



Georgian National University SEU

Undergraduate educational program

BUSINESS ADMINISTRATION

2020

TABLE OF CONTENT

General information	Error! Bookmark not defined.
Program description	Error! Bookmark not defined.
Program goals	Error! Bookmark not defined.
Program learning outcomes	Error! Bookmark not defined.
Compliance maps	Error! Bookmark not defined.
Compliance with program goals and program learning outcomes.....	Error! Bookmark not defined.
Curriculum map.....	Error! Bookmark not defined.
Program structure	Error! Bookmark not defined.
Learning process	Error! Bookmark not defined.
General description	Error! Bookmark not defined.
Program prerequisites.....	Error! Bookmark not defined.
Teaching-learning methods	Error! Bookmark not defined.
Assessment system.....	Error! Bookmark not defined.
Assessment components.....	Error! Bookmark not defined.
Ability continue learning	Error! Bookmark not defined.
Program employment field	Error! Bookmark not defined.
Program partners	Error! Bookmark not defined.
PARTNER ECONOMIC AGENTS	Error! Bookmark not defined.

INTERNATIONAL PARTNERS	Error! Bookmark not defined.
Program internationalization	Error! Bookmark not defined.
International exchange programs	Error! Bookmark not defined.
Program resources	Error! Bookmark not defined.
Material resources.....	Error! Bookmark not defined.
Program academic and invited staff.....	Error! Bookmark not defined.
PRACTICAL RESOURCES.....	Error! Bookmark not defined.
Curriculum	Error! Bookmark not defined.

GENERAL INFORMATION

Higher education level: Bachelor

Degree: Bachelor of Business Administration

Program language: English

Program duration: 4 academic years

8 semesters

Program credits: 240 ECTS /6000 astronomic hours/

Head of the program: Associate Professor Rusudan Beriashvili

PROGRAM DESCRIPTION

Business Administration educational program actuality is due to the positive effect of increasing amount of production and services on the country's gross domestic product (GDP). This issue is especially important for the Georgian economy, that is why new and innovative business ideas are encouraged in the business environment. In addition, they are also effectively funded by the state through various programs. There is also a growing demand for specialists who have the skills to analyze business, forecast situations and market research.

Program mission is to:

Create an entrepreneur who possesses all the skills needed to realize a business idea in a real environment. Also, educate graduates will be able to contribute to the development of an existing business in the market and make a successful business decision based on evidence.

Practice oriented courses and projects give student possibility to develop interpersonal communications, professional discussion, project management and time management skills, and to be involved in the analysis of real business processes, which are the necessary prerequisite of development of well-educated and socially responsible professional of the respective field.

PROGRAM GOALS

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 step of Higher Education (level six). program learning outcomes consider not only collection of basic theoretical knowledge, but elaboration of practical skills or/and autonomy and responsibility. Graduates of the program are provided with competitiveness to continue learning on the next step of higher educational level and skills for labor markets. 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.

Program goals are:

- I. BA program aims to equip students with a broad range of theoretical knowledge and practical skills of analyzing processes in various business and economic environment. The program aims to study students basic as well as functional aspects of Business Administration, such as: Finances, Marketing, Management, Financial Accounting and Auditing.
- II. 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.
- III. BA program enables students to acquire practical skills necessary for entrepreneurship
- IV. BA program strives to educate creative-minded professionals who will be competitive in local and international labor markets with a healthy ambition to be a leader and have a constant need for development.

PROGRAM LEARNING OUTCOMES

- I. Students understand and analyze the role of all the core areas of business administration, such as mathematics, statistics, management accounting and financial accounting, economics, finance, information technology, management, and marketing.
- II. Students analyze theories and practices of business ethics and social responsibility.**
- III. Students use mathematical and statistical tools to discover, analyze and solve business problems.
- IV. Students understand globalization and appreciate cultural diversity.**
- V. Students conduct marketing research and design appropriate and effective marketing mix and strategies.
- 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 identify accounting concepts that enable them to interpret financial data and use it to make informed decisions about the operating performance and financial position of a company.
- VIII. Students develop, organize, and participate actively in interdisciplinary cooperation and lead work groups.**
- IX. Students establish business plan and prove its feasibility.
- X. Students produce clearly written analysis and deliver well organized, reasoned and persuasive oral and written presentations in English language.**

