

## Bachelor Educational Programme

### Name of the programme

**Business Administration**

### Awarded qualification

**Bachelor of Business Administration**

### Head of the programme

Arian Matin, PhD in Business Administration

Information about the head of the programme is given in the enclosed CV (Appendix 1)

### Programme volume by credits

Bachelor programme of Business Administration is constructed based on the European Credit Transfer and Accumulation System (ECTS) which is oriented on students and is based on the student workload that is necessary to achieve educational programme aims.

Bachelor programme of Business Administration includes 240 ECTS credits, 60 credits per year, 30 credits per semester. Based on student's individual load, the amount of credits might be more or less than 60 credits, but not more than 75.

240 ECTS credits are distributed in two parts: compulsory and elective/free component. In compulsory component student must collect 182 ECTS credits, among which 14 credits are for general skill development study courses, 138 credits are for specialty courses and 30 credits should be obtained from elective/compulsory module. Within the programme, student is able to choose study courses for development of general skills in I and II semester (total 10 credits, 5 credits per semester) and 48 free credits to develop additional field skills or/and according to own interests (in V-VI-VII-VIII semester, 12 credit per semester).

Credits are distributed between all the components of the bachelor programme. Student's workload for contact and independent hours are defined in syllabuses. All the courses last for only one semester.

The standard duration of bachelor programme is 8 semesters (4 academic years). One academic year includes 40-42 weeks, one semester includes 20-21 weeks.

### Study language

**The language of the study is English.**

### Field description and relevance of the programme

Business plays an important part in the social life and economic development of the country. The business environment is stable, conditions for commercial activities have improved drastically. Business is becoming the main type of employment or the form of secondary employment. The agreement of deep and

comprehensive free trade between Georgia and EU became an important perspective for business development that will improve the opportunities to enter foreign markets for business companies.

Above mentioned aspects will significantly increase demand on highly qualified English-languaged specialists because English is considered as an international language of business in the world. That is what makes the implementation of business administration programme so relevant – it will help country's global perspectives – the graduate will not only be a professional in business sphere but will also have English language competence that will make him/her competitively dominant on local and international markets.

In our country, development of adequate economic institutions and Georgia's irreversible integration in world economic sphere, defines the creation of different enterprises, companies or corporations. Popular employment portals (jobs.ge and others) loom high demand on qualified managers who have English language competence. English bachelor programme of business administration provides exactly this kind of staff – students will develop skills and confidence to become the part of global business world. They'll learn how to be innovative, help effective business development and understand modern aspects of business. Within the programme they will develop competences that will be sufficient to be responsible manager in different organizations or enterprises.

Notably, Business has become especially interesting and attractive for young generation. That's natural, interest has raised because business provides employment and social-economic stability. Respectively, it's very important to prepare motivated and qualified staff that will be able to start competitive business, produce product and service that will serve the social-economic development of the country.

There's a tendency that ethnical Georgians that obtained general education in foreign countries in English, want to continue studying in Georgia. We think that this programme will help them to return to Georgia.

Notably, Georgian education sphere is especially interesting for youngsters of our neighbour countries (Azerbaijan, Armenia and/or others). Respectively, it's important to create additional conditions to develop social-economic relations. Motivated young people that will go back to their homeland and will be able to start their own business, naturally have business interests in Georgia.

Also, the relevance of the programme is led by Higher Education Institution's partnership with highly recognized foreign higher education institutions that in turn, opens more opportunities for integration in western education and gives many advantages to the programme – engagement of foreign colleagues in study process, mobility of students and academic staff in the academic processes of foreign higher education institutions is relevant not only for qualification improvement, but also for further employment.

GEU's international partners:

- Germany (Karlsruhe) - Duale Hochschule Baden-Württemberg / DHBW – Karlsruhe // <https://www.dhbw-karlsruhe.de>
- Ukraine (Kiev) – Open International University of Human Development “Ukraine”/ Відкритий міжнародний університет розвитку людини „Україна”; // <http://vmurol.com.ua/>
- Poland (Krakow) – Jagellonian University/Uniwersytet Jagielloński w Krakowie // <http://www.uj.edu.pl/>
- Spain (Madrid) – University of Alcalá / Universidad de Alcalá // <http://www.uah.es/>

## Preconditions

An individual with a secondary school diploma or an equivalent document who will pass the minimal competence threshold in the Unified National Examinations, based on the ranking of the score coefficients as defined by the legislation, will be enrolled in the Higher Education Institution.

