საქართველოს ეროვნული უნივერსიტეტი სეუ
GEORGIAN NATIONAL UNIVERSITY SEU

Georgian National University SEU

Undergraduate Educational Program

BUSINESS ADMINISTRATION

2023

GENERAL INFORMATION

Program Name: Business Administration

Higher Education Cycle: First Cycle (Bachelor)

Qualification: Bachelor of Business Administration

Study Language: English

Study Duration: 4 Academic Years
8 Semesters

Program Volume: 240 ECTS /6000 Astronomic Hours/

Head of The Program: Rusudan Beriashvili, Associate Professor

PROGRAM GOALS

The program goals are:

I. To Develop a workforce with theoretical knowledge in both basic and functional aspects of business administration, such as: management, marketing, finance and the ability to align this knowledge with the changing requirements of the modern world;

II. To Equip its graduates with the ability to understand their role in the projects and processes of an organization, participate in planning and effectively implement all tasks under supervision;

III. To Encourage an entrepreneurial mindset, emphasizing ethical conduct of business operations and provides knowledge to establish and manage business startup and support its development;

IV. To Promote practical skills of using modern information technology to clearly communicate necessary information to different groups inside and outside organization both in written and oral correspondence.

PROGRAM LEARNING OUTCOMES

Business Administration Bachelor Program Graduate:

I. Defines the importance and role of key functional areas of the business (finance, management and marketing) for the successful operation of the company;

II. Describes and interprets the economic, legal, cultural, and ethical diversity of local and global business environments;

III. Explains the principles and importance of green economy and its implementation in the process of sustainable business development, taking into account international business trends;

IV. Analyzes business forms, types of organizations and start-up strategies, importance of social responsibility of business and relates business idea to changing environmental conditions;

V. Chooses mathematical and statistical tools to solve existing problems, identifies optimal solutions and communicates proposed actions

VI. Studies the given problem and formulates clear position or opinion on given task and presents it orally or in written form;

VII. Evaluates own knowledge and skills to determines future learning needs;

VIII. Assumes the importance of ethics, integrity and academic honesty in collecting information and selecting effective approaches to analyze and communicate findings;

IX. Adapts to a group as a productive member, examines ideas for discussion, considers others' opinion and actively takes part in generating group result.

MAP OF COMPETENCES

COMPLIANCE OF PROGRAM GOALS AND PROGRAM LEARNING OUTCOMES

Program Goals / Program Learning Outcomes		Program Learning Outcomes by Numeration								
		I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.
I.	To create specialists who will be competitive locally and internationally with theoretical knowledge in both basic and functional aspects of business administration, such as: management, marketing and finance and ability to assess knowledge needs aligned with changing environmental requirements	√	√	√	√	√		√	√	
II.	To develop in graduates the ability to understand their role in current projects and processes in organization, effectively perform relevant functions for starting management positions, participate in planning and implement under the supervision.	√	√		√	√	√			√
III.	To equip students with development of entrepreneurial mindset, emphasizing ethical conduct of business operations and provides knowledge to establish and manage business startup and support its development.				√	√		√		√
IV.	To develop practical skills of using modern information technology to clearly communicate necessary information to different groups inside and outside organization both in written and oral correspondence		√	√		√	√		√	√

COMPLIANCE OF PROGRAM STUDY COURSES AND PROGRAM LEARNING OUTCOMES

Program Learning Outcomes / Core Study Courses		Program Learning Outcomes by Numeration								
		I.	II.	III.	IV.	V.	VI.	VII.	VIII.	IX.
I.	Principles of Microeconomics	√	√							
II.	Mathematics for Business 1					√	√			
III.	Introduction to Business Administration	√	√		√					√
IV.	Business English 1					√	√	√		
V.	Principles of Macroeconomics	√	√	√						
VI.	Mathematics for Business 2		√			√	√			
VII.	Principles of Management	√	√	√	√			√	√	√
VIII.	Business English 2					√	√	√		
IX.	Principles of Marketing	√	√				√	√		√
X.	Career Path	√			√			√		√
XI.	Business Statistics 1		√			√	√			