COMPLIANCE MAPS

COMPLIANCE WITH PROGRAM GOALS AND PROGRAM LEARNING OUTCOMES

Program learning outcomes		Program learning outcomes									
		I	II	III	IV	V	VI	VII	VIII	IX	X
Program goals											
I	BA program aims to equip students with a broad range of theoretical knowledge and practical skills of analyzing processes in various business and economic environment. The program aims to study students basic as well as functional aspects of Business Administration, such as: Finances, Marketing, Management, Financial Accounting and Auditing	√								√	
II	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.	√	√		√	√			√		
III	BA program enables students to acquire practical skills necessary for entrepreneurship			√				√		√	√
IV	BA program strives to educate creative-minded professionals who will be competitive in local and international labor markets with a healthy						√		√		

ambition to be a leader and have a constant need for development.

CURRICULUM MAP

Program learning outcomes Compulsory learning courses		Program learning outcomes									
		I	II	III	IV	V	VI	VII	VIII	IX	X
I	Principles of Microeconomics	√									
II	Principles of Macroeconomics	√									
III	Intermediate Microeconomics	√									
IV	Intermediate Macroeconomics	√									
V	Mathematics for Business 1	√		√							
VI	Mathematics for Business 2	√		√							
VII	Business Statistics 1	√		√							
VIII	Business Statistics 2	√		√							
IX	Introduction to business	√	√		√						
X	Business Ethics		√								
XI	International Business				√						
XII	Principles of Business Law						√				
XIII	Business plan development									√	

XIV	Principles of Management	√		√							
XV	HR Management								√		
XVI	Strategic Management						√				
XVII	Risk Management						√				
XVIII	Financial Management			√			√				
XIX	Project Management								√	√	
XX	Marketing Principles	√				√					
XXI	Marketing Research					√			√		
XXII	Introduction to Finance	√									
XXIII	Accounting							√			
XXIV	Financial Accounting							√			
XXV	Managerial Accounting							√			
XXVI	Principles of Taxation							√			
XXVII	Business English 1										√
XXVIII	Business English 2										√
XXIX	Practice in Business Administration		√							√	
XXX	Bachelor thesis		√								√

PROGRAM STRUCTURE

The program is based on the ECTS principle and combines the formation of student-centered academic profile, teaching, practical and small study-research components with a combination of both compulsory and elective modules of specialty and free credits.

Module	Module description	ECTS credits
General Compulsory learning courses	Aims to straighten students' general communicative competence by developing verbal and ICT communication skills.	12
Language courses	Aims straighten English communication skills, develop students' proficiency in business communication.	12
Compulsory courses	Consist of basic disciplines in modules of Economics, Math, Business, Management, Marketing and Finance. This module also consists of practice and bachelor thesis.	168
Elective courses	Elective courses from the modules of Economics, Business, Management, Marketing, Finance and ICT for business	36
Free credits	Student is free to choose free credit courses from the any, provided English language courses by the University. Free credits module also provides a possibility to choose another foreign language module.	12

LEARNING PROCESS

GENERAL INFORMATION

The duration of the Bachelor of Business Administration program is 4 academic years (8 semesters) and provides for the accumulation of 240 ECTS credits, which is equivalent to 6000 astronomical hours. One credit (ECTS) is equivalent to 25 hours of student study activity (student workload) and includes both contact and independent hours.

When calculating the credits, time for additional exams (preparation, passing, assessment) is not included, as well as consultation time with the lecturer implementing the component of the educational program.

During the academic (spring and autumn) semester, the student must take an average of 30 credits (30 credits = 750 hours), and 60 credits (1500 hours) per year.

Depending on the specifics of the higher education program and / or the student's individual curriculum, the student's annual study workload may exceed 60 credits or be less than 60 credits. It is not allowed for a student's annual study workload to exceed 75 (ECTS) credits.

