



Georgian National University SEU
Bachelor's Educational Program

BUSINESS ADMINISTRATION

2024

GENERAL INFORMATION

Program Name: Business Administration

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

The Georgia National University SEU Bachelor of Business Administration program offers students a comprehensive and dynamic education in the field of business administration. Designed to equip students with the knowledge, skills and competencies necessary to succeed in today's global business environment, the program enables the student to acquire an academic education and understand the importance of applying theoretical knowledge in practice. The Bachelor of Business Administration program covers a wide range of disciplines in business administration, including entrepreneurship, management, finance, marketing and international business. The program focuses on offering a wide variety of courses and the latest literature. During their studies on the program, students have opportunity to engage in internships, review practical cases, develop projects, which allow them to apply theoretical knowledge in real business situations. The program aims to support students in achieving their career goals through careers advice, recruitment events and alumni connections.

PROGRAM GOALS

The goals of the bachelor program in Business Administration at the Georgian National University SEU are:

- I. To give the student knowledge about the field of business administration, challenges and trends, to introduce the theories, concepts, functional areas of business and types of organization created for business development and value growth in a relevant environment;
- II. To equip the graduate with the ability to evaluate their own role in the organization's projects and processes, plan under supervision and effectively carry out the tasks assigned according to the functional area.
- III. To promote the formation of an entrepreneurial mindset, emphasizing the importance of ethical behavior in business processes, provide the necessary knowledge for the creation, management and development of a startup.
- IV. To develop practical skills in the use of modern information technologies so that the graduate can clearly communicate the necessary information both in writing and orally to various stakeholders inside and/or outside the organization.

PROGRAM LEARNING OUTCOMES

The graduate of the Bachelor program in Business Administration at the Georgian National University SEU:

- I. Knows the basic theories and concepts of business, business challenges in the global environment and the role of modern information technologies in business development;
- II. Describes and explains the economic, legal, cultural and ethical diversity of the local and global business environment, the risks associated with them and ways of managing them;
- III. Considers the international business environment and trends, explains the principles and importance of green economy, its implementation in the process of sustainable business development;
- IV. Analyzes business forms, organization types and startup strategies, business value growth and valuation methods, importance of business social responsibility and relates business idea to changing environmental conditions.
- V. Describes in detail the processes of business administration according to the functional areas, their role in increasing the value of the company and evaluates possible or existing risks;
- VI. Collects information on a given problem in the functional area of business, uses quantitative and qualitative analysis, studies ways of solution and formulates a clear recommended position/opinion on a given task, presents orally or in writing;
- VII. Designs and develops a research project specific to the field of business administration and presents it in a form appropriate to the context, uses communication technologies and respects ethical norms;

VIII. Adapts to the team as a productive member, discusses own ideas, considers the opinions of others and actively participates in the team's work process.

IX. Assesses own knowledge and skills to identify future learning needs.

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
To give the student knowledge about the field of business administration, challenges and trends, to introduce the theories, concepts, functional areas of business and types of organization created for business development and value growth in a relevant environment;	√	√	√	√	√				
To equip the graduate with the ability to evaluate their own role in the organization's projects and processes, plan under supervision and effectively carry out the tasks assigned according to the functional area.					√		√	√	√
To promote the formation of an entrepreneurial mindset, emphasizing the importance of ethical behavior in business processes, provide the necessary knowledge for the creation, management and development of a startup.	√		√	√					√
To develop practical skills in the use of modern information technologies so that the graduate can clearly communicate the necessary information both in writing and orally to various stakeholders inside and/or outside the organization.						√	√	√	

THE COMPLIANCE OF STUDY COURSES WITH THE PROGRAM LEARNING OUTCOMES

A map of the relevance of the curriculum to the learning outcomes of the program (1- Introduction, 2- Deepening the knowledge, 3 - Mastering)

Study Courses		Learning Outcomes								
		I	II	III	IV	V	VI	VII	VIII	IX
1.	Principles of Microeconomics		1		1		1			
2.	Mathematics for Business	1	1		1				1	1
3.	Introduction to Business			1	1	1	1			
4.	Business English 1						1	1	1	1
5.	Principles of Macroeconomics	2	2	1	2		1			
6.	Applied Statistics			2	2	2	2			
7.	Principles of Management	2	2	2	2	2			2	1
8.	Business English 2						2	2	2	2
9.	Principles of Marketing	1	2		2	2	2	2	2	2
10.	Digital Business	2				2				2
11.	Organizational Communication and Career Path		2		3	3	2	2		3
12.	Introduction to Finance	2			3	3	2			
13.	Principles of Business Law		3		2	2				
14.	Personnel Management and Development				2	3	2		2	2
15.	Financial Accounting				2	2	3			
16.	Business Operations	2	2	2	2	3	3		2	
17.	Business Ethics and Corporate Social Responsibility			3	3			3	2	2
18.	International Business and Export Management	2	3	3	2	2				
19.	Digital Marketing		2	2	3	3	3			
20.	Entrepreneurship	3	3	2	3	3	3	3	3	3