XII.	Business Ethics				√	√			√	√
XIII.	Introduction to Finance	√	√		√	√		√		
XIV.	Principles of Business Law	√	√		√				√	
XV.	Business Statistics 2		√			√	√			
XVI.	International Business	√	√	√	√				√	√
XVII.	Business Communications						√	√		√
XVIII.	Principles of Accounting	√			√	√		√		
XIX.	Human Resources Management	√					√	√	√	√
XX.	Business Operations 1	√	√	√	√				√	√
XXI.	Corporate Social Responsibility			√	√		√	√	√	√
XXII.	Small Enterprise Management		√		√	√		√		√
XXIII.	Business Operations 2	√	√	√	√			√	√	√
XXIV.	Leadership				√					√
XXV.	Business Plan Development	√	√		√	√		√		√
XXVI.	Research Methods in Business		√			√	√	√	√	
XXVII.	Project Management	√	√		√					√
XXVIII.	Practice	√	√	√	√	√	√	√	√	√
XXIX.	Bachelor Thesis	√	√	√	√	√	√	√	√	√

XXX.	Academic Writing					√	√		√	
XXXI.	Information Technologies		√			√	√		√	

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
General Core Learning Courses	Aims to straighten students' general communicative competence by Developing verbal and ICT communication skills.	**10**
Core courses	Consist of basic disciplines in modules of Economics, Math, Business, Management, Marketing and Finance. This module also consists of practice And bachelor thesis.	**154**
Elective courses	Elective courses from the direction of Management, Marketing, Finance and Economics, Information Technologies.	**46**
Free credits	Student is free to choose free credit courses from the any courses provided by the University or use this credit to pass other elective courses. Free credits module also provides a possibility to choose another foreign Language module or to spend a semester as an exchange student in foreign university.	**30**

LEARNING PROCESS

GENERAL INFORMATION

The volume of the undergraduate program in Business Administration is 240 ECTS credits, the language of instruction is English.
The Bachelor program of Business Administration is built from simple to complex and from general disciplines to specific sub-disciplines, which includes the required number of disciplines required for the Bachelor of Business Administration qualification in the mandatory component of the program. Provide program selectivity by offering adequate, multiple-choice courses for undergraduate degrees in a variety of business disciplines, while enhancing practical and research skills by completing a practical and undergraduate thesis component, respectively.
The program is considered complete when the student accumulates 240 ECTS credits compatible with the program, which means mastering all the mandatory components of the program, accumulating credits with elective components and free components, not less than the number of credits provided by this component. The program concludes with the award of a Bachelor of Business Administration degree.
The student receives information about the planning and progress of the educational process through the electronic learning process management system (www.emis.seu.edu.ge). Upon enrollment at the University, the student receives a login and password for the electronic learning process management system. He / she can register academically without coming to the university and has the academic freedom to enroll in the courses he / she prefers during the academic registration according to his / her educational program, to have information about future courses, to see course syllabus and to evaluate each course according to the specifics.
Georgian National University SEU operates the European Credit Transfer and Accumulation System (ECTS). Credit is a unit that expresses the study load required for a student expressed in units of time - hours and which can be obtained after the achievement of learning outcomes. Credits are distributed among the components defined by the educational program and include the contact and independent hours required for the learning outcomes to be achieved with the specific component. Credit cannot be calculated by contact hours only. Contact hour refers to the time allotted for a student's educational activity, which is realized by the involvement of the staff implementing the educational program component, while the independent hour is the time specified for the student's educational activities, which does not include the involvement of the staff implementing the educational program component.
Student learning load is the time required to achieve the learning outcomes defined by the educational program. Student study load is based on independent and contact hours. In SEU, a student's workload for one academic year is 60 credits or 1500 hours, and one credit equals 25 hours. The student is entitled to accumulate additional credits during the academic year / semester, but not more than 75 credits per year.
The study component is one semester. The learning component with the same content, volume and learning outcome for students of all programs includes an equal number of credits. Credits are awarded based on the ability of the student with average academic achievement. The evaluation of the achievement of the learning outcomes of the components of the educational program should be completed in the same semester in which it was

conducted.
A semester is a period of time that includes a combination of study weeks, an additional exam / exam period, and a student achievement assessment period for an additional exam/exam.