The number of study weeks per year is 38 weeks, during one semester - 19 weeks, which includes 15 study weeks and 4 weeks of exam period. A study week is a period of time in which the study load of a student with an average academic achievement is distributed and includes a combination of both contact and independent time activities. A semester is a period of time that includes a set of study weeks, an additional exam / exam period, and assessment of students achievement.

The program is considered completed when the student has accumulated at least 240 ECTS credits, which implies the performance of the compulsory, elective and free components provided by the program.

PROGRAM PREREQUISITES

For Georgian residents:

- School certificate of completion full course of secondary education
- United national exams, with compulsory results of 50+% in English language Exams
- Enrollee must choose English language from foreign languages of United National Examinations.

Students eligible for enrollment on the program without Unified National Exams:

- Foreign citizens and stateless persons who have completed secondary or equivalent education in a foreign country;
- Georgian citizens, who received full secondary or equivalent education abroad and have studied the last two years of full secondary education in a foreign country;
- Individuals (except joint educational and exchange program students) who have lived abroad for the last one year or more, currently study / have studied and have received credits / qualification at an academic higher educational institution recognized under the laws of that country.
- Georgian citizens (except joint educational and exchange programs students) who have lived abroad for a time defined by the ministry of education and science of Georgia, currently study / have studied and have received credits / qualification at an academic higher educational institution recognized under the laws of that country.

Language Prerequisites:

Persons who have not passed the national exams are to present the international certificate of English language proficiency, equal to B2 level or above or pass the university exam to define the level of their english language competence.

The correspondence of the international certificate is defined according to the following criteria:

- Cambridge English First (FCE),
- BEC Vantage,
- IELTS 5-6.5,
- TOEFL iBT 87-109,
- Michigan ECCE,
- PTE General Level

TEACHING-LEARNING METHODS

The combination of teaching-learning methods used in different components of the program ensures that the learning outcomes provided by the program are achieved. It is impossible to study any particular issue in the teaching process in just one method. The lecturer has to use different methods in the teaching process, and in many cases there is a combination of methods. Methods complement each other in the teaching process. The lecturer chooses the method needed for them based on the specific purpose and tasks.

Lecture - is a creative process where a lecturer and a student take part simultaneously. The main aim of the lecture is to understand the idea of the subject regulations to be learnt, which means a creative and active perception of presented material. In addition, an attention should be paid to the main provisions of transferable material, definitions, indications, assumptions. Critical analysis of the main issues, facts and ideas are necessary. A lecture should provide a scientific and logically consistent knowledge of main subject regulations to be learnt without excessive details overloading. Therefore, it must be logically completed. In addition, facts, examples, charts, drawings, tests and other visual aspects should be aimed at the explanation of the lecture's idea. The lecture should provide an accurate analysis of science dialectical process and should be based on free-thinking ability of students in particular environment, understanding of the basic scientific problems and the orientation of understanding. Lecture uses verbal or oral method and involves the communication of the lecture material to students verbally, method used during this process include: questions and answers, interactive work, the theoretical explanations of the provisions based on practical situations.

Collaborative - teaching method involves dividing students into groups and giving them learning assignments. The members of the group work on the issue individually and at the same time share it with the other members of the group. Due to the set task, it is possible to redistribute functions among the members during the group work process. This strategy ensures maximum involvement of all students in the learning process.

Independent work- material heard in the lecture is formed as a whole system of knowledge by the independent work of the student. The student should be interested in the book and other sources of information and want to study the issues independently, which is a way to stimulate independent thinking, analysis and drawing conclusions.

Verbal, or oral, method includes lecture, narration, conversation, and etc. In this process, the lecturer conveys the teaching material through words, while the students actively perceive and master it by listening, remembering and understanding.

Method of working on the book involves introduction, processing and analysis of independently given reading material.

The method of written work- involves the following types of activities: making records, compiling material, composing thesis, performing an abstract, or essay, etc.

