

<b>Name of the program</b>	<b>Business Administration (Georgian Language)</b>
<b>Level</b>	Bachelor
<b>Description</b>	<p>Program learning courses, considering content, learning and teaching methods and credit load ensure achievement of learning outcomes. Consistent and comprehensive implementation of the objectives of the Bachelor educational program provides achievement of the learning outcomes in accordance with the new qualification framework, which is equivalent to the level of competence of the first level of Higher Education (level six).</p> <p>The program learning outcomes consider not only collection of basic theoretical knowledge, but elaboration of practical skills and important ethic values and dependence.</p> <p>Graduates of the program are provided with competitiveness on the next step of educational level and labor market challenges.</p> <p>After completions of the educational program, future perspective of the graduates considers: continuation of studies in MA/MBA programs and/or start their own business.</p>
<b>Number of credits</b>	240
<b>Program Goals</b>	<ul style="list-style-type: none"> <li>• The program aims to educate professionals, with a broad range of theoretical and practical skills of analyzing processes in various business and economic environment, and with the ability to deliver this knowledge into practical work, through the achievement the level expected for bachelor.</li> <li>• BA program enables students to develop skills necessary for any managerial level and prepare them to effectively fulfill appropriate functions in Management, Economics, Finances, Marketing and Accounting at local and international companies.</li> <li>• BA program enables students to acquire practical skills necessary for entrepreneurship.</li> <li>• BA program strives to be in accordance with the educational programs in Business Administration in international universities, in order to educate professionals that will be competitive both in domestic and in international markets.</li> </ul>

**Program learning Outcomes are the following**

- I. Students describe the fundamental concepts of economics, finance, accounting, marketing and management; they Explain and use correlation between them.
- II. Students use information technologies to support business processes and make decisions.
- III. Students define theories and practices of business ethics and social responsibility.
- IV. Students use research (quantitative and qualitative) skills to analyze, discover and solve business problems.
- V. Students understand globalization and appreciate cultural diversity.
- VI. Students analyze the challenges of starting their own business; They distinguish between types of business strategies and discuss their planning, implementation and evaluation processes.
- VII. Students develop the project and prove its feasibility by quantitative and / or qualitative research with communication of its results.
- VIII. Students work effectively with other people by understanding their skills, interpersonal and group interactions, cultural differences and own unique background, thus, create synergy effect in working process.
- IX. Students can organize and establish their own organization, develop business ideas, and put together a business plan.
- X. Students produce clearly written analysis and deliver well organized, reasoned and persuasive oral presentations.

## Program Structure

	Course	ECTS	Total hours	prerequisite	Students' workload						Credits allocation through semester							
					Lecture	Work in groups, practical or laboratory work	Midterm exam	Final exam	Total contact hours	Independent work	I	II	III	IV	V	VI	VII	VIII
											I	II	III	IV	V	VI	VII	VIII
<b>Compulsory courses</b>		<b>132</b>	<b>Number of compulsory credits to be earned in the relevant semester</b>								<b>18</b>	<b>18</b>	<b>15</b>	<b>20</b>	<b>24</b>	<b>10</b>	<b>16</b>	<b>10</b>
1.	Introduction to business	6	150	-	15	30	2	3	50	100	6							
2.	Principles of microeconomics	6	150	-	15	30	2	3	50	100	6							
3.	Calculus 1	6	150	-	15	30	2	3	50	100	6							
4.	Principles of management	6	150	-	15	30	2	3	50	100		6						
5.	Principles of macroeconomics	6	150	Principles of microeconomics	15	30	2	3	50	100		6						
6.	Calculus 2	6	150	Calculus 1	15	30	2	3	50	100		6						

7.	Applied statistics	6	150	Modern office programs; calculus 2	15	30	2	3	50	100			6					
8.	Principles of marketing	5	125	-	15	30	2	3	50	100			5					
9.	Introduction to finance	5	125	-	15	30	1	2	48	77			5					
10.	Research methods in Business	5	125	Applied statistics	15	30	2	3	50	75				5				
11.	Financial accounting 1	5	125	-	15	30	2	3	50	75				5				
12.	Principles of Human Resource Management	5	125	Principles of management	15	30	2	3	50	75				5				
13.	Business legal environment	5	125	Introduction to business	15	30	1	2	48	77				5				
14.	Financial Management	5	125	Introduction to finance	15	30	2	3	50	75					5			
15.	Product development strategies	5	125	Principles of marketing	15	30	2	3	50	75					5			
16.	Leadership	5	125	-	15	30	2	3	50	75					5			
17.	Business ethics	4	100	Introduction to business	15	15	2	3	35	65					4			
18.	International Business	5	125	Introduction to business	15	30	2	3	50	75					5			
19.	Entrepreneurship	5	125	Introduction to business	15	30	1	2	48	77						5		

20.	Principles of risk management	5	125	Principles of management; Applied statistics.	15	30	2	3	50	75							5		
21.	Project management	6	150	Principles of management	15	30	2	3	50	75								6	
22.	Strategic Management	6	150	Principles of management	15	30	2	3	50	100							6		
	Strategic Management			Principles of Management; Field English for Business															
23.	Business plan development	5	125	Introduction to business, Principles of marketing, Principles of management	15	30	2	3	50	100								5	
24.	Practice in business administration (business plan development)	5	125	Strategic Management; Business plan development; Financial Management	<b>The student chooses an internship from the internship facilities offered by the University of their choice</b>													5	
25.	Bachelor thesis in business administration	5	125	Research methods in business	<b>The student completes the bachelor's thesis according to the "Bachelor's Thesis Instruction"</b>													5	
<b>Elective courses</b>		17	<b>Number of credits to be earned in the relevant semester</b>								I	II	III	IV	V	VI	VII	VIII	
											-	-	3	-	-	4	-	10	