COOPERATION WITH EMPLOYERS

Bachelor program of Business Administration is created based on current demands of local, as well as international labor market. Each study component in the program was designed considering both the business and the academics and the content of each is in continual development. Periodical intensive working meetings are held with employers, where they evaluate the content of the courses and provide feedback about the practical implication of the knowledge and the skills obtained by the student. As a result of these working meetings some specific courses like Career Path course, Export Management course, Financial Mathematics course and Hospitality Management course were created, where the companies have expressed willingness to also engage in the practical teaching aspects. Numerous core and elective courses in different directions were validated and refined by the involvement of the employers. Georgian National University SEU continues the practice of working hand-in-hand with labor market, has well developed trusting relationship with human resources and training department representatives of various companies in different field and integrates the knowhow created by these relations in the teaching process.

ASSESMENT

Bachelor program of Business Administration uses variety of teaching methods, therefore assessment to ensure that students acquire knowledge and develop skills necessary for achieving the learning outcomes of each course or learning component of the program. Among the assessment used in the program an emphasis is given to the practical application of the knowledge acquired whenever possible. Students have an opportunity to develop variety of proposed plans (Business Plan, Corporate Social Responsibility Plan, Marketing Plan, etc.), evaluate existing company actions and operations (Company culture report, International Business Operations Analysis, Marketing campaign evaluation, etc.), as well as develop their soft skills (Communication in context, CV writing, participation in the interview, etc.).

ELECTIVES

Bachelor program of Business Administration offers wide range of electives to the students organized in certain pathways. Student can randomly choose electives from any pathway, or choose to focus on specific pathway: management, marketing, finance and economics and IT. Students who choose to follow one pathway will be given possibility to choose all electives in the same direction and accumulate wide range of knowledge in chosen direction. The electives in each pathway are arranged according to semesters based on their content, difficulty and the learning outcomes and students are advised prior to choosing them. Marketing pathway includes 11 electives with various student load distributed among five semesters, management pathway includes 10 electives distributed among five semesters, finance and economics pathway includes 13 electives distributed among five semesters and 6 IT electives distributed among four semesters.

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 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.

MOBILITY ENROLMENT

Admission of students from other higher education institutions / programs to the master's program through mobility is carried out in accordance with the rules established by the order N 10 / N of the Minister of Education and Science of February 4, 2010.

A person whose enrollment in a higher education institution has been carried out in accordance with the rules established by law and is a student of the institution wishing to register for mobility on the electronic portal of the Education Management Information System has the right to mobility.

The right to mobility is also granted to a person whose student status has been suspended at the time of registration on the electronic portal or to a person whose status has been terminated within 12 months of the termination of the status.

Enrollment in the master's educational program or enrollment by transfer from a recognized higher education institution abroad is carried out on the basis of the order of the Minister of Education and Science of Georgia. Based on the decision / consent of the Ministry of Education and Science of Georgia.

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 - a creative process in which a lecturer and a student participate simultaneously. The main goal of the lecture is to understand the idea of the provisions of the subject to be studied, which implies a creative and active perception of the presented material. At the same time, attention should be paid to the main provisions, explanations, indications, assumptions of the material to be transmitted. A critical analysis of key issues, facts and ideas is needed. The lecture should provide scientific and logically consistent knowledge of the main provisions of the subject without overloading with unnecessary details. Therefore, it must be logically complete.

Teaching through group (collaborative) working method - means dividing students into groups and giving them a study assignment. Group members work on the issue individually and share it with the rest of the group. Depending on the task at hand, it is possible to redistribute functions among members during the group work process. This strategy ensures maximum involvement of all students in the learning process.

Independent work - the material heard in the lecture is formed as a whole knowledge system by the student's independent work. The student should have an interest in books and other sources of information and a desire to study issues independently, which will stimulate independent thinking, analysis, and interpretation.

The verbal method - includes lecturing, narration, speaking, etc. In this process, the lecturer conveys through words, explains the learning material, while students actively perceive and assimilate it by reading, remembering and understanding.

Method of working on the book- Familiarization, processing and analysis of independently given reading material.

The method of written work involves the following types of activities: making excerpts and notes, compiling material, composing abstracts, or essay, and so on.

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

Discussion / debate is one of the most common methods of interactive teaching. The discussion process dramatically enhances the quality and activity of student engagement. The discussion can turn into an argument. This process is not limited to questions asked by the professor. 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 as an early stage in the process of acquiring new knowledge and integrating.

