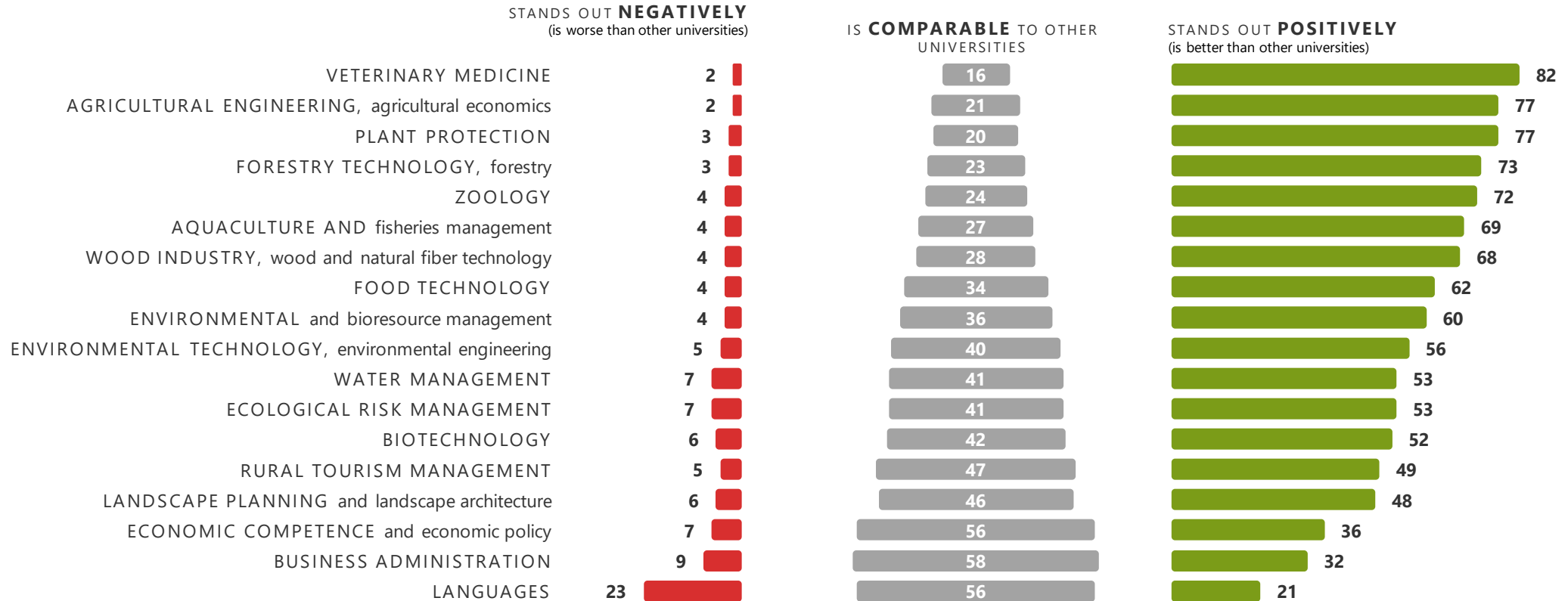
**Question:** In which subject areas and fields of expertise currently offered at the Universiteti Bujqësor i Tiranës (UBT) do you see little difference to other Albanian universities?



# UBT's key areas of expertise

total UBT participants

**i** The current focus of expertise is clearly in the areas of flora and fauna and the timber industry, rather than in the areas of economics and languages.



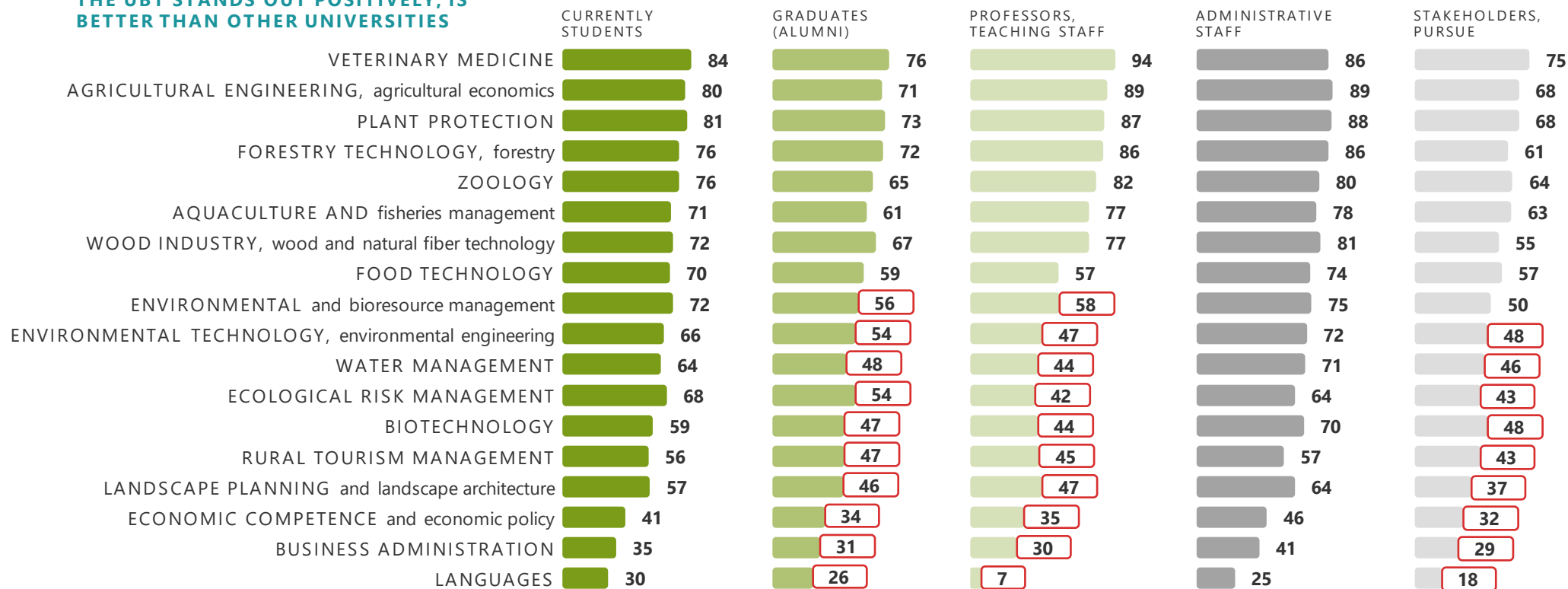
**Question:** In which of the following key topics does the University of Bujqësor i Tiranës (UBT) stand out from other universities in Albania?

