



Georgian National University SEU
Bachelor's Educational Program

GLOBAL BUSINESS MANAGEMENT

2024

GENERAL INFORMATION

Program Name: Global Business Management

Higher Education Cycle: First Cycle (Bachelor)

Qualification Level: Level 6

Awarded Qualification: Bachelor of Business Administration

Field and Classification Code: 0413 Management and Administration

Teaching Language: English

Program Duration: 3 Academic years / 6 semesters

Program Credit Capacity (ECTS): 180 credits / 4500 astronomical hours

Head of Program: Rusudan Beriashvili, Associate Professor

PROGRAM DESCRIPTION

Georgian National University SEU's Global Business Management Bachelor program will provide students with real-world business experience delivered through real-world case studies, project development, report writing, and internships.

The educational program is an analogue of the Global Business Management program of London Coventry University adapted to the standards of the Georgian education system, which was created on the basis of a mutual cooperation agreement. The future perspective of the program is to award the graduate with a double academic degree. Negotiations are currently underway with Coventry University (United Kingdom) within the framework of the Bachelor's program of Global Business Management.

Core study courses provide a solid foundation in key business areas in a global context. Students have the opportunity to focus on the context of global business management by studying real-life cases and completing practical assignments that are used as part of a teaching, learning and assessment strategy.

The teaching, learning and assessment of the program is clearly focused on career development, which includes not only essential knowledge and theories, but also important cognitive, practical and transferable skills needed in a competitive global labor market. The program's teaching, learning and assessment also support technological development to achieve career goals.

A focus on entrepreneurship gives students an alternative career perspective and develops the skills to make them able to set up their own business. Entrepreneurial skills, such as teamwork and the ability to demonstrate initiative and original thinking, along with self-discipline in initiating and completing tasks within deadlines, are essential attributes identified as priorities for international employers.

The program is designed taking into account the requirements of international employment markets, which will help the graduate in successful career development.

PROGRAM GOALS

The goals of the Bachelor Program of Global Business Management at the Georgian National University SEU are:

- I. Develop career-ready, globally aware graduates with a critical and reflective understanding of global business challenges, able to identify and describe concepts and theories and best business practices using modern information and communication technologies.
- II. Offer students a degree qualification that is academically robust and practically relevant to global business that will allow students to fulfill their role in organization through developed communication and cross-cultural managerial competencies.
- III. Develop graduates with entrepreneurial mindset and the ability to scan business environment, reflect and integrate theories into practices realizing sustainable development and global standards of ethical decision-making.
- IV. Equip graduate with numerical skills to research and analyze business environment, risks and challenges in order to increase the value of business both locally and globally.

PROGRAM LEARNING OUTCOMES

The graduate of the Bachelor program of Global Business Management at the Georgian National University SEU:

- I. Demonstrates a comprehensive understanding of business concepts, theories, functions and processes within the global business environment, and applies this knowledge effectively to real-world situations.
- II. Develops knowledge, skills and experience necessary to manage and communicate with people, in an organization in order to assess and increase the value of business.
- III. Evaluates and utilizes qualitative and quantitative data to analyze challenges of business functional fields encountered by both global and local enterprises and develop recommendations.
- IV. Studies business environment and analyzes the impacts of possible general and specific risks, suggests the ways to manage them in diverse contexts.
- V. Is equipped with cross-cultural management competences to operate in diverse communities by using modern communication and information technologies.
- VI. Analyzes specific global business situations to identify areas of good practices and use them to create solutions in everyday business situations.
- VII. Understands the importance of business ethics and social responsibility in global environment.
- VIII. Creates and presents research project describing different business fields, using modern information technologies.
- IX. Identifies learning and personal growth needs and plans future development strategies.