21.	Project Management	3					2		3	3
22.	Strategic Management	3	3		3	2	2	2		
23.	Basics of Risk Management	2	2	2		2	3			1
24.	Business Plan Development	3	3	3	3	3	3	3	3	3
25.	Research Methods in Business	3					3	3		3
26.	Practice in Business Administration	3	3	3	3	3	3	3	3	3

Assessment of Program Learning Outcomes and Target Benchmark

Learning Outcome	Study Course	Rubric Of Assessment	Evaluation Period	Evaluator	Number of students	Target Benchmark
I. Knows the basic theories and concepts of business, business challenges in the global environment and the role of modern information technologies in business development	Introduction to Business	Seminar activity	I semester	Course provider	30	50% of students will receive at least 50% of the grade.
	Principles of Macroeconomics	Final exam	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Digital Marketing	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.

	Principles of Marketing	Seminar activity	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
	Introduction to Finance	Final exam	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Business Operations	Final exam	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
	International Business and Export Management	Final exam	IV semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Entrepreneurship	Final exam	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Project Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Strategic Management	Final exam	V semester	Course provider	30	50% of students will receive at least 60% of the grade.

	Basics of Risk Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Business Plan Development	Final exam	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Research Methods in Business	Final exam	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice in Business Administration	Final exam	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Digital Business	Final exam	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
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Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
Principles of Marketing	Seminar activity	III semester	Course provider	30	50% of students will receive at least 70% of the grade.
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Principles of Business Law	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
Business Operations	Final exam	IV semester	Course provider	30	50% of students will receive at least 70% of the grade.
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	Applied Statistics	Final exam	II semester	Course provider	30	50% of students will receive at least 50% of the grade.
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	Personnel Management and Development	Seminar activity	IV semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Financial Accounting	Final exam	IV semester	Course provider	30	50% of students will receive at least 60% of the grade.
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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 Business Administration.

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 Business Administration 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.

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.

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

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- defines a form of transferring knowledge, when the course of thought in the process of learning is directed from facts to generalization, that is, when conveying material, the process proceeds from specific to general.

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 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.

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.

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.

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 11 points within Midterm Evaluation).

Competency threshold for the Final Exam is 30%, no less than 12 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, 60 points are assigned to the midterm evaluation, and 40 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

PARTNER ORGANIZATIONS

1. Advanced Audit and Consulting Company
2. Alliance of regional broadcasters
3. JSC Energo Pro Georgia Holding
4. JSC Credo Bank
5. Discover Georgia LLC
6. Basalt Fibers LLC
7. Global Auto Import Ltd
8. Digital Marketing House Ltd
9. Impexfarm Ltd
10. Indivan Ltd
11. Invet Ltd
12. Kofista Ltd
13. Letha Ltd
14. Mechan Ltd
15. Nutrimax LLC
16. Paragraph Tbilisi City LLC
17. Distribution and Logistics of Georgia LLC
18. Solveit LLC
19. Engineering Group LLC
20. Geo Pizza
21. GMA Georgia LLC
22. Start - Business Solutions LLC
23. BS Ltd
24. Institute of Economic Research and Development Ltd
25. Loyalte Ltd
26. Artificial Intelligence Association of AIP Georgia

PROGRAM EMPLOYMENT FIELD

A graduate of the Bachelor of Business Administration program 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 in Business Administration is can continue studies at the second level 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 Business Administration 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 Business Administration 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 in Business Administration 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 Business Administration 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
	Mandatory Courses	136	Number of compulsory credits to be earned in the relevant semester								I	II	III	IV	V	VI
											24	24	24	24	25	15
1.	Principles of Microeconomics	6	150	None	13	12	2	3	30	120	6					
2.	Mathematics for Business	6	150	None	13	12	2	3	30	120	6					
3.	Introduction to Business	6	150	None	13	12	2	3	30	120	6					
4.	Business English 1	6	150	None	-	52	2	3	57	93	6					
5.	Principles of Macroeconomics	6	150	Principles of Microeconomics	13	12	2	3	30	120		6				
6.	Applied Statistics	6	150	Mathematics for Business; Modern Office Programs	13	24	2	3	42	108		6				
7.	Principles of Management	6	150	None	13	12	2	3	30	120		6				
8.	Business English 2	6	150	Business English 1	-	52	2	3	57	93		6				