**Those eligible to enroll in this program without passing the Unified National Examinations are as follows:**

- Foreign citizens and stateless persons who have received secondary or equivalent education in a foreign country;
- Citizens of Georgia who have received secondary or equivalent education or have studied abroad during the last 2 years of their secondary education;
- Students (besides the participating in the joint program for students) who have lived in a foreign

country for at last 1 year, are studying/have studied and have obtained credits at a higher education institution recognized by the legal regulations of the country concerned.

**Eligibility for Admission to the program:**

Those students who have enrolled based on the mobility rule, According to the Order №10 / N (4.02.2010) of the Minister of Education and Sciences of Georgia which has approved “The rule concerning the fees and the transfer of students from one higher academic 2 institution to another higher academic institution”; also those students who have lived abroad for the last 2 or more years and study in a foreign country in a higher academic institution which is recognized under the laws of that country.

Besides the above-said a mandatory prerequisite for admission is the knowledge of English at B2 level, confirmed by the International Certificate or the exam passed at Higher Education Institution.

The knowledge of English at B2 level will be confirmed with the certificates from: CambridgeEnglishFirst (FCE); BEC Vantage; IELTS 5-6.5; TOEFL iBT 87-109; Michigan ECCE; PTE GeneralLevel 3; PTE Academic 59-75;Trinity ISE II.

**The aim of the programme**

According to the mission of Higher Education Institution the aim of the programme is to prepare competitive specialist with the competences and qualification required by modern international demands which will acquire wide knowledge of business management principles, characteristics of specific business spheres – general and strategic management, marketing, finance, accounting and financial accounting, human resource management, etc. will have skills to evaluate and understand connection between them; They will be able to engage in different business spheres or organize their own business; will be able to help organization’s management activity, function-development of business structures; can use proper analytical instruments to solve problems in business processes, effective realization of own competences and abilities; will have skills to participate and strive for the establishment of civil and professional values; can define necessity of further professional development.

Also, the aim of the programme is to develop students skill of written and oral communication, effective usage of modern information and communication technologies, necessary skills for solving business field problems.

**Bachelor programme includes modules,  
therefore, the aim of each module is defined:**

**1. Module - Finance**

**The aim of the finance module:**

Deepen the knowledge acquired in the basic part of the programme that include knowledge of basic financial concepts and principles, financial aspects and categories, mechanisms of financial management.

Also, the aim of this module is to give students theoretical knowledge in banking that includes practical analysis of banking systems of developed countries, characteristics of banking sphere, understanding and critical analysis of modern banking services; introduce to corporation management and main directions of development; give students wide extended knowledge of public finance theory and practice, main principles of global finance relationships, its theories and concepts; introduce students to risk management theories, insurance system elements and classification.

**2. Module- Management**

**The aim of the management module:**

Deepen the knowledge of basic management theories, functions and principles acquired in the basic part of the programme.

Also, the aim of this module is to develop skills of time management, human relations, righteous evaluation of situations; develop leadership skills; introduce to the solution of the problems concerning production and service, specific methods of innovation management; teach modern organization forms of innovation realization: technopark, technopolice, venture enterprises and others; theoretical and practical aspects of international companies; give students knowledge of modern concepts in project managements; develop goal oriented integrated view of project management; introduce to verbal and nonverbal methods of effective business communications, business etiquette, negotiation aspects and managing conflict situations; acknowledge cultural differences.

### **3. Module – Marketing**

#### **The aim of the marketing module:**

Deepen marketing knowledge acquired in the basic part of the programme – basic concepts of marketing theory and the importance of marketing policy and strategies on competitive markets; Student has to acknowledge goals and problems of PR, legal and moral aspects; get knowledge of critical situation management, image formation process, preparing documents for information support, event management, etc.

Also, the aim of this module is to introduce students to actual concept of internet marketing, characteristics of using marketing instruments in new, global and hipermedia environment; the essence of customer behaviour, factors defining customer behaviour, methods and tools affecting them; give students wide knowledge of basic marketing principles and concepts; introduce to techniques of establishing continuous relations between enterprise and society; internationalization process of international companies, international marketing environments, characteristics of using marketing complex elements on foreign markets.

### **Outcomes/General and field competences**

After successfully acquiring programme courses and gaining appropriate credits, student will be awarded academic degree of bachelor, which confirms that graduate has proper theoretical and practical readiness in business administration.