Map of Competences

THE COMPLIANCE OF THE PROGRAM GOALS WITH THE PROGRAM LEARNING OUTCOMES

Program Goals	Learning Outcomes								
	I	II	III	IV	V	VI	VII	VIII	IX
Develop career-ready, globally aware graduates with a critical and reflective understanding of global business challenges, able to identify and describe concepts and theories and best business practices using modern information and communication technologies.	√					√			√
Offer students a degree qualification that is academically robust and practically relevant to global business that will allow students to fulfill their role in organization through developed communication and cross-cultural managerial competencies.		√			√				√
Develop graduates with entrepreneurial mindset and the ability to scan business environment, reflect and integrate theories into practices realizing sustainable development and global standards of ethical decision-making.				√			√		
Equip graduate with numerical skills to research and analyze business environment, risks and challenges in order to increase the value of business both			√					√	

Assessment of Program Learning Outcomes and Target Benchmark

Learning Outcome	Study Course	Rubric Of Assessment	Evaluation Period	Evaluator	Number of students	Target Benchmark
I. Demonstrates a comprehensive understanding of business concepts, theories, functions and processes within the global business environment, and applies this knowledge effectively to real-world situations.	Working in Global Diverse Teams	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Business Accounting	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Principles of Marketing theory and practice	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	The economic environment of Business	Final Exam	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Leading and Managing People	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Introduction to Entrepreneurship	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Entrepreneurship in a	Final report	III semester	Course provider	30	50% of students will

	Global Context					receive at least 70% of the grade.
	International Trade	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Operations Management	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Business Strategy	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Managing Global Workforce	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Management Accounting	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Business Law	Final exam	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Sustainable Business	Final report	V semester	Course provider	30	50% of students will

						receive at least 70% of the grade.	
	Entrepreneurship Business Plan	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Internship	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
XVII.	Develops knowledge, skills and experience necessary to manage and communicate with people, in an organization in order to assess and increase the value of business.	Working in Global Diverse Teams	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Data Skills for Business	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Professional English	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Principles of Marketing theory and practice	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.

Leading and Managing People	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
Introduction to Entrepreneurship	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
Digital Marketing	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
Entrepreneurship in a Global Context	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
International Business Strategy	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
Project Management	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
Managing Global Workforce	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.

	International Business Law	Final exam	V semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Entrepreneurship Business Plan	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Internship	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
XXXI.	Evaluates and utilizes qualitative and quantitative data to analyze challenges of business functional fields encountered by both global and local enterprises and develop recommendations.	Principles of Marketing theory and practice	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
		The economic environment of Business	Final Exam	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Introduction to Entrepreneurship	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Digital Marketing	Final report	III semester	Course provider	30	50% of students will receive at least 70% of

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	Entrepreneurship in a Global Context	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Trade	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Operations Management	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Business Strategy	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Project Management	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Management Accounting	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Business Research Skills	Final report	V semester	Course provider	30	50% of students will receive at least 70% of

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	Entrepreneurship Business Plan	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Internship	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.
XLIV. Studies business environment and analyzes the impacts of possible general and specific risks, suggests the ways to manage them in diverse contexts.	Business Accounting	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Professional English	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Principles of Marketing theory and practice	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	The economic environment of Business	Final exam	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Introduction to Entrepreneurship	Final report	II semester	Course provider	30	50% of students will receive at least 70% of

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	Digital Marketing	Final report	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
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	Management Accounting	Final report	V semester	Course provider	30	50% of students will receive at least 70% of

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	Business Research Skills	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	International Business Law	Final exam	V semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Sustainable Business	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Entrepreneurship Business Plan	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
	Internship	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.	
LXI.	Is equipped with cross-cultural management competences to operate in diverse communities by	Working in Global Diverse Teams	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
		Data Skills for Business	Final report	I semester	Course provider	30	50% of students will receive at least 70% of

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	Principles of Marketing theory and practice	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Leading and Managing People	Final report	II semester	Course provider	30	50% of students will receive at least 70% of the grade.
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	Project Management	Final report	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
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	Management Accounting	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Business Research Skills	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Business Law	Final exam	semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Sustainable Business	Final report	V semester	Course provider	30	50% of students will receive at least 70% of the grade.
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LXXVIII. Analyzes specific global business situations to identify areas of good practices and use them to create solutions in everyday business situations.	Business Accounting	Final report	I semester	Course provider	30	50% of students will receive at least 70% of the grade.
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CXVII.	Identifies learning and personal	Data Skills for Business	Final report	I semester	Course provider	30	50% of students will receive at least 70% of

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	Internship	Final report	VI semester	Course provider	30	50% of students will receive at least 70% of the grade.