# UBT's key areas of expertise: stands out POSITIVELY

The UBT stands out POSITIVELY; differentiated according to the target segments

**i** The professors are again more critical; together with the companies and the alumni, they see significantly fewer areas in which the university stands out positively from other universities.

## THE UBT STANDS OUT POSITIVELY, IS BETTER THAN OTHER UNIVERSITIES

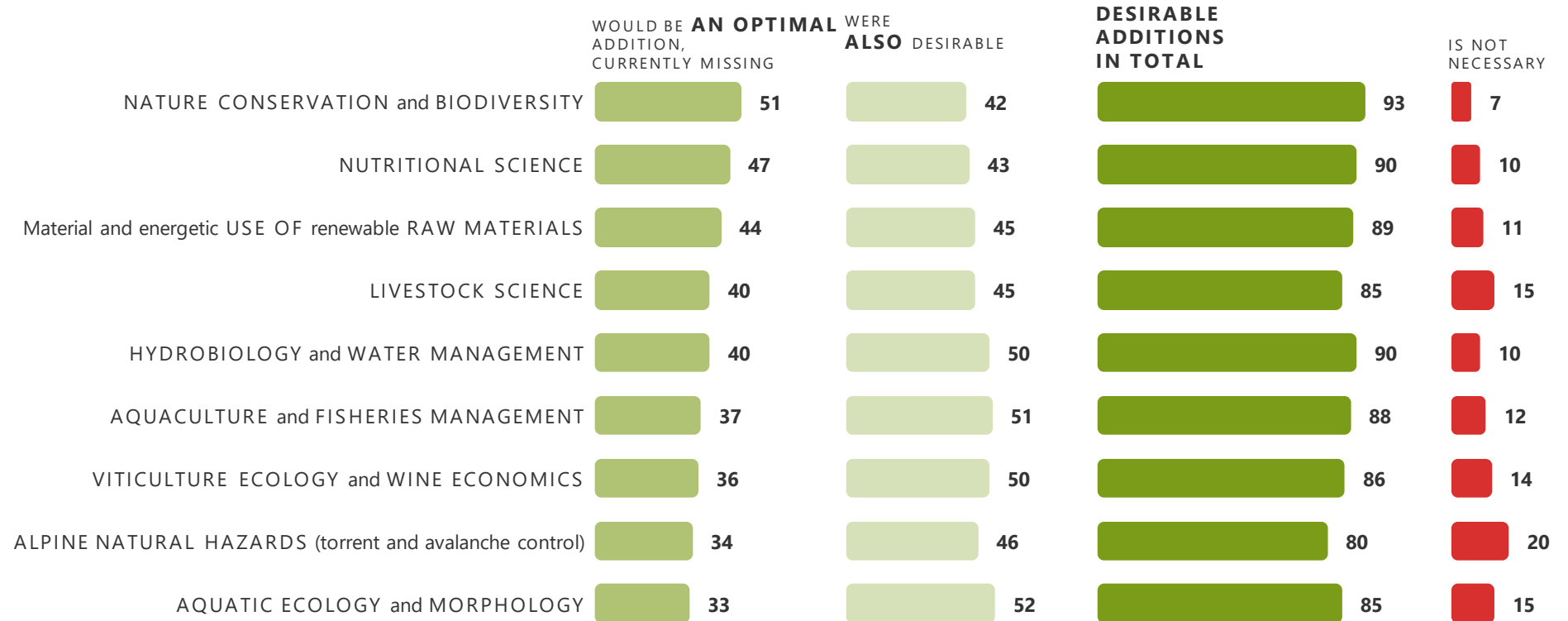


**Question:** In which of the following key topics does the University of Bujqësor i Tiranës (UBT) stands out from other universities in Albania?