Programme outcomes – basic and field competencies acquired by student during the bachelor programme:

#### **Knowledge and understanding**

- has acquired knowledge in business administration which includes basic theories, main functions and critical understanding of the principles. Understood complex aspects of the field;
- Owns proper business terminology, quantitative and statistic methods to work in business sphere;
- Knowledge of market economy regulations and is able to understand current economic events;
- Has skill to define, form and describe management, finance, marketing concepts and principles;
- Demonstrates knowledge of human resources, accounting and financial accounting and is able to outline main problems;
- Has knowledge of main concepts in strategic management, understands operations of strategic planning, importance of successful strategic management;
- Has acknowledged aspects for legal regulation of business, knows basic concepts and norms of corporate law;
- Has acquired organizational and functional principles of financial institutions, has acknowledged their meaning in modern world;
- Has acknowledged actual aspects of strategic management in business field: trade, investments, international marketing, operation management, financial management and international business;
- Knows how to select information and communication instruments to solve economic and business

problems.

#### **Skills to use knowledge in practice**

- Is able to identify business activity problems, find methods for their solution, use and describe them; execute practical project to solve problems according to predefined indications;
- Has skills of optimal planning, organization and control of business processes; is able to create business environment, act creatively and lead goal implementation process;
- Has skill to hire staff to solve organization problems, evaluate completed work, implement staff policy and make managerial decisions;
- Has skills to evaluate current economic events; is able to identify market type, define profit maximization problem in the conditions of perfect and imperfect competition;
- Has skill of selecting, classifying and analyzing marketing data; define market segments, target market, forecast demand, marketing complex;
- Has skills to identify business problems, find legal acts to solve them;
- Is able to select financial documents and information, describe accounting, financial proceedings; accounting proceedings of commercial enterprise's financial statements, money flows and capital changes;
- Has skills to form generate company's strategy, evaluate and realize it – convert plan into action; is able to make SWOT analysis;
- Has skill of discussing and evaluating business projects;
- Has skills to acknowledge financial risks; generate regulation strategies according to predefined indications;
- Is able to understand taxation system stages, understand economic, organizational and legal aspects regulating tax field and react properly;
- Has skills to evaluate and use international; financial institute structure, competence, human resource management and strategic management system of international business;
- Is able to create data bases using MS EXCEL instruments, MS ACCESS and manage it.

#### **Conclusion skills**

- has skills of viewing business problems from different point of view, develop thesis on the basis of analysis, form conclusion about selected approaches.

#### **Communication skills**

- has skills to search information and express it in oral and written form;
- Has skills to prepare detailed written report about problems and their solution, present information to specialist and non-specialist in English language;
- Is able to form aspect logically, participate in discussion/debates, express own opinion freely;
- Has skills to use modern information and communication technologies;

#### **Study skills**

- has skill to evaluate own study process coherently and comprehensively, define the necessity of further education;
- Is able to organize and structure material for deepen learning process;
- Has skill to follow current business changes and constant renewal of knowledge.

#### **Values**

- has skills to identify ethical problems that take place in financial, accounting, HR and marketing, analyze them and select proper solutions;
- Is responsible for completed work and is able to evaluate, criticize it; is able to take initiative;
- Has acknowledged professional, legal, ethical and crosscultural tolerance responsibility in organization and society.

## **Outcomes of specific modules**

### **1. Module - Finance**

General and filed competences acquired by student after completing the module of finance:

**Knowledge and understanding**

- acquire wide knowledge in financial and banking sphere, that includes basic theories of finance and banking, critical understanding of main functions and principles;
- Acknowledged complex aspects of financial sphere, specifically: basic financial conceptions and organization principles, financial concepts and categories, management mechanisms of financial field;
- Acquired principles of organizing and functioning in financial institutions, understood their role in modern world;
- Learned main financial instruments; developed skills of financial planning and financial-economic analysis;
- Obtained theoretical knowledge in principles of banking.

**Skills of using knowledge in practice**

- Is able to use financial methods to solve problems;
- Has developed skills to define function characteristics, mechanisms of banking and service based on banking practice analysis of developed countries;
- Knows characteristics of corporate development, is able to sort them;
- Is acquainted with risk management theories, insurance system elements and is able to classify them.

**Conclusion skills**

- Is able to collect and define financial data, also analyze specific data and/or cases using standard and some special methods, as well as make justified conclusion;
- Is able to evaluate corporation's (enterprise) financial condition and financial indicators, make conclusions about business development.

**Communication skills**

- Is able to communicate with business cycles and participate in effective decision making process of financial management to obtain additional resources.