Program Admission Requirements

Enrollment Conditions

A person with a full general education certificate or equivalent document issued in Georgia, who has obtained the right to enroll in SEU and has been registered on the basis of the results of the Unified National Examinations, shall have the right to study Bachelor's Program of Global Business Management.

Obtaining the Student Status Without Passing the Unified National Examinations

Obtaining the status of a student without passing the Unified National Examinations shall be allowed in accordance with the rules and within the timeframe established by the Ministry of Education and Science of Georgia:

- A) For foreign citizens and stateless persons who have received a full general or equivalent education in a foreign country, or foreign citizens and stateless persons (except for those who are citizens of Georgia at the same time), who received a full general or equivalent education in Georgia according to foreign or international programs recognized by Georgia;
- B) For citizens of Georgia who have received full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;
- C) For foreign citizens (except for students participating in a joint Higher Education program and students participating in an exchange education program) who are studying/have studied and received credits / qualifications in a Higher Education Institution recognized in a foreign country in accordance with the legislation of that country.
- D) For citizens of Georgia (except for students participating in a joint Higher Education program and students participating in an exchange education program) who live/lived, study/studied and have received credits/qualification in a foreign country at a Higher Educational Institution recognized in accordance with the legislation of this country for the period determined by the Ministry of Education and Science of Georgia.
- E) The Higher Educational Institution is obliged to confirm that the persons, wishing to obtain the right to study, possess the language of instruction of the chosen educational program at least B1 level.

Enrollment by Mobility

Admission of students from other higher education institutions / programs to the Bachelor'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 Bachelor'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.

ORGANIZING TEACHING

The duration of the Bachelor's Program of Global Business Management is 3 academic years (6 semesters) and implies the accumulation of 120 ECTS, which equals to 4500 hours. Each credit (ECTS) equals to the learning activity of a student (student workload) of 25 hours and includes both – contact and independent hours.

The distribution of credits among the different study components should be based on a realistic assessment of the study load of a student with average academic achievements that are required to achieve the learning outcomes and goals set for each component.

When calculating the credit, the time determined for the additional exam (preparation, passing, evaluation) as well as the consultation time with the person implementing the component of the educational programme should not be taken into account.

The full workload of an academic year includes 60 (ECTS). During the academic (spring and autumn) semester the student must cover on average 30 credits.

Taking into account the features of the higher education programme and/or the student's individual curriculum, it is allowed for the student's study load to exceed 60 credits or be less than 60 credits during one academic year. It is not allowed for a student's study load to exceed 75 (ECTS) credits in one academic year.

An academic week is a period of time over which the study load of a student with average academic achievement is distributed and includes a combination of activities to be performed during both contact and independent hours.

A semester is a period of time that includes a combination of academic weeks, a period of conducting an exam/additional exam and evaluation of student's learning outcomes.

The program is regarded as completed, when the student accumulates at least 180 ECTS, which implies the fulfilment of the basic, elective and free components of the field determined under the program.

TEACHING-LEARNING METHODS

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.

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.

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.

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.

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 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.

EVALUATION 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 25 points within Midterm Evaluation).

Competency threshold for the Final Exam is 40%, no less than 20 points.

Prerequisite for granting the credit is accumulating no less than 51 from 100 points and to overcome the minimum competency threshold of Midterm Evaluation and Final Exam.

EVALUATION COMPONENTS

Student assessment in each learning component of the program includes two forms of assessment - midterm assessment and final assessment.

Each form of evaluation includes an evaluation component/components, which includes the evaluation method/methods, and the evaluation method/methods are measured by the evaluation criteria, which are spelled out in the syllabi of the respective program and are available to all students at the beginning of the semester in the electronic system of the educational process - emis.seu.edu.ge.