1.	Effective presentation skills	<b>3</b>	<b>75</b>	-	15	15	2	3	35	40							
2.	Business Communications	<b>4</b>	<b>100</b>	-	15	15	2	3	35	65							
3.	Creative thinking in business	<b>4</b>	<b>100</b>	-	15	15	2	3	35	65							
4.	Basics of Operations Management	<b>5</b>	<b>125</b>	Principles of management	15	30	2	3	50	75							
5.	Excel for Business	<b>5</b>	<b>125</b>	Modern office programs;	15	30	2	3	50	75							
6.	Small and middle enterprise management	<b>5</b>	<b>125</b>	Principles of management	15	30	2	3	50	75							
7.	International Management	<b>5</b>	<b>125</b>	Principles of management	15	30	2	3	50	75							
8.	Organization Behavior	<b>5</b>	<b>125</b>	Principles of human resource management	15	30	2	3	50	75							
9.	Quality management in service sector	<b>5</b>	<b>125</b>	Principles of management	15	30	2	3	50	75							
10.	Labor market and employment policy	<b>3</b>	<b>75</b>	Introduction to business; Principles of management	15	15	2	3	35	40							
11.	Event management	<b>3</b>	<b>75</b>	-	15	15	2	3	35	40							
12.	E-commerce			Introduction to business.	15	15	2	3	35	65							

		<b>4</b>	<b>100</b>														
13.	Customer Relationship Management	<b>4</b>	<b>100</b>	Principles of marketing	15	15	2	3	35	65							
14.	Agrobusiness Management	<b>4</b>	<b>100</b>	Principles of management	15	15	2	3	35	65							
15.	Internet marketing	<b>4</b>	<b>100</b>	Principles of marketing	15	15	2	3	35	65							
16.	Time management	<b>4</b>	<b>100</b>	-	15	15	2	3	35	65							
17.	Fundamentals of Management of Non-Governmental Organizations	<b>4</b>	<b>100</b>	Principles of management	15	15	2	3	35	65							
18.	Retail and merchandising	<b>4</b>	<b>100</b>	Principles of marketing	15	30	2	3	50	50							
19.	Communication Management in the Public Sector	<b>4</b>	<b>100</b>	Principles of management	15	15	2	3	35	65							
20.	Sales management	<b>4</b>	<b>100</b>	Principles of management; Principles of marketing	15	15	2	3	35	65							
21.	Customer behavior	<b>4</b>	<b>100</b>	Principles of marketing	15	15	2	3	35	65							
22.	Export management	<b>5</b>	<b>125</b>	International management	15	30	2	3	50	75							
23.	Branding	<b>5</b>	<b>125</b>	Principles of marketing	15	30	2	3	50	75							

24.	Logistics	5	125	Principles of operations management	15	30	2	3	50	75							
25.	Couching	5	125	-	15	30	2	3	50	75							
26.	Banking service management	5	125	Principles of management. Introduction to finance.	15	30	2	3	50	75							
27.	Procurement Management in Business	5	125	Principles of management	15	30	2	3	50	75							
28.	Change management	5	125	Principles of management	15	30	2	3	50	75							
29.	Financial accounting 2	6	150	Financial accounting 1	15	30	2	3	50	100							
30.	Management Accounting	6	150	Financial accounting 2	15	30	2	3	50	100							
31.	Georgian tax system and peculiarities of taxation	5	125	Financial accounting 1	15	30	1	2	48	77							
32.	Accountant in Business	5	125	-	15	30	2	3	50	75							
33.	Basics of insurance	5	125	Introduction to finance	15	30	2	3	50	75							
34.	Public Procurement Administration	5	125	Introduction to finance	15	30	2	3	50	75							
35.	Fundamentals of Corporate Governance	6	150	Principles of management	15	30	2	3	50	100							



36.	Corporate Sales Management	4	100	Principles of marketing	15	15	2	3	35	65								
37.	Fundamentals of Public Management	5	125	Principles of management	15	30	2	3	50	75								
38.	Knowledge management	5	125	Organization behavior	15	30	2	3	50	75								
39.	Innovation Management	5	125	Principles of management	15	30	2	3	50	75								
40.	Marketing research	5	125	Principles of marketing	15	30	2	3	50	75								
41.	Information Technology in Management	5	125	Modern office programs; Basics of Operations Management	15	30	2	3	50	75								
42.	Technology and innovation management	5	125	Modern office programs; principles of management; Business English.	15	30	2	3	50	75								
43.	Modern challenges to international management	5	125	Principles of management; business English	15	30	2	3	50	75								

44.	Research methods in business (advanced course)	6	150	Principles of management; Applied statistics; Business English.	15	30	2	3	50	100								
45.	Labor Safety (2022)	2	50	-	15	15	2	3	35	15								
46.	Taxes and Taxation (2022)	5	125	-	15	30	2	3	50	75								
<b>Free credits</b>																		
	<b>University compulsory courses</b>	<b>12</b>	<b>Number of credits to be earned in the relevant semester</b>								<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>	<b>VI</b>	<b>VII</b>	<b>VIII</b>
											12	12	6	6	6			
	Academic writing	6	150	-	15	30	2	3	50	100	6							
	Modern office programs	6	150	-	15	30	2	3	50	100		6						
	<b>Compulsory/elective courses</b>	<b>30</b>	<b>Compulsory language credits in the relevant semester</b>								<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>			
	Foreign language B1/1	6	150	-	-	45	2	3	50	100	6							
	Foreign language B1/2	6	150	B1/1	-	45	2	3	50	100		6						
	Foreign language B2/1	6	150	B1/2	-	45	2	3	50	100			6					