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

Case study - case study, a method of active problem-situation analysis, which is based on teaching specific tasks - solving situations (so-called case solving). This method of teaching is based on the discussion of specific practical examples (cases). A case is a 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 to and understanding alternative thought, making generalized solutions based on alternatives, planning actions, and predicting their consequences.

Brain storming method means to promote as much as possible about a particular issue / problem within a specific topic, preferably to radically different, to promote the formation of an opinion, idea and expression. This method helps to develop a creative approach to the problem. This method is effective in the presence of a large group of students and consists of several main stages:

- Creatively define the problem/issue.
- Taking notes of ideas without criticism
- Identify the ideas that are most relevant to the issue at hand.
- Define evaluation criteria to determine the relevance of the idea to the purpose of the research.
- Evaluate selected ideas according to pre-defined criteria.
- Identify the highest rated idea as the best way to solve the problem.

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

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

Inductive method defines the form of transfer of any knowledge when the thought process in the learning process is directed from the facts to the generalization, or in the transfer of material the process is from the specific to the general.

Deductive method defines the form of transfer of any knowledge, which is a logical process of discovering new knowledge based on general knowledge, is the process takes place from the general to the specific.

The method of analysis helps us to break down the study material into one whole. This simplifies the detailed coverage of individual issues within complex problems.

The method of synthesis involves grouping individual issues into a single whole. This method helps to develop the ability to see the problem as a whole.

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

Action-oriented teaching requires the active involvement of the professor and the student in the teaching process, where the practical interpretation of the theoretical material acquires a special load.

The heuristic method is based on the step-by-step solution of the task set for the students. This process is accomplished through independent observation of facts and seeing the connections between them.

Laboratory training is more visible and allows the perception of this or that event or process. In the laboratory, a student learns to conduct

an experiment. During laboratory training, the student should be able to maintain, adjust and operate the equipment. The habits developed in the training laboratories allow the understanding of the theoretical material heard in the lectures.

Project development and presentation is a combination of learning-cognitive techniques that enable problem solving in the context of the student's independent actions and the necessary presentation of the results obtained. Teaching with this method increases students' motivation and responsibility. Work on the project involves the stages of planning, research, practical activity and presentation of results according to the chosen topic. A project will be considered an implementation if its results are presented in a visible, convincing and concrete way. It can be performed individually, in pairs or in groups; Also, within one or more subjects (integration of subjects). Upon completion, the project will be presented to a wide audience.

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

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

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

The system of evaluation of learning outcomes and competencies is based on the system recognized by the legislation and corresponds to the evaluation and credit granting standards approved by the OrderN3 of the Minister of Education and Science of Georgia dated January 5, 2007.

Student assessment system includes:
a) Five types of positive evaluation:
a.a) (A) Excellent – 91-100 points;
a.b) (B) Very good – 81-90 points;
a.c) (C) Good – 71-80 points;
a.d) (D) Satisfactory – 61-70 points
a.e) (E) Sufficient – 51-60 points;

b) Two types of negative evaluation:
b.a) (FX) did not pass - 41-50 points of maximum evaluation, which means that the student needs more work to pass the examination and is given the right to retake (one time) an exam via independent work;
b.b) (F) Failed – 40 points or less, which means that the work done by the student is not sufficient and he/she has to retake the course.

In case student gets FX, he/she can take the additional exam in the same semester at least 5 days after the announcement of the final exam results.

The number of points obtained in the final assessment is not added to the grade received by the student at the additional exam. The grade obtained at the additional exam is the final grade and is reflected in the final grade of the study component of the educational program.

Considering the additional exam evaluation if the points accumulated by student in the educational program component is 0-50 points, student is evaluated with F-0.

A prerequisite for a student's admission to the final exam is to overcome the competence threshold of the Midterm Evaluation (No less than 11 points within Midterm Evaluation).

Competency threshold for the Final Exam is 30%, no less than 12 points.

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 - 60 points
Final Exam- 40 points

Student activity includes all activities and participations performed by students during the semester, which are defined in 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 syllabus 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 (100points): midterm evaluation - 60% and final evaluation - 40%.

In order to ensure the quality of the program, its external and internal evaluation is carried out:

External evaluation is carried out by the National Center for Education Quality Development, to which the University submits a self-evaluation report to determine compliance with recognized standards by accreditation;

In addition, external evaluation of the program is commissioned by the university, periodically conducted by an experienced, external expert in the field.