# Possible additions to the current range of courses

total UBT participants

**i Additions would be wide-ranging, in the direction of nature conservation and resource conservation, in the direction of water management and nutritional sciences.**



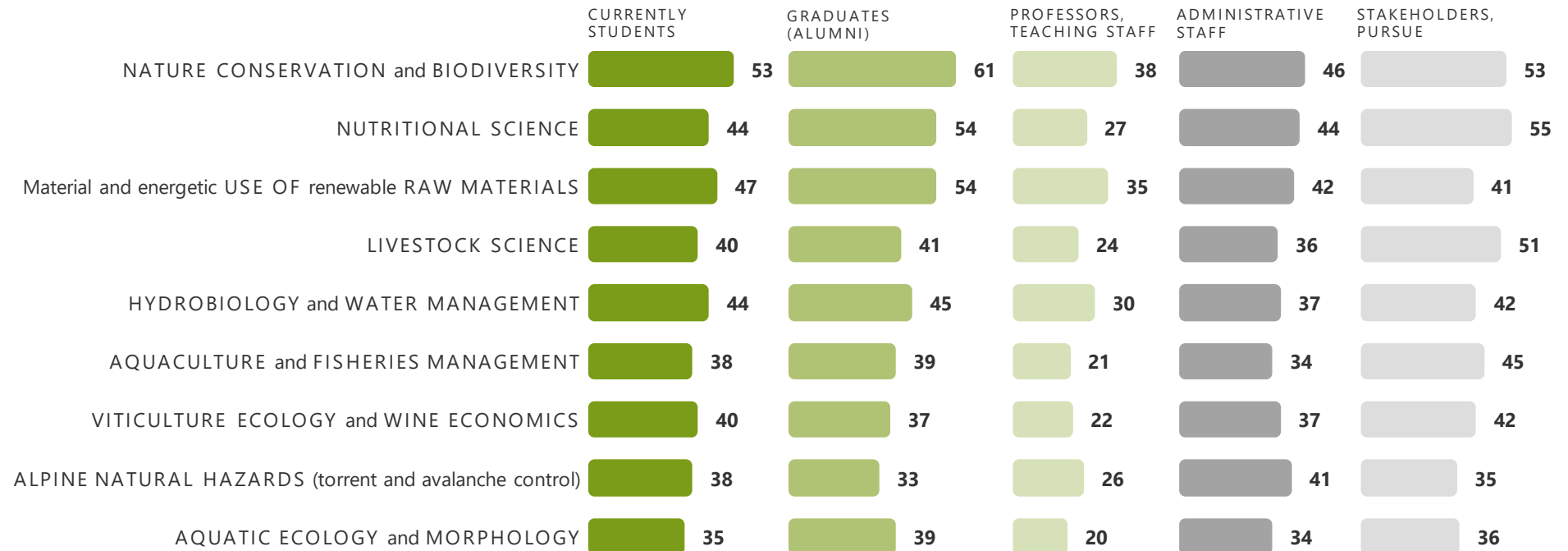
**Question:** Below you will find a list of possible additions. Which do you find suitable and complementary to the current range of courses?

# Possible additions to the current range of courses

OPTIMAL addition, currently missing, differentiated according to the target segments

**i** Professors see the least need for possible additions; they would not broaden the range, but would focus more on the existing offering and strengthen it.

## THE FOLLOWING ADDITION WOULD BE OPTIMAL, IS CURRENTLY MISSING



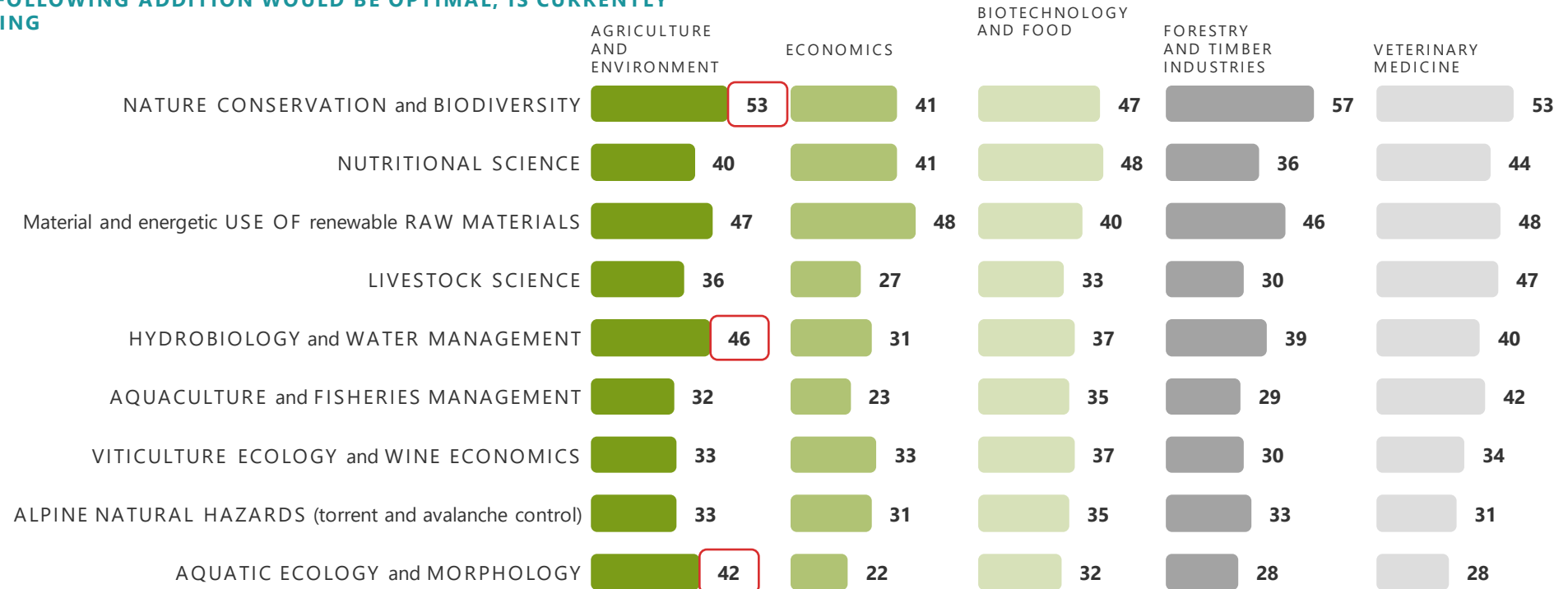
**Question:** Below you will find a list of possible additions. Which do you find suitable and complementary to the current range of courses?