9.	Principles of Marketing	5	125	None	13	12	2	3	30	95			5			
10.	Digital Business	5	125	None	13	12	2	3	30	95			5			
11.	Organizational Communication and Career Path	4	100	None	13	12	2	3	30	70			4			
12.	Introduction to Finance	5	125	None	13	12	2	3	30	95			5			
13.	Principles of Business Law	5	125	Introduction to Business	13	12	2	3	30	95			5			
14.	Personnel Management and Development	4	100	Principles of Management	13	12	2	3	30	70				4		
15.	Financial Accounting	6	150	None	13	24	2	3	42	108				6		
16.	Business Operations	5	125	Principles of Management	13	12	2	3	30	95				5		
17.	Business Ethics and Corporate Social Responsibility	4	100	Principles of Management	13	12	2	3	30	70				4		
18.	International Business and Export Management	5	125	Introduction to Business	13	12	2	3	30	95				5		
19.	Digital Marketing	4	100	Principles of Marketing	13	12	2	3	30	70					4	
20.	Entrepreneurship	5	125	Introduction to Business	13	12	2	3	30	95					5	
21.	Project Management	5	125	Principles of Management	13	24	2	3	42	83					5	
22.	Strategic Management	6	150	Principles of Management	13	12	2	3	30	120					6	
23.	Basics of Risk Management	5	125	Principles of Management; Applied Statistics	13	12	2	3	30	95					5	

24.	Business Plan Development	5	125	Introduction to Finance, Principles of Management, Principles of Marketing	13	12	2	3	30	95						5
25.	Research Methods in Business	5	125	Applied Statistics	13	24	2	3	42	83						5
26.	Practice in Business Administration	5	125	Business Ethics and Corporate Social Responsibility; Organizational Communication and Career Path												5
Elective Courses		17	Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI
													6	6	5	
1.	Direct Marketing	5	125	Principles of Marketing	13	12	2	3	30	95						
2.	Advertising and Promotion	6	150	Principles of Marketing	13	12	2	3	30	120						
3.	Business to Business Marketing	5	125	Principles of Marketing	13	12	2	3	30	95						
4.	Event Management	5	125	None	13	12	2	3	30	95						
5.	Principles of Tourism Management	5	125	Principles of Management	13	12	2	3	30	95						
6.	International Innovation Management	6	150	Principles of Management	13	12	2	3	30	120						
7.	Business Communication in Hospitality and Tourism	6	150	Principles of Management	13	12	2	3	30	120						

8.	Leadership	5	125	None	13	12	1	3	29	96						
9.	Financial Mathematics	6	150	Mathematics for Business	13	24	2	3	42	108						
10.	Principles of Investments	6	150	Introduction to finance	13	24	2	3	42	108						
11.	Financial Reporting	6	150	Introduction to finance	13	24	2	3	42	108						
12.	Corporate Finance	6	150	Introduction to finance	13	12	2	3	30	120						
13.	Managerial Accounting	6	150	Financial Accounting	13	24	2	3	42	108						
Free Credits																
	University Mandatory Courses	12	Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI
											6	6				
1.	Modern Office Programs	6	150	None	13	12	2	3	30	120	6					
2.	Academic Writing	6	150	None	13	12	2	3	30	120		6				
	University/Partner University Elective courses		Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI
	Free Courses	15	Student can choose other courses within university delivered in other programs in university and at partner universities.													15
	Total credits	180									30	30	30	30	30	30

Human Resources

N	Study Course	Lecturer Name - Surname	Status
1.	Principles of Microeconomics	Natia Gelashvili	Associate Professor
		Ketevan Machaidze	Invited Lecturer
3.	Mathematics for Business	Tea Shavadze	Invited Lecturer
4.	Introduction to Business	Rusudan Beriashvili	Associate Professor
5.	Business English 1	Nino Chikovani	Invited Lecturer
6.	Principles of Macroeconomics	Mariam Gavasheli	Associate Professor
		Ketevan Machaidze	Invited Lecturer
8.	Applied Statistics	Natia Gelashvili	Associate Professor
		Ketevan Machaidze	Invited Lecturer
10.	Principles of Management	Zurab Mushkudiani	Associate Professor
		Teona Maisuradze	Associate Professor
12.	Business English 2	Nino Chikovani	Invited Lecturer
13.	Principles of Marketing	Rusudan Beriashvili	Associate Professor
		Lia Khmiadashvili	Invited Lecturer
15.	Digital Business	Khatia Koberidze	Associate Professor
16.	Organizational Communication and Career Path	Teona Maisuradze	Professor
		Rusudan Beriashvili	Associate Professor