Practical methods combine all the forms of teaching that develop the student's practical skills, here the student independently performs this or that activity on the basis of acquired knowledge, for example: professional practice, field work, etc.

Discussion / debate is one of the most common methods of interactive teaching. The discussion process drastically increases the quality and activity of student engagement. The discussion can turn into an argument. This process is not limited to questions asked by the lecturer. This method develops the student's ability to argue and justify his or her own opinion.

Problem-Based Learning (PBL) - a learning method that uses the problem in the early stages of the process of acquiring and integrating new knowledge.

Cooperative learning - is a teaching strategy in which each member of the group is required not only to study but also to help his or her teammate learn the course better. Each group member works on the problem until all of them have mastered the issue.

Case study -an active problem-situation analysis method, based on teaching by solving specific tasks - situations (so-called case solving). This method of teaching is based on the discussion of specific practical examples (cases). The case is a kind of tool that allows the application of the acquired theoretical knowledge to solve practical tasks. By combining theory and practice, the method effectively develops the ability to make reasoned decisions in a limited amount of time. Students develop analytical thinking, teamwork, listening and understanding alternative thinking, the ability to make generalized decisions based on alternatives, plan actions, and predict their outcomes.

Brain storming- is a method student can use to generate ideas for solving the problem. In the process of brainstorming students must suspend any concerns about staying organized. The goal is to pour their thoughts without worrying about whether they make sense or how they fit together. It is effective method within the group and contains following stages:

- Creative definition of problem
- Taking notes of ideas without criticism
- Definition of estimation criterion
- Evaluation of ideas by preliminarily defined criterion

- Selection of best matching ideas by exclusion
- Manifestation of idea with the highest estimation for solving the problem

Role-playing and situational games Scenario-based role-playing games which allow students to look at the issue from different positions and help them form an alternative point of view. Like the discussion, role-playing games develop the student's ability to express and defend his or her position independently.

Demonstration method- involves visual representation of information. It is quite effective in terms of achieving results. In many cases, it is best to provide the material to students in both audio and visual form. Demonstration of the study material can be done by both the teacher and the student. This method helps us to visualize the different levels of perception of the learning material, to specify what students will have to do independently; At the same time, this strategy visually illustrates the essence of the issue / problem. Demonstrations may look simply, such as solving a mathematical problem, visualizing a step on its board, or taking on a complex look, such as conducting a multi-level science experiment.

Inductive Method- the process of reasoning in which the premises seek to supply strong evidence for the truth of the conclusion. The truth of the conclusion of an inductive argument is probable, based upon the evidence given.

Deductive Method- the process of reasoning from one or more statements (premises) to reach a logically certain conclusion. It works from the more general to the more specific.

Analysis- through this method, lecturers and students discuss specific cases together. Students thoroughly learn the previously unknown sides of the issue. The method of analysis enables us to break up the whole part of the study the material into constituent parts, which simplifies the understanding of the specific issues of the problem.

The synthesis method -involves composing one whole whole by grouping individual issues. This method helps to develop the problem as the ability to see the whole.

The explanatory method is based on reasoning around a given issue. In presenting the material, the lecturer gives a specific example, which is discussed in detail in the given topic.

Action-oriented teaching - requires the active involvement of the lecturer and the student in the teaching process, where the practical interpretation of the theoretical material becomes particularly important.

The heuristic method- is based on a step-by-step solution to a task posed to students. This process is accomplished by teaching the facts independently and seeing the connections between them.

Laboratory learning- is more visible method and allows you to perceive an event or process. In the lab, the student learns to conduct an experiment. During the laboratory study, the student should be able to control the devices, adjust them and determine the mode of operation. Habits developed in learning laboratories provide an understanding of the theoretical material heard in lectures.

The development and presentation of the project -is a combination of educational and cognitive tools, which allows to solve the problem in the conditions of the necessary presentation of the student's independent actions and the obtained results. Teaching in this way raises students' motivation and responsibility. Work on the project includes stages of planning, research, practical activity and presentation of results according to the chosen issue. The project will be considered feasible if its results are visible, convincing and concrete. It can be performed individually, in pairs or in groups; Also, within one subject or several subjects (integration of subjects). Upon completion, the project will be presented to a wide audience.