# Possible additions to the current range of courses

OPTIMAL addition, currently missing, differentiated according to the field of study

**i** People from the fields of agriculture and environment recognize the subject of aquatic ecology and water management as an essential addition.

## THE FOLLOWING ADDITION WOULD BE OPTIMAL, IS CURRENTLY MISSING



**Question:** Below you will find a list of possible additions. Which do you find suitable and complementary to the current range of courses?

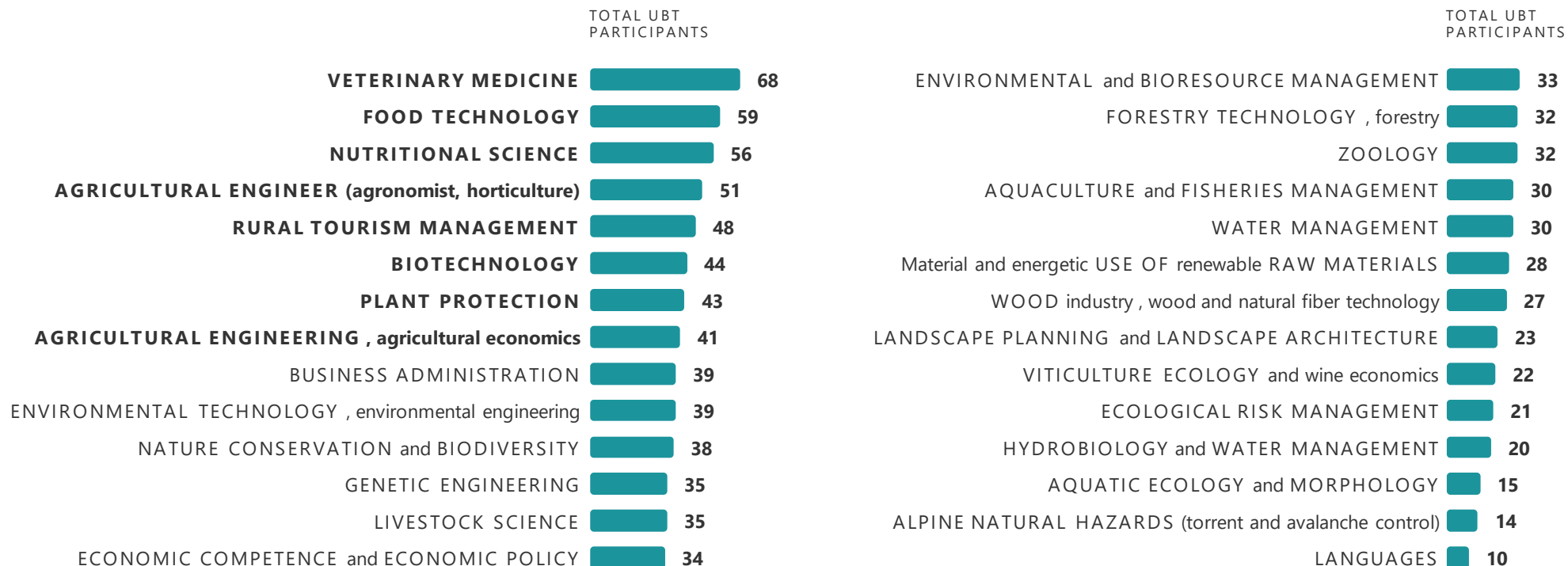




# Future need for jobs and specializations in Albania

total UBT participants

**i** If we analyze the future need for jobs on a broad basis again, we believe that the greatest need will be in the field of **veterinary medicine, food technology and nutritional sciences**, followed by **agricultural engineering/technology**, and **rural tourism management**.