The program is internally evaluated by the University Quality Development Department.

The purpose of the assessment is to determine the student's learning outcomes in relation to the goals and parameters of the academic program.

The general evaluation criteria is developed by the University Quality Development Department. Depending on the specifics, it is possible to specify the criteria in the syllabus of a particular subject.

The University Quality Development Department collects the following information through surveys:

- Statistical information about student achievement;
- Evaluation of courses by students;
- Lecturer evaluation by students;
- Evaluation of the educational program by students;
- Self-assessment of the course by lecturers;
- Program self-evaluation by the program coordinator;
- Evaluation of the educational program by the graduates;
- Evaluation of the educational program by employers.
- Based on this and other additional information, at the end of each semester of the University Quality Development, it reviews information about the course / module, professors and the program in general, suggestions, tips, complaints and makes appropriate decisions to further correct deficiencies and improve curricula.

OPPORTUNITIES FOR THE CONTINUATION OF STUDIES

A graduate of an educational program is entitled, in accordance with the rules established by law, to continue his / her studies in a master program in higher education institutions of Georgia or other countries, provided that the precondition for admission to this program is not limited to a bachelor's degree.

PROGRAM EMPLOYMENT FIELD

Graduates' employment positions:

In the second semester of the study students take a core course of Career Path, that was created in cooperation and with involvement of partner employers. The objective of the course is to help students identify the choices of the pathways and learn more on the directions, possible positions and their role in organizational structure and context. The course will help students to learn more about their own personality traits and the values they match considering the pathways. As a result of this course students will be more informed about specific positions and career paths that fit them the most, as well they will learn about what knowledge and skills they need to develop for being successful in a career path chosen.

Graduates of the Business Administration bachelor educational program can be employed in public and private sector organizations, both, local and international. The positions that the graduates will be holding are specialists at department, middle level managerial positions or they may engage in entrepreneurial activity. The functions the graduates will be performing include organizational functions, administrative functions, various scale business processes management functions and information research and analytics.

PROGRAM INTERNATIONALIZATION

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 PARTNERS

University of Turiba in Latvia
Riga Business School in Latvia
Riseba University in Latvia

Lazarski University in Poland
University of Gdansk in Poland
State University of Applied Sciences Kalizs in Poland
University of Economics and Human Sciences in Warsaw in Poland
Polytechnic Institute of Bragança in Portugal
Tor Vergata University of Rome in Italy
BBW Hochschule Berlin in Germany
IFIM Business School in India
EU Business School in Switzerland
Bucharest University of Economic Studies in Romania
International Business School – IBS in Bulgaria
Klaipėda University in Lithuania
Berkley, California, United States
Open University of Human Development, Ukraine
Sharda University, India
University of Latvia
University of DonjaGorica, Malaysia

INTERNATIONAL EXCHANGE PROGRAMS

Exchange program with the faculty of Business Administration at the Bucharest University of Economic Studies
Exchange program with the faculty of Business Administration at the Tor Vergata University of Rome
Exchange program at the Faculty of Business Administration at the University of Turiba (Latvia).
Exchange program at the University of Latvia (Latvia) School of Business, Management and Economics.
Exchange program at the Lazarski University at the Faulty of Economics and Management
Exchange program at the Faculty of Business Management, University of Latvia (Latvia).
Exchange program at the Faculty of Business Management, University of Klaipeda (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-books
- IMech EJournals
- Royal Society Journals Collection
- Open edition Journals
- Scopus
- Science Direct
- ELSEVIER

	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
	Core courses	154	Number of compulsory credits to be earned in the relevant semester								I	II	III	IV	V	VI	VII	VIII
											20	30	22	22	15	15	18	12
1.	Principles of Microeconomics	5	125	None	13	24	2	3	42	83	5							
2.	Mathematics for Business 1	5	125	None	13	24	2	3	42	83	5							
3.	Introduction to Business Administration	5	125	None	13	24	2	3	42	83	5							
4.	Business English 1	5	125	None		39	2	3	44	81	5							
5.	Principles of Macroeconomics	5	125	Principles of Microeconomics	13	24	2	3	42	83		5						
6.	Mathematics for Business 2	6	150	Mathematics for Business 1	13	24	2	3	42	108		6						
7.	Principles of Management	5	125	None	13	24	2	3	42	83		5						
8.	Business English 2	5	125	Business English 1		39	2	3	44	81		5						
9.	Principles of Marketing	5	125	None	13	24	2	3	42	83		5						
10.	Career Path	4	100	None	13	19	2	3	37	63		4						