E-learning - This method includes three types of teaching:

- Attendance when the teaching process takes place within the contact hours of the lecturer and the students, and the teaching material is delivered through an electronic course.
- Hybrid (attendance / distance), the main part of the learning course is done remotely, and a small part is done within the contact hours.
- Completely distance learning involves conducting the learning process without the physical presence of the lecturer. The learning course is held electronically from beginning to end.

The bachelor's thesis - is the final stage of the bachelor's degree and its goal is to systematize the theoretical and practical knowledge acquired in the specialty and to substantiate a specific scientific, technical, economic or professional task. The paper should identify the level of mastery of research methods and experiments related to the issues raised and the student's readiness for independent work in the context of future professional activities. Consultation means contact time used by the student with the head of the bachelor's thesis, when the student receives information on drawing up a plan, finding empirical material, processing, drawing conclusions of the content of the paper, technical design of the paper, preparation for its presentation.

Professional practice -is an important part of the learning process and represents the student's planned and purposeful activities, strengthening the theoretical knowledge gained in the academic environment and acquiring practical skills. The aim of the practice is to equip students with practical skills and prepare them for future independent professional activities. Three sides are involved in the implementation of the practice: the university, the student and the potential employer / host organization / object of practice, so it is important for all three parties: to connect academic education and theory with the real world; Engaging in the work environment, establishing business relationships; Practicing the competencies developed in the learning process; Generate new competencies; Updating educational programs according to the demands of the changing market; Increasing the employment of graduates; Relationships with motivated young people; Participate in the improvement of educational programs taking into account market requirements.

ASSESSMENT SYSTEM

Student knowledge assessment system includes:

FIVE POSITIVE ASSESSMENT:

- (A) **Excellent** – 91 – 100 points;
- (B) **Very Good** – 81-90 points;
- (C) **Good** – 71-80 points;
- (D) **Satisfactory** – 61-70 points;
- (E) **Sufficient** – 51-60 points.

TWO NEGATIVE ASSESSMENTS:

- (FX) - 41-50 points; did not pass (In order to pass, the student needs to do more work independently and is given the opportunity to retake the exam one more time)
- (F) **Fail** – 40 points or less, failed (The work that the student has done is not enough and he/she should retake the course)

ASSESSMENT COMPETENCE BARRIER:

The midterm evaluation is a prerequisite for final exam and is at least 21 scores (30%).
Competency level for the final exam is - 30%, no less than 9 points from the 30-point final exam.

In order to acquire credits student must collect at least 51 points out of 100 and overcome the minimum competency barrier of midterm evaluation and final exams

In case of FX the student has the right to take an additional exam in the same semester.

ASSESSMENT COMPONENTS

Transparent criteria are used to assess students' knowledge, which ensures that the student is aware of the results achieved. Assessment criteria and components comply with the norms established by the legislation of Georgia and consists of multi-components.

Distribution of assessment components:

The maximum distribution of 100 points and the share of each component are as follows:

Midterm evaluation - 70 points

between them:

Activity - 52 points

midterm exam - 18 points

Final exam - 30 points

Student activity includes all activities and participations performed by students during the semester, which are defined by the syllabus of a particular learning course (work in a working group, activity in practical or laboratory training, presentations, participation in discussions, homework and practical exercises, essay writing and etc.).

Individual criteria for assessing a particular component are written in the syllabi of the training courses based on the specifics of the subject. Each form and component of the evaluation has the following specific share in the total evaluation volume (100 points): midterm evaluation - 70% and final evaluation - 30%. Each form of assessment has a minimum competency level, which must be exceeded in order to achieve a positive result in that assessment. The minimum competency level for midterm assessment and final assessments is 30-30%. Each form of assessment includes the assessment component / components, which includes the assessment method / methods, and the assessment method / methods are measured by the assessment criteria.