**Question:** In which areas do you think there will be more demand for jobs/specializations in Albania in the future?

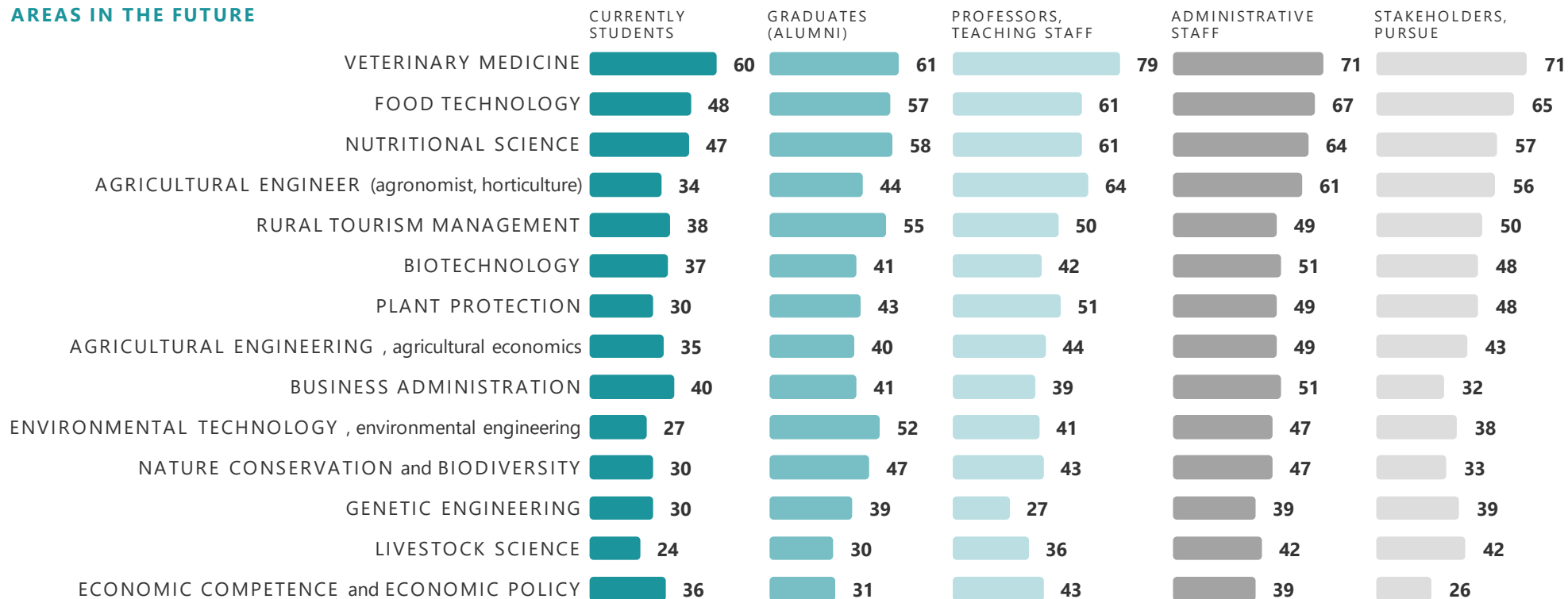


# Future need for jobs or specializations in Albania/I

The strongest areas, differentiated by target segments

**i** Students also think a little more about business studies, but the majority focus on veterinary medicine, food technology and nutritional science.

## BE EVEN MORE DEMAND IN THE FOLLOWING AREAS IN THE FUTURE



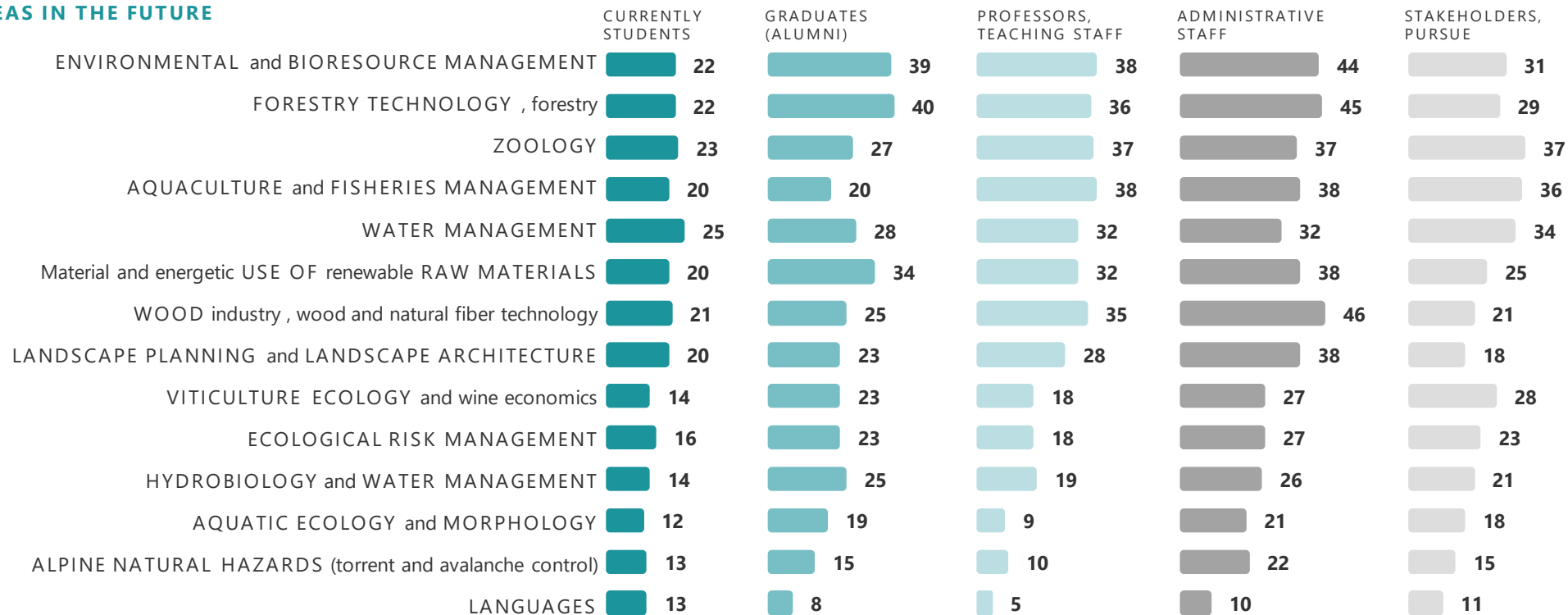
**Question:** In which areas do you think there will be more demand for jobs/specializations in Albania in the future?