18.	Introduction to Finance	Nino Samchkuashvili	Associate Professor
		Maia Siradze	Assistant Professor
20.	Principles of Business Law	Giorgi Rostiashvili	Associate Professor
		Salome Chelidze	Invited Lecturer
22.	Personnel Management and Development	Teona Maisuradze	Professor
23.	Financial Accounting	Maia Siradze	Assistant Professor
24.	Business Operations	Davit Nizharadze	Professor
		Khatia Koberidze	Associate Professor
26.	Business Ethics and Corporate Social Responsibility	Irakli Petriashvili	Assistant Professor
		Mariam Labuchidze	Invited Lecturer
28.	International Business and Export Management	Irakli Petriashvili	Assistant Professor
29.	Digital Marketing	Lia Khmiadashvili	Invited Lecturer
30.	Entrepreneurship	Bekar Kilasonia	Assistant Professor
		Elene Kvitaishvili	Invited Lecturer
32.	Project Management	Maria Kldiashvili	Associate Professor
		Nino Barkaia	Invited Lecturer
34.	Strategic Management	Tintani Medzmariashvili	Associate Professor
		Davit Kipiani	Invited Lecturer

36.	Basics of Risk Management	Zurab Mushkudiani	Associate Professor
37.	Business Plan Development	Guram Sherozia	Invited Lecturer
38.	Research Methods in Business	Giorgi Mamniashvili	Associate Professor
39.	Direct Marketing	Guram Sherozia	Invited Lecturer
40.	Advertising and Promotion	Guram Sherozia	Invited Lecturer
41.	Business to Business Marketing	Rusudan Beriashvili	Associate Professor
42.	Event Management	Davit Chkotua	Assistant Professor
		Izabela Perishvili	Invited Lecturer
44.	Principles of Tourism Management	Nino Kekelidze	Associate Professor
45.	International Innovation Management	Zurab Mushkudiani	Associate Professor
46.	Business Communication in Hospitality and Tourism	Nino Kekelidze	Associate Professor
47.	Leadership	Rusudan Beriashvili	Associate Professor
48.	Financial Mathematics	Tea Shavadze	Invited Lecturer
49.	Principles of Investments	Paata Shurgaia	Associate Professor
50.	Financial Reporting	Nino Samchkuashvili	Associate Professor
51.	Corporate Finance	Maia Siradze	Assistant Professor
52.	Managerial Accounting	Paata Shurgaia	Associate Professor
		Maia Siradze	Assistant Professor

54.	Modern Office Programs	Lia Kurtanidze	Associate Professor
		Davit Kipshidze	Assistant Professor
56.	Academic Writing	Ketevan Nizharadze	Associate Professor
		Irma Mesiridze	Invited Lecturer

Academic/Invited Staff

N	Name and Surname	Status	Affiliation
1.	Teona Maisuradze	Professor	Affiliated
2.	Davit Nizharadze	Professor	Affiliated

3.	Ketevan Nizharadze	Associate Professor	Affiliated
4.	Khatia Koberidze	Associate Professor	Affiliated
5.	Lia Kurtanidze	Associate Professor	Affiliated
6.	Natia Gelashvili	Associate Professor	Affiliated
7.	Mariam Gavasheli	Associate Professor	Affiliated
8.	Teona Maisuradze	Associate Professor	Affiliated
9.	Nino Kekelidze	Associate Professor	Affiliated
10.	Nino Samchkuashvili	Associate Professor	Affiliated
11.	Paata Shurgaia	Associate Professor	Affiliated
12.	Rusudan Beriashvili	Associate Professor	Affiliated
13.	Tintani Medzmariashvili	Associate Professor	Affiliated
14.	Giorgi Rostiashvili	Associate Professor	-
15.	Giorgi Mamniashvili	Associate Professor	-
16.	Zurab Mushkudiani	Associate Professor	-
17.	Maria Kldiashvili	Associate Professor	-
18.	Bekar Kilasonia	Assistant Professor	Affiliated
19.	Maia Siradze	Assistant Professor	Affiliated
20.	Davit Kipshidze	Assistant Professor	-
21.	Irakli Petriashvili	Assistant Professor	-
22.	Davit Kipiani	Invited Lecturer	-
23.	Elene Kvitaishvili	Invited Lecturer	-
24.	Guram Sherozia	Invited Lecturer	-

25.	Irma Mesiridze	Invited Lecturer	-
26.	Mariam Labuchidze	Invited Lecturer	-
27.	Izabela Perishvili	Invited Lecturer	-
28.	Ketevan Machaidze	Invited Lecturer	-
29.	Lia Khmiadashvili	Invited Lecturer	-
30.	Nino Barkaia	Invited Lecturer	-
31.	Nino Chikovani	Invited Lecturer	-
32.	Salome Chelidze	Invited Lecturer	-
33.	Tea Shavadze	Invited Lecturer	-