OPPORTUNITIES FOR THE CONTINUATION OF STUDIES

Graduates of Business Administration educational program have the right to continue the studies on a masters level (the second level) in Georgian or Foreign Universities or continue professional development in a specific area.

PROGRAM EMPLOYMENT FIELD

Graduates employment positions:

Graduates of the Business Administration educational program can be employed in analytical, construction, retail, distribution, tourism, e-commerce, healthcare, services and companies operating in various sectors of the country's economy. Graduate can also provide market entry with his or her own business idea.

Employment departments are:

- Analytical Department
- Human Resources Management Department
- Research and Development Department
- Strategic Planning Department
- Financial Department
- Project Management Department
- Marketing Department
- Risk Management Department
- Small Business

PROGRAM PARTNETRS

PARTNER ECONOMIC AGENTS

- NNLE Georgian Young Economists Association;
- State Audit Office, Institute of Public Audit;
- JSC Wissol Petroleum Georgia;
- JSC TBC Bank;
- JSC Bank of Georgia;
- JSC Finca Bank Georgia;
- Global IT Ltd;
- BSC Ltd;
- ACT Ltd;
- Institute for Economic Research and Development Ltd;
- Loyalte Ltd end etc.

INTERNATIONAL PARTNERS

- Technical University of Munich
- University of Turiba
- Lazarsky University
- Polytechnic Institute of Bragança
- University of Latvia
- University of Gdansk
- Riseba university
- Klaipėda University

PROGRAM INTERNATIONALIZATION

The orientation of the Bachelor of Business Administration program in accordance with the international context of the field and the equipping of the program graduates with significant skills for employment / study abroad are as follows:

Promoting student academic mobility under the program:

Students in 3rd and 4th years of studying are provided with the opportunity to study at a partner foreign university without additional fees, hence the students with higher academic achievement in the semester are provided with full funding from SEU.

INTERNATIONAL EXCHANGE PROGRAMS

Exchange program at the Faculty of Business Administration at the University of Turība (Latvia).

Exchange program at the University of Latvia (Latvia) School of Business, Management and Economics.

Exchange program (Poland) at the Faculty of Economics.

Exchange program at the Faculty of Business Management, University of Latvia (Latvia).

Exchange program at the Faculty of Business Management, University of Klaipėda (Lithuania).



PROGRAM RESOURCES

MATERIAL RESOURCES

The Bachelor of Business Administration program is implemented in a campus equipped with modern infrastructure, provided with library, material and technical resources that provide quantitatively and qualitatively the achievement of programs goals and program learning outcomes. All auditoriums are equipped with modern infrastructure necessary for the implementation of the learning process. Students are informed about the possibility of using existing resources and the rules of consumption.

The library has all the compulsory literature and other study materials defined by the syllabi of the Bachelor program of Business Administration, which will ensure the achievement of the program learning outcomes of the educational program.

The University has signed an agreement with the NNLE Georgian Library Association with respect to the international electronic library databases. The latest scientific articles and international electronic library databases are available for students, which allows them to get acquainted with the latest scientific data in the relevant field.

The following scientific bases are important:

- Cambridge Journals Online
- e-Duke Journals Scholarly Collection
- Edward Elgar Publishing Journals and Development Studies e-books
- IMechE Journals
- Royal Society Journals Collection
- Openedition Journals
- Scopus
- Science Direct
- ELSEVIER