# Future need for jobs and specializations in Albania/II

Other areas, differentiated according to the target segments

**i The language topic is perceived as less exciting**

## BE EVEN MORE DEMAND IN THE FOLLOWING AREAS IN THE FUTURE



**Question:** In which areas do you think there will be more demand for jobs/specializations in Albania in the future?

A grayscale photograph of a business meeting. Two people are shaking hands over a table. On the table, there are papers with charts and a tablet being held by one of the participants. The background is blurred, showing other people in the room.

CHAPTER 5

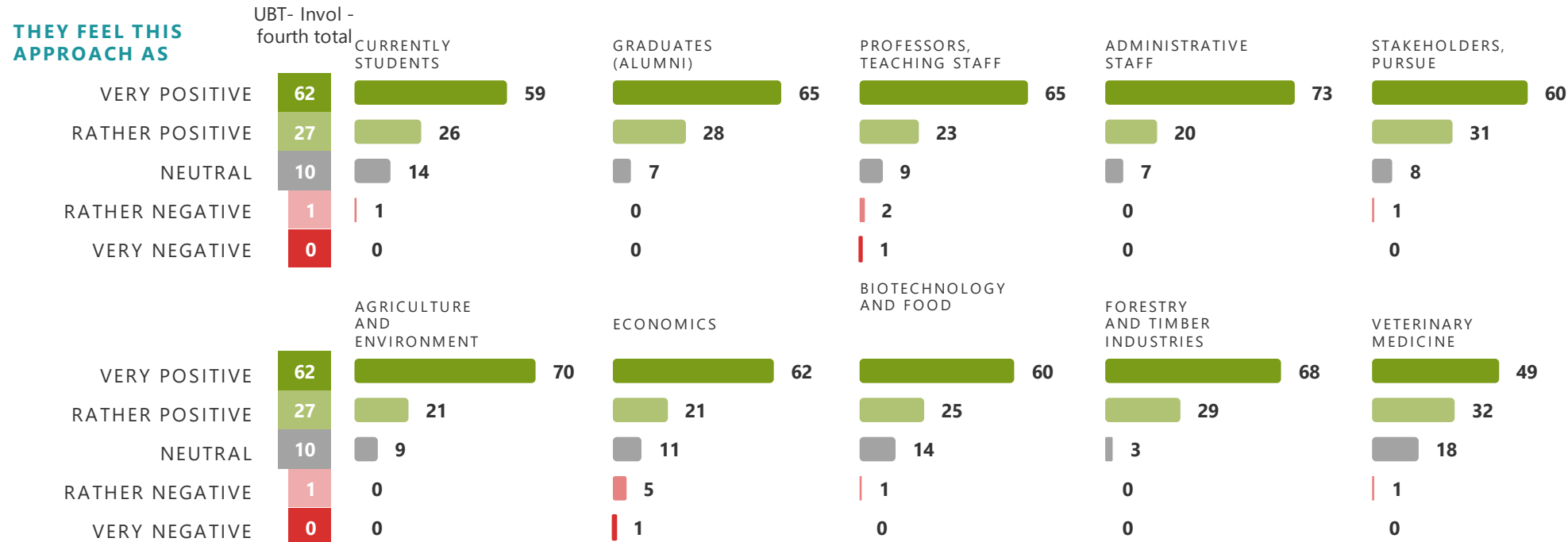
# Access to a transdisciplinary Education

# Strengthening the transdisciplinary approach

total UBT participants

**i** Sharpening the focus by “strengthening the transdisciplinary approach” is perceived as extremely positive by all target segments.

The Universiteti Bujqësor i Tiranës (UBT) wants to sharpen the current teaching and research profile by strengthening the transdisciplinary approach, i.e. the linking of natural sciences, engineering, economics and social sciences. This is intended to improve the problem-solving skills in research and teaching, the practical relevance and the job prospects of graduates.



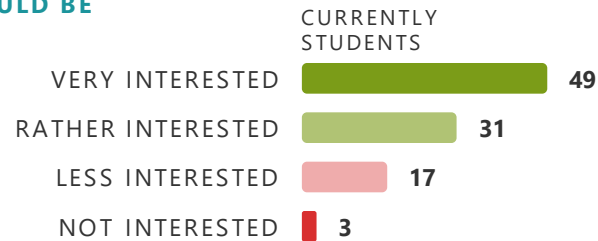
**Question:** The Universiteti Bujqësor i Tiranës (UBT) wants to sharpen the current teaching and research profile by strengthening the transdisciplinary approach, i.e. the linking of natural sciences, engineering, economics and social sciences. This is intended to improve the problem-solving skills in research and teaching, the practical relevance and the job prospects of graduates.