In each educational component of the educational program, 50 points are assigned to the midterm evaluation, and 50 points to the final evaluation, from the total evaluation score (100 points) to determine the final evaluation of the student. The midterm and final assessment have a minimum competency threshold, which is determined by the syllabus of the respective component. Exceptions are established taking into account the specifics of the specific program/educational component, in accordance with the requirements established by the current legislation of Georgia.

PROGRAM INTERNATIONALIZATION

1. Braganca University
2. State University of Applied Sciences Kalisz Calisia
3. UCSI University
4. International University of Gorazde
5. EU Business School
6. Bucharest University of Economic Studies
7. University of Economics and Human Sciences in Warsaw
8. College of Canyons
9. Transport and Telecommunication Institute
10. Tomas Bata University in Zlín
11. University of Foggia
12. Open University of Human Development "Ukraine"
13. Yaşar University, Izmir
14. University of A Coruña
15. Universitat Jaume I
16. University of Jaen
17. WSB University
18. Romanian American University
19. Kafkas University
20. Klaipeda University
21. Turiba University
22. Tor Vergata University of Rome

PARTNER/INTERNSHIP ORGANIZATIONS

1. Advanced Audit and Consulting Company
2. Discover Georgia LLC
3. Basalt Fibers LLC
4. Global Auto Import Ltd
5. Digital Marketing House Ltd
6. Impexfarm Ltd
7. Indivan Ltd
8. Invet Ltd
9. Kofista Ltd
10. Letha Ltd
11. Mechan Ltd
12. Nutrimax LLC
13. Paragraph Tbilisi City LLC
14. Distribution and Logistics of Georgia LLC
15. Solveit LLC
16. Engineering Group LLC
17. GMA Georgia LLC
18. Start - Business Solutions LLC
19. Loyalte Ltd
20. Artificial Intelligence Association of AIP Georgia
21. Grand Grant Thornton Georgia
22. Marketing Cloud LTD
23. Auto Export Georgia LTD

PROGRAM EMPLOYMENT FIELD

A graduate of the Bachelor program of Global Business Management at the Georgia National University can be employed in small, medium and large companies operating in management consulting, analytics, construction, retail, distribution, tourism, e-commerce, healthcare, services and other sectors. the country's economy. In these companies, a graduate student can work as a middle manager or specialist in various departments and perform related functions.

OPPORTUNITIES TO CONTINUE STUDYING

A graduate of the Bachelor's program of Global Business Management can continue studies at the second cycle of Higher Education (Master's degree), in Georgia or abroad, in accordance with the rules established by the law, by complying with the prerequisites for admission to the Master's educational program.

PROGRAM RESOURCES

MATERIAL RESOURCES

Bachelor's Program in Global Business Management is implemented in the campus equipped with modern infrastructure, it is provided with library, material and technical resources, which ensure the achievement of the program goals and learning outcomes in material and quality terms. All rooms are equipped with the devices necessary for the implementation of learning process. Students are informed about the opportunity to use existing resources and about the rules of use.

Computer classes are available at the University for practical and laboratory works with relevant equipment. The computer capabilities and their number totally make it possible to implement the program perfectly in terms of software and hardware.

All necessary literature and other materials (including those existing on the electronic carriers) determined by the course syllabuses of the program are available in the library, which ensures the achievement of the learning outcomes of the educational program.

The University has executed an agreement with the NNLE Georgian Library Association on the service of international electronic library bases. The most recent scientific periodicals, international electronic library bases are available for students, that enables the, to familiarize themselves with the most recent scientific data of the respective field in order to achieve the learning outcomes of the program.

The University operates a tech and entrepreneurship lab that allows students to connect with real business projects and to learn specific skills needed to execute various projects, and to benefit from individual mentoring services. The lab gives like-minded students a chance to connect and turn their business ideas into reality. In addition, workshops and activities organized by specialists in the field of developing specific skills are organized. The Tech and Entrepreneurship Lab is also actively involved in the development of practical elements of individual courses, coordinating the participation of practitioners and companies in the learning process.