PROGRAM ACADEMIC AND INVITED STAFF

Title of learning course	First name, last name	Status
Mathematics for Business 1	Soso Tsojniashvili	Professor
Mathematics for Business 2	Soso Tsojniashvili	Professor
Modern Office Programs	Gocha Chitaishvili	Invited Lecturer
Marketing Principles	Guram Sherozia	Associate professor
Business Statistics 1	Zurab Kuchava	Associate professor
	Soso Tsojniashvili	Professor
Business Statistics 2	Zurab Kuchava	Associate professor
	Soso Tsojniashvili	Professor
Marketing Research	Levan Dundua	Associate professor
Accounting	Paata Shurgaia	Associate professor
Financial Accounting	Paata Shurgaia	Associate professor
Managerial Accounting	Paata Shurgaia	Associate professor
Principles of Taxation	Paata Shurgaia	Associate professor
Introduction to Finance	Giorgi Machavariani	Invited lecturer
Principles of Management	Tengiz Taktakishvili	Associate professor
Strategic Management	Tengiz Taktakishvili	Associate professor
Principles of Microeconomics	Natia Gelashvili	Invited Lecturer
	Mariam Gavasheli	Invited Lecturer
Principles of Macroeconomics	Natia Gelashvili	Invited Lecturer
	Mariam Gavasheli	Invited Lecturer
Intermediate Microeconomics	Mariam Gavasheli	Invited Lecturer
Intermediate Macroeconomics	Mariam Gavasheli	Invited Lecturer
Business English 1	NiNo Chikovani	Invited Lecturer
Academic Writing	NiNo Chikovani	Invited Lecturer
Business English 2	NiNo Chikovani	Invited Lecturer
Business Ethics	Tengiz Taktakishvili	Associate professor
International Business	Giorgi Kharshiladze	Invited Lecturer
HR Management	Eka Machavariani	Invited Lecturer
Risk Management	Tea Mchedlishvili	Invited Lecturer
Financial Management	Giorgi Machavariani	Invited Lecturer

Project Management	Tea Mchedlishvili	Invited Lecturer
Principles of Business Law	Goga Kikilashvili	Associate professor
Introduction to business	Ani Kvatadze	Assistant professor
	Tengiz Taktakishvili	Associate professor

PRACTICAL RESOURCES

The program provides a compulsory component of practice. SEU has signed memoranda of partnership with the practice objects. Practice is an important part of the learning process and represents the student's planned and purposeful activities, strengthening the theoretical knowledge gained in the academic environment and acquiring practical skills. The aim of the practice is to equip students with practical skills and prepare them for future independent professional activities.

In addition to visit organizations, business administration practice include analyzing business cases by a group of students and making real-world management decisions, collecting, interpreting, and substantiating data. As part of their professional practice in the Bachelor of Business Administration program, students team implement business simulations that include seven modules and 105 practical assignments depending on the specifics of the field. Assignments apply to business activities in general, as well as to specific areas of business, and require a team of students to realize both to strengthen acquired theoretical knowledge and to develop teamwork and managerial skills.

In addition to the planned practical component, the university cooperates with dozens of economic agents, that periodically announce internships, seasonal schools, master classes, trainings, and more.

Curriculum

	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
Number of compulsory credits to be earned in the relevant semester																		
	Compulsory courses	168									I	II	III	IV	V	VI	VII	VIII
											18	18	30	24	24	18	18	18
1.	Principles of Microeconomics	6	150	-	15	30	2	3	50	100	6							
2.	Mathematics for Business 1	6	150	-	15	30	2	3	50	100	6							
3.	Introduction to business	6	150	-	15	30	2	3	50	100	6							
4.	Principles of Macroeconomics	6	150	Principles of Microeconomics	15	30	2	3	50	100		6						
5.	Mathematics for Business 2	6	150	Mathematics for Business 1	15	30	2	3	50	100		6						
6.	Principles of Management	6	150	-	15	30	2	3	50	100		6						
7.	Business Statistics 1	6	150	Mathematics for Business 2	15	30	2	3	50	100			6					

8.	Business Ethics	6	150	-	15	30	2	3	50	100			6					
9.	Intermediate Microeconomics	6	150	Principles of Macroeconomics	15	30	2	3	50	100			6					
10.	Marketing Principles	6	150	-	15	30	2	3	50	100			6					
11.	Introduction to Finance	6	150	-	15	30	2	3	50	100			6					
12.	Business Statistics 2	6	150	Business statistics 1	15	30	2	3	50	100				6				
13.	International Business	6	150	Introduction to Business	15	30	2	3	50	100				6				
14.	Accounting	6	150	Introduction to Finance	15	30	2	3	50	100				6				
15.	Intermediate Macroeconomics	6	150	Intermediate Microeconomics	15	30	2	3	50	100				6				
16.	Principles of Business Law	6	150	-	15	30	2	3	50	100					6			
17.	HR Management	6	150	Principles of Management	15	30	2	3	50	100					6			
18.	Marketing Research	6	150	Principles of Marketing	15	30	2	3	50	100					6			
19.	Financial Accounting	6	150	Accounting	15	30	2	3	50	100					6			
20.	Strategic Management	6	150	Principles of Management	15	30	2	3	50	100						6		
21.	Risk Management	6	150	Principles of Management	15	30	2	3	50	100						6		
22.	Managerial Accounting	6	150	Financial Accounting	15	30	2	3	50	100						6		