11.	**Business Statistics 1**	**6**	**150**	Mathematics for Business 2	**13**	**24**	**2**	**3**	**42**	**108**			**6**					
12.	**Business Ethics**	**5**	**125**	None	**13**	**24**	**2**	**3**	**42**	**83**			**5**					
13.	**Introduction to Finance**	**6**	**150**	None	**13**	**24**	**2**	**3**	**42**	**108**			**6**					
14.	**Principles of Business Law**	**5**	**125**	None	**13**	**24**	**2**	**3**	**42**	**83**			**5**					
15.	**Business Statistics 2**	**6**	**150**	Business statistics 1	**13**	**24**	**2**	**3**	**42**	**108**				**6**				
16.	**International Business**	**5**	**125**	Introduction to Business Administration	**13**	**24**	**2**	**3**	**42**	**83**				**5**				
17.	**Business Communications**	**5**	**125**	None	**13**	**24**	**2**	**3**	**42**	**83**				**5**				
18.	**Principles of Accounting**	**6**	**150**	None	**13**	**24**	**2**	**3**	**42**	**108**				**6**				
19.	**Human Resources Management**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**					**6**			
20.	**Business Operations 1**	**4**	**100**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**58**					**4**			
21.	**Corporate Social Responsibility**	**5**	**125**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**83**					**5**			
22.	**Small Enterprise Management**	**6**	**150**	Principles of Management, Introduction to Finance	**13**	**24**	**2**	**3**	**42**	**108**						**6**		
23.	**Business Operations 2**	**4**	**100**	Business Operations 1	**13**	**24**	**2**	**3**	**42**	**58**						**4**		
24.	**Leadership**	**5**	**125**	Human Resources Management	**13**	**24**	**2**	**3**	**42**	**83**						**5**		
25.	**Business Plan Development**	**6**	**150**	Introduction to Finance, Human Resources Management, Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**108**							**6**	

26.	**Research Methods in Business**	**6**	**150**	Business Statistics 2	**26**	**24**	**2**	**3**	**55**	**95**							**6**	
27.	**Project Management**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**							**6**	
28.	**Practice**	**6**	**150**	All compulsory courses														**6**
29.	**Bachelor Thesis**	**6**	**150**	All compulsory courses														**6**
	Elective courses	**46**	**Number of credits to be earned in the relevant semester**								I	II	III	IV	V	VI	VII	VIII
General Electives																		
30.	**Introduction to International Relations**	**4**	**100**	None	**13**	**12**	**2**	**3**	**30**	**70**			√					
31.	**Sociology**	**4**	**100**	None	**13**	**12**	**2**	**3**	**30**	**70**			√					
Electives in Marketing direction																		
32.	**Consumer Behavior**	**4**	**100**	Principles of Marketing	**13**	**12**	**2**	**3**	**30**	**70**				√				
33.	**Direct Marketing**	**4**	**100**	Principles of Marketing	**13**	**12**	**2**	**3**	**30**	**70**				√				
34.	**Online Marketing**	**5**	**125**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**83**					√			
35.	**Services Marketing**	**6**	**150**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**108**					√			
36.	**Brand Management**	**5**	**125**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**83**						√		
37.	**Advertising and Promotion**	**6**	**150**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**108**						√		
38.	**Sales Management**	**4**	**100**	Principles of Marketing	**13**	**12**	**2**	**3**	**30**	**70**							√	
39.	**Competition Strategies**	**5**	**125**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**83**							√	