**Study skills**

- Is able to get and organize information about company's financial relation analysis and strategic development.

**Values**

- Has skills to participate in the process of forming values for effective financial resource management and their rational usage, that include managing finances of economic subject, cash flow, investment project effectiveness assessment and acknowledging financial management mechanism.

## 2. Module - Management

General and filed competences acquired by student after completing the module of management:

**Knowledge and understanding**

- Has obtained wide knowledge of management sphere that include understanding basic management theories, functions and principles;
- Understood complex aspects of management field, especially: developed leadership skills, time management skills, communication with people and rightous evaluation of situations;
- Acquainted to problems concerning production and service, also modern methods of innovation management;
- Learned the meaning and importance of modern organizational forms of innovation realization – technopark, technopolis, venture firm and others; acquired knowledge of modern concepts in project management.

**Using knowledge in practice**

- Is able to use methods of management sphere and some specific methods to solve problems;
- Orient in problematic aspects of international risks, strategic planning operations, social-economic problems and participate in managerial decision making process.

**Conclusion skills**

- Is able to collect and define data of management sphere, also analyze specific data and/or situation using

standard and some specific methods;

- Make justified and argued decision based on the management principles.

#### **Communication skills**

- Is able to communicate with colleagues, clients, business partners and participate in the decision making process.

#### **Study skills**

- Has acquired skills to coherently and comprehensively evaluate study process;
- Is able to define further study necessity in management direction; is able to obtain information and literature based on the knowledge acquire in this module that is connected with the company management, its specific abilities and competitors.

#### **Values**

- Is able to set the right goals, make decisions and implement them according to managerial values;
- Has private ethical and moral responsibility in front of company and society.

### **3. Module - Marketing**

General and filed competences acquired by student after completing the module of marketing:

#### **Knowledge and understanding**

- Acquired wide knowledge in marketing field that include critical understanding of basic marketing theories, principles and functions;
- Understood complex aspects of marketing, especially: characteristics of customer behaviour, basic elements of internet marketing infrastructure network and its services;
- Acquired wide theoretical knowledge in bank marketing that include knowledge of basic bank marketing principles and concepts;
- Knows marketing research characteristics of citizens deposits, credits and bank intermediaries, marketing activities to improve bank liquidity;
- Has wide knowledge in international marketing aspects; learned methods and techniques to establish and develop multiple relations between enterprise and society.

#### **Skills of using knowledge in practice**

- Is able to use marketing and some special methods to solve problems;
- Is able to conduct and prepare marketing research; prepare and construct goods, price distribution and communication policy;
- Is able to study customer behaviour; can use strategic approach to customer behaviour management; affect customer decision process using heuristic approaches;
- Has skills to identify and solve complex problems in bank marketing field using complex elements;
- Is able to search marketing information for banks, group and analyze it; structure bank's marketing plan and participate in current activities.

#### **Conclusion skills**

- is able to collect and define data for marketing sphere, also analyze specific data and/or situation using standard and some specific methods;
- Has skill to make justified and argued conclusion in marketing sphere;
- Is able to evaluate basic elements of internet marketing infrastructure, select models of goods, price distribution, communication policy and personal influence;
- Has skills to analyze necessary marketing information for banks, participate in defining marketing strategy, is able to analyze, compare marketing instruments in global environment and make proper conclusion.

#### **Communication skills**

- Is able to communicate with colleagues, clients, business partners and participate in business decision making process.

#### **Study skills**

- Acquired skill to evaluate own study process coherently and comprehensively;
- Is able to define further study necessity in marketing direction; has skills to obtain and organize information and literature about marketing aspects.

#### **Values**

- Is able to participate in the process of defending customer interests and rights, and strive to establish them;
- Has the sense of responsibility and skills to organize human motivation for general goals.

#### **Methods to achieve outcomes**

Different traditional and specific learning and studying methods are used in Business Administration bachelor programme that complement and move to each other.

Methods to achieve learning outcomes include verbal method, discussion/debates, group work, independent work, written method (making notes and extracts, writing essays, etc.), Case study, Brain storming, working with textbooks, cooperative learning, heuristic method, case method, induction, deduction, explanatory method, business games, PBL, presentation or other active methods according to study tasks.

Methods to achieve the outcome of specific study courses are reflected in the appropriate study course (subject) syllabus.

#### **Forms to achieve outcomes**

Forms to achieve learning outcomes:

- Lecture;
- Workgroup activity;
- Practical studies;
- Industrial practice;
- Bachelor thesis;
- Independent work.