23.	Business plan development	6	150	Strategic Management, HR management, Risk Management, Financial Management.	15	30	2	3	50	100							6		
24.	Financial Management	6	150	Principles of Management	15	30	2	3	50	100							6		
25.	Principles of Taxation	6	150	Accounting	15	30	2	3	50	100							6		
26.	Project Management	6	150	Principles of Management	15	30	2	3	50	100								6	
27.	Practice in business administration	6	150	All compulsory courses from – I- VII semesters	-	30	2	3	35	115								6	
28.	Bachelor thesis in business administration	6	150	All compulsory courses from – I- VII semesters	-	45	2	3	50	100								6	
	Elective courses	36	Number of credits to be earned in the relevant semester									I	II	III	IV	V	VI	VII	VIII
											-	-	-	-	-	12	12	12	
1.	International Economics	6	150	Introduction to Macroeconomics	15	30	2	3	50	100									
2.	Economic Development	6	150	Intermediate Macroeconomics	15	30	2	3	50	100									
3.	PR Management	6	150	Principles of Management	15	30	2	3	50	100									
4.	Event Management	6	150	Principles of Management	15	30	2	3	50	100									

5.	Small Enterprise Management	6	150	Principles of Management	15	30	2	3	50	100								
6.	Sales Management	6	150	Marketing principles	15	30	2	3	50	100								
7.	Business Communications	6	150	-	15	30	2	3	50	100								
8.	Brand Management	6	150	Marketing research	15	30	2	3	50	100								
9.	Leadership	6	150	HR management	15	30	2	3	50	100								
10.	Principles of Tourism Management	6	150	Principles of Management	15	30	2	3	50	100								
11.	Logistics	6	150	Principles of Management	15	30	2	3	50	100								
12.	Research methods in Business	6	150	-	30	28	2	3	63	87								
13.	Introduction to Banking	6	150	Introduction to finance	15	30	2	3	50	100								
14.	Accounting in banking industry	6	150	Financial Accounting	15	30	2	3	50	100								
15.	Insurance theory and practice	6	150	Introduction to finance	15	30	2	3	50	100								
16.	Principles of Financial Audit	6	150	Financial Accounting	15	30	2	3	50	100								
17.	Tax Audit	6	150	Principles of taxation	15	30	2	3	50	100								
18.	Financial reporting	6	150	Financial accounting	15	30	2	3	50	100								
19.	Investments	6	150	Financial Accounting	15	30	2	3	50	100								

20.	Corporate Finance	6	150	Introduction to Finance	17	28	2	3	50	100									
21.	Performance management	6	150	Financial accounting; managerial accounting	15	30	2	3	50	100									
Free credits																			
	University compulsory courses	12	Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI	VII	VIII	
											6	6							
1	Academic writing	6	150	-	-	45	2	3	50	100	6								
2	Modern office programs	6	150	-	15	30	2	3	50	100		6							
	Language Module	12	Compulsory language credits in the relevant semester								6	6							
1	Business English 1	6	150	-	-	60	2	3	65	85	6								
2	Business English 2	6	150	Business English 1	-	60	2	3	65	85		6							
	University elective courses	Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI	VII	VIII		
	Free courses	12	Student can choose other language courses or other courses within University delivered in English language or use this credit to pass other Major Elective courses										6	6					
	Total credits	240									30	30	30	30	30	30	30	30	