40.	**Marketing Management**	**5**	**125**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**83**								√
41.	**Marketing Research**	**6**	**150**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**108**								√
42.	**Business to Business Marketing**	**6**	**150**	Principles of Marketing	**13**	**24**	**2**	**3**	**42**	**108**								√
Electives in Management direction																		
43.	**Principles of Event Management**	**4**	**100**	Principles of Management	**13**	**12**	**2**	**3**	**30**	**70**			√					
44.	**Organizational Behavior**	**4**	**100**	Principles of Management	**13**	**12**	**2**	**3**	**30**	**70**			√					
45.	**Principles of Public Relations Management**	**3**	**75**	Principles of Management	**13**	**12**	**2**	**3**	**30**	**45**				√				
46.	**Logistics**	**5**	**125**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**83**				√				
47.	**Management of Changing Organizations**	**5**	**125**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**83**					√			
48.	**Principles of Tourism Management**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**					√			
49.	**Export Management**	**4**	**100**	Principles of Management Principles of Marketing	**13**	**12**	**2**	**3**	**30**	**70**					√			
50.	**Quality Management**	**4**	**100**	Principles of Management	**13**	**12**	**2**	**3**	**30**	**70**						√		
51.	**Business Strategy**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**						√		
52.	**Risk Management**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**							√	
53.	**International Innovation Management**	**6**	**150**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**108**							√	
54.	**Business Communication in Hospitality and Tourism**	**5**	**125**	Principles of Management	**13**	**24**	**2**	**3**	**42**	**83**							√	
Electives in Finance and Economics direction																		

55.	**Principles of Insurance**	**4**	**100**	Introduction to finance	**13**	**12**	**2**	**3**	**30**	**70**				√				
56.	**Introduction to Banking**	**5**	**125**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**83**					√			
57.	**Principles of Taxation**	**6**	**150**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**108**					√			
58.	**Financial Mathematics**	**6**	**150**	Mathematics for Business 2	**13**	**24**	**2**	**3**	**42**	**108**					√			
59.	**Financial Accounting**	**6**	**150**	Principles of Accounting	**13**	**24**	**2**	**3**	**42**	**108**						√		
60.	**Principles of Investments**	**6**	**150**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**108**						√		
61.	**Intermediate Microeconomics**	**6**	**150**	Principles of Microeconomics	**13**	**24**	**2**	**3**	**42**	**108**						√		
62.	**Financial Reporting**	**6**	**150**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**108**							√	
63.	**Intermediate Macroeconomics**	**6**	**150**	Principles of Macroeconomics	**13**	**24**	**2**	**3**	**42**	**108**							√	
64.	**Venture Capital and Private Equity**	**5**	**125**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**83**								√
65.	**Financial Management**	**6**	**150**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**108**								√
66.	**Corporate Finance**	**6**	**150**	Introduction to finance	**13**	**24**	**2**	**3**	**42**	**108**								√
67.	**Managerial Accounting**	**6**	**150**	Financial Accounting	**13**	**24**	**2**	**3**	**42**	**108**								√
68.	**International Economics and Principles of Trade Policy**	**6**	**150**	International Business	**13**	**24**	**2**	**3**	**42**	**108**								√
Electives in IT																		
69.	**Basics of Programming Based on Python**	**5**	**125**	None	**14**	**12**	**2**	**3**	**31**	**94**			√					
70.	**Basics of Computer Organization and Architecture**	**4**	**100**	None	**13**	**24**	**2**	**3**	**42**	**58**				√				

71.	**Basics of Operating Systems**	**5**	**125**	Basics of Computer Organization and Architecture	**13**	**24**	**2**	**3**	**42**	**83**					√			
72.	**Basics of Web Technologies (HTML, CSS)**	**4**	**100**	Information Technologies	**13**	**24**	**2**	**3**	**42**	**58**					√			
73.	**Database Basics**	**5**	**125**	Information Technologies	**13**	**24**	**2**	**3**	**42**	**83**						√		
Free credits																		
	University core courses	**10**	**Number of credits to be earned in the relevant semester**								**I**	**II**	**III**	**IV**	**V**	**VI**	**VII**	**VIII**
											10							
69.	**Academic Writing**	**5**	**125**	None	-	**39**	**2**	**3**	**44**	**81**	**5**							
70.	**Information Technologies**	**5**	**125**	None	**13**	**24**	**2**	**3**	**42**	**83**	**5**							
	University/Partner University elective courses	**Number of credits to be earned in the relevant semester**									**I**	**II**	**III**	**IV**	**V**	**VI**	**VII**	**VIII**
	Free courses	**30**	**Student can choose other courses within university**															
	Total credits	**240**									**30**	**30**	**30**	**30**	**30**	**30**	**30**	**30**