# Importance of Transdisciplinary Education

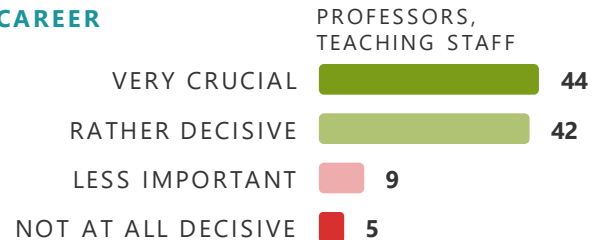
Added value for personal competence, company and professional success - according to target groups

**i It is also seen as an important approach to a successful career.**

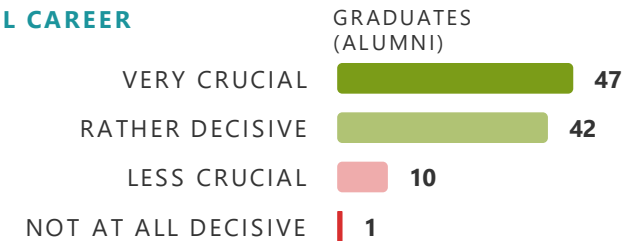
## A TRANSDISCIPLINARY TRAINING WOULD BE



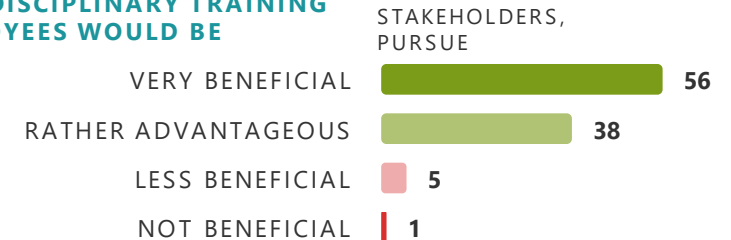
## A TRANSDISCIPLINARY EDUCATION IS ESSENTIAL FOR A SUCCESSFUL CAREER



## A TRANSDISCIPLINARY EDUCATION IS ESSENTIAL FOR A SUCCESSFUL CAREER



## A TRANSDISCIPLINARY TRAINING OF EMPLOYEES WOULD BE

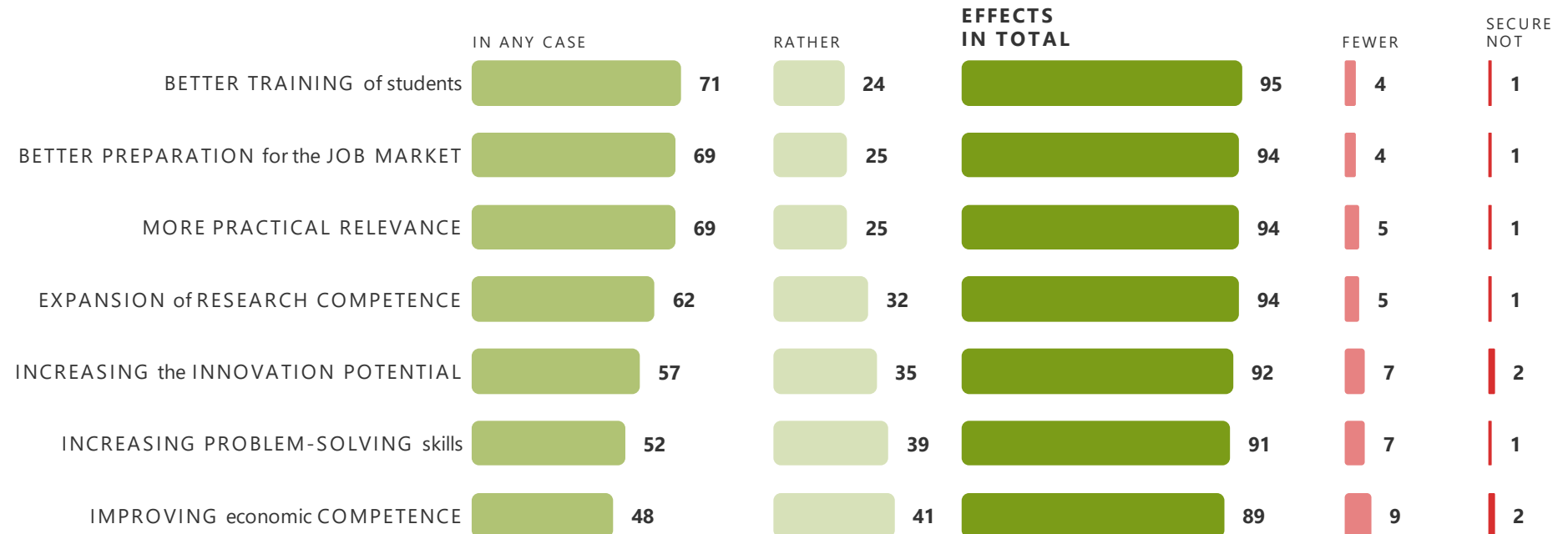


**Question:** Would you personally be interested in a transdisciplinary education that combines the three areas of natural sciences, engineering, and economics and social sciences in order to gain even more problem-solving skills in research, teaching and practice? Would you say that this would be an advantage for you in your current training - Would it be an advantage for you or your company if your employees and thus potential university graduates brought with them an even broader spectrum of knowledge through the linking of natural sciences, engineering, and economics and social sciences? Do you consider linking these three areas (natural sciences, engineering, and economics and social sciences) in training to be crucial for a successful career? Do you consider linking these three areas (natural sciences, engineering, and economics and social sciences) in training to be crucial for the professional success of graduates?

# Impact of the transdisciplinary approach

**i** The result is better preparation for the job market, more practical relevance and greater research competence and thus innovation.