FUNDING OF THE PROGRAM

The financial support of the Bachelor's program in Global Business Management is provided by the program budget. The amount allocated from the budget is directed to the constant updating of the material and technical resources and literature provided by the program, the organization of scientific conferences, the salary expenses of the academic/guest staff and the publishing and printing of their works. The budget also provides for the expenses of academic/guest and administrative personnel's scientific business trips, funding of students in exchange programs, international trainings and conferences.

MONITORING OF THE PROGRAM QUALITY

The monitoring and the periodical assessment of the Bachelor's Program of Global Business Management shall be performed with the participation of academic/invited, administrative/assistant personnel, students, alumni, employers and other interested persons, through systematic collection, processing and analysis of information. Based on the assessment outcomes, when necessary, the program will be modified/developed.

The Quality Enhancement Department performs regular analysis and other activities intended for the quality enhancement, which consist of the following surveys:

- Lecturer and Study Course Evaluation by students (once per semester);
- Educational Program Evaluation by students (have they achieved the learning outcomes determined by the program) (in the last year of the study);
- University's Institutional Evaluation by students (once a year);
- Students' Satisfaction with Practice Course
- Alumni Research (six months after the end of the program);
- Employers' Survey (once a year);
- Self-evaluation of the study course (by the lecturer, once a semester);
- Self-evaluation of the program (by the head/co-head of the program, once a year).

Each survey is analyzed and the tendencies are determined across the University. Also, at the level of structural units, faculties and educational programs. The surveys and studies enable the conducting of the comparative analysis between the faculties and the educational programs. The comparative analysis is performed by the Quality Enhancement Department and the results are provided to all interested

persons. The Quality Enhancement Department plans the organization of trainings with the personnel and students involved in the quality assurance processes in order to further reinforce the processes for their active participation in these processes.

Bachelor's Program of Global Business Management Curriculum

	Course	ECTS	Total hours	Prerequisite	Students' workload					Credits allocation through semester					
					Lecture	Workshop/ Seminar/ Practical	Final exam	Total contact hours	Independent work	I	II	III	IV	V	VI
	Core Courses	165	Number of compulsory credits to be earned in the relevant semester							I	II	III	IV	V	VI
										30	30	30	30	25	20
1.	Working in Global Diverse Teams	10	250	None	26	52	6	84	166	10					
2.	Data Skills for Business	5	125	None	13	26	3	42	83	5					
3.	Business Accounting	10	250	None	26	52	6	84	166	10					
4.	Professional English	5	125	None	52		3	55	70	5					

5.	Principles of Marketing Theory and Practice	5	125	None	13	26	3	42	83		5				
6.	The Economic Environment of Business	10	250	None	26	52	6	84	166		10				
7.	Leading and Managing People	10	250	None	26	52	6	84	166		10				
8.	Introduction to Entrepreneurship	5	125	None	13	26	3	42	83		5				
9.	Digital Marketing	10	250	Principles of Marketing Theory and Practice	26	52	6	84	166			10			
10.	Entrepreneurship in a Global Context	10	250	Introduction to Entrepreneurship	26	52	6	84	166			10			
11.	International Trade	10	250	None	26	52	6	84	166			10			
12.	Operations Management	5	125	None	13	26	3	42	83				5		
13.	International Business Strategy	10	250	None	26	52	6	84	166				10		
14.	Project Management	10	250	None	26	52	6	84	166				10		
15.	Managing Global Workforce	5	125	None	13	26	3	42	83				5		
16.	Management Accounting	5	125	Business Accounting	13	26	3	42	83					5	

17.	Business Research Skills	10	250	None	26	52	6	84	166					10	
18.	International Business Law	5	125	None	13	26	3	42	83					5	
19.	Sustainable Business	5	125	None	13	26	3	42	83					5	
20.	Entrepreneurship Business Plan	10	250	Sustainable Business; Entrepreneurship in a Global Context; International Business Law	26	52	6	84	166						10
21.	Internship in Global Business Management	10	250	Working in Global Diverse Teams; Leading and Managing People; Sustainable Business											10
N	Elective Courses	10	Number of credits to be earned in the relevant semester							I	II	III	IV	V	VI
														5	5
1.	Brand Management	5	125	None	13	26	3	42	83						