## THIS SHARPENING WOULD RESULT IN THE FOLLOWING



**Question:** university in your opinion? Bujqësori Tiranës (UBT)?



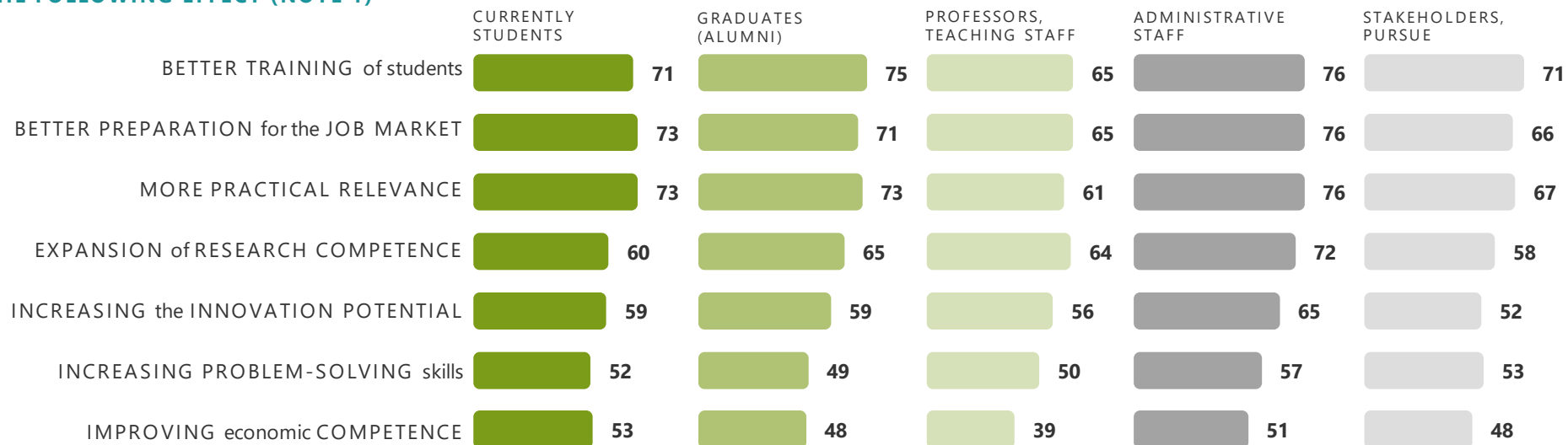


# Impact of the transdisciplinary approach

Impact in any case (grade 1); differentiated by target groups

**i** Here, too, all target groups are in agreement about the effects.

**THIS SHARPENING WOULD DEFINITELY  
HAVE THE FOLLOWING EFFECT (NOTE 1)**



**Question:** university in your opinion? Bujqësor i Tiranës (UBT)?



# Changes to the current direction of the UBT

spontaneous responses, total UBT participants

**i Currently, there is a lot more focus on practical work, gathering practical experience together with companies and promoting innovation.**



**Question:** Regardless of these considerations: What would you specifically change about the current direction of the Universiteti Bujqësor i Tiranës (UBT)?

# Changes to the current direction

spontaneous responses, differentiated according to the target segments

**i In particular, graduates see the need for more practical relevance, while professors are thinking about more scientific research and innovation.**



**Question:** Regardless of these considerations: What would you specifically change about the current direction of the Universiteti Bujqësor i Tiranës (UBT)?

# Management Summary

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- There is a clear need for action in Albania in the quality of education and training, particularly in terms of retaining skilled workers in the country and counteracting emigration.
- When it comes to important professional fields, food and nutrition, water supply and veterinary medicine are seen as important professions. In addition, the topic of environmental and climate change is currently seen as being treated somewhat stepmotherly.
- The expectations of a university are very high, with the clear focus on good career opportunities, high practical relevance, innovation and excellence in research and teaching, and a high level of recognition for the university. However, the level of fulfillment still leaves something to be desired: the gap between target and actual is particularly evident in the perception of professors (practical relevance, excellence in research, high quality and the latest technology) and stakeholders (innovation, technical equipment, good career opportunities and quality).
- Professors subsequently also point to a lack of financial resources, too little cooperation, and too little innovation, practice and modern technologies. Professors in particular are somewhat cautious about whether the UBT prepares students well for the job market. There is a lack of practice, modernity and digitalization.





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- Currently, the UBT stands for agricultural sciences, veterinary sciences and for the environment and ecology. The subject of food only comes in fourth place. Differentiating from other universities is not easy. In terms of study, the agricultural focus is seen as a USP on the one hand, but also in the combination with economics on the other. This picture is supplemented by competence in the field of veterinary medicine, the environment and the food technology.
- With the template, veterinary medicine, forestry and agricultural technology, plant protection and aquaculture emerge as the fields of study with a particular focus on skills. People from agricultural courses also see water management and water ecology as essential additions. However, the focus of skills among professors and stakeholders is much more reserved than among students. There are also many additions, but there is already a clear trend to sharpen the existing fields of study and work with more practice and research.
- A transdisciplinary approach is clearly perceived as very positive, i.e. a linking and sharpening of the current fields of study, and people simply expect more opportunities for a career or more opportunities on the job market. The result is also better preparation for the job market, more practical relevance and greater research competence, and thus more innovation.



# Ihre Ansprechpartnerin



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