Human Resources

N	Study Course	Lecturer Name - Surname	Status
1.	Working in Global Diverse Teams	Irakli Petriashvili	Assistant Professor
2.	Data Skills for Business	Lia Kurtanidze	Associate Professor
		Davit Kipshidze	Assistant Professor
4.	Business Accounting	Paata Shurgaia	Associate Professor
		Maia siradze	Assistant Professor
6.	Professional English	Nino Chikovani	Invited Lecturer
7.	Principles of Marketing Theory and Practice	Rusudan Beriashvili	Associate Professor
8.	The Economic Environment of Business	Mariam Gavasheli	Associate Professor
		Ketevan Macahidze	Invited Lecturer
10.	Leading and Managing People	Teona Maisuradze	Professor

11.	Introduction to Entrepreneurship	Bekar Kilasonia	Assistant Professor
		Elene Kvitaishvili	Invited Lecturer
13.	Digital Marketing	Lia Khmiadashvli	Invited Lecturer
14.	Entrepreneurship in a Global Context	Mariam Tsiskarashvili	Invited Lecturer
15.	International Trade	Mariam Tsiskarashvili	Invited Lecturer
16.	Operations Management	Khatia Koberidze	Associate Professor
17.	International Business Strategy	Davit Kipiani	Invited Lecturer
		Sergo Gelashvili	Invited Lecturer
19.	Project Management	Nino Barkaia	Invited Lecturer
20.	Managing Global Workforce	Teona Maisuradze	Professor
21.	Management Accounting	Paata Shurgaia	Associate Professor
22.	Business Research Skills	Giorgi Mamniashvli	Associate Professor
23.	International Business Law	Salome Chelidze	Invited Lecturer
24.	Sustainable Business	Natia Gelashvili	Associate Professor
25.	Entrepreneurship Business Plan	Guram Sherozia	Invited Lecturer
26.	Brand Management	Rusudan Beriashvili	Associate Professor
27.	Marketing Management	Rusudan Beriashvili	Associate Professor
28.	Management of Changing Organizations	Zurab Mushkudiani	Associate Professor

29.	Fundamentals of Banking	Elene Kvitaishvili	Invited Lecturer
30.	Financial Management	Nino Samchkuashvili	Associate Professor

Academic/Invited Staff

N	Name and Surname	Status	Affiliation
1.	Teona Maisuradze	Professor	Affiliated
2.	Khatia Koberidze	Associate Professor	Affiliated
3.	Lia Kurtanidze	Associate Professor	Affiliated
4.	Mariam Gavasheli	Associate Professor	Affiliated
5.	Natia Gelashvili	Associate Professor	Affiliated
6.	Nino Samchkuashvili	Associate Professor	Affiliated
7.	Paata Shurgaia	Associate Professor	Affiliated
8.	Rusudan Beriashvili	Associate Professor	Affiliated
9.	Zurab Mushkudiani	Associate Professor	-
10.	Giorgi Mamniashvili	Associate Professor	-
11.	Bekar Kilasonia	Assistant Professor	Affiliated
12.	Maia siradze	Assistant Professor	Affiliated
13.	Davit Kipshidze	Assistant Professor	-
14.	Irakli Petriashvili	Assistant Professor	-

15.	Davit Kipiani	Invited Lecturer	-
16.	Elene Kvitaishvili	Invited Lecturer	-
17.	Guram Sherozia	Invited Lecturer	-
18.	Ketevan Macahidze	Invited Lecturer	-
19.	Lia Khmiadashvli	Invited Lecturer	-
20.	Mariam Tsiskarashvili	Invited Lecturer	-
21.	Nino Barkaia	Invited Lecturer	-
22.	Nino Chikovani	Invited Lecturer	-
23.	Salome Chelidze	Invited Lecturer	-
24.	Sergo Gelashvli	Invited Lecturer	-