#### **Student's knowledge evaluation system**

(Following rule of student's knowledge evaluation can be renewed after 1<sup>st</sup> September 2016, according to the order №07/6 29.01.2016 of the minister of Education and Science of Georgia)

Acquiring study courses from business administration bachelor programme provides students active participation in learning process and is based on the continuous assessment of acquired knowledge.

During the programme implementation process and teaching study courses student's work is evaluated according to European Credit Transfer and Accumulation System (ECTS), order N3 on 05.01.2007 of the minister of Education and Science of Georgia "About credit calculation procedure of higher education programmes" and regulation documents of LTD Georgian-European Higher Education Institution.

#### **According to evaluation system-**

##### **Affirmative evaluations are:**

- (A) Excellent – 91 % or more of maximum evaluation;
- (B) Very good – 81-90 % of maximum evaluation;
- (C) Good – 71-80 % of maximum evaluation;
- (D) Satisfactory – 61-70 % of maximum evaluation;
- (E) Enough – 51-60 % of maximum evaluation.

##### **Negative evaluations are:**

- (FX) Didn't pass – 41-50 % of maximum evaluation which means that vocational student needs more work and is given a chance to pass supplementary exam with independent work;



**(F) Fail** – 40 % of maximum evaluation which means that vocational student's work is not enough and he needs to study the course again.

The acquisition of aspects from study course syllabus are evaluated with 100 point system that include evaluation methods from learning process.

Evaluation of student's work during the semester include:

- a) Mid-term evaluation - maximum 60 points (60%);
- b) Final evaluation - maximum 40 points (40%).

#### **Evaluation Criteria**

Activity (Workgroup, Practical Studies, Written or Oral Homework, Presentation, etc.)	Maximum evaluation 30 points (30%)
Mid-term exam	Maximum evaluation 30 points (30%)
Final exam	Maximum evaluation 40 points (40%)
<b>Final Evaluation</b>	<b>100 points (100%)</b>

Only students who have achieved at least 11 points from mid-term evaluation are allowed to pass final exam.

Final exam is mandatory. Affirmative evaluation on final exam are 20 points – 50% of maximum (40 points) evaluation.

If the sum of mid-term and final evaluations is no less than 41 points, student has the right to attend additional exam.

Student is obliged to pass the additional exam during the current semester. The time gap between additional and final exam must be at least 10 calendar days.

Methods, forms and criteria of evaluating student's knowledge differs according to characteristics and aims of specific study courses and is presented in the syllabuses.

#### **Employment field**

Graduates of business administration bachelor programme will be able to be employed in private and government structures; in national, international and joint business-organizations on low and middle management positions; according to proper qualification participate in the management process of enterprises' administrative, marketing, HR, financial-material and other business areas.

Also, graduates will be able to start and administrate their own business projects.

#### **Possibilities to continue studying**

The graduate of the business administration bachelor programme is entitled to continue studying on MBA programme of business administration which is oriented to prepare the next level specialist and researcher.

Graduate is able to continue studies on any other master's programme, if the precondition of that programme isn't limited by the requirement of other special bachelor's degree.

#### **Human resources for the programme implementation**

Implementation of business administration bachelor programme is provided by appropriate human resources. Study components of the programme are executed by academic staff and invited specialists/lecturer, teachers that have necessary competence, academic degree, teaching, research and professional experience to achieve business administration bachelor programme outcomes.

See additional information about human resources in appendix 2.

#### **Material resources for programme implementation**

To achieve learning outcomes of business administration bachelor programme, material-technical resources and infrastructure of LTD Georgian-European Higher Education Institution is used. Students can access without restrictions:

- \* Properly equipped lecture rooms and conference hall;
- \* Computer resource centre (with internet access);
- \* Business laboratory – is a place where students get together and discuss business ideas and business cases. Every student has the opportunity to present interesting business themes. Visitation in different organizations are planned in the business laboratory, also meetings with business representatives, various student events, practice, etc.
- \* Computer technique with internet and internal network, with proper study software;
- \* Library with computers and communication equipment;
- \* Different technical equipment, etc.

Bachelor program is provided with basic textbooks and methodologic literature. Library provides students with proper printed and electronic books from study course syllabuses, also with database and e-catalogue on web-page.

There is a link to international library on institution's web-page [www.geu.edu.ge](http://www.geu.edu.ge) - EBSCOHost <http://search.epnet.com> (Wide collection of magazines and reference publications, practically from every business and science fields), etc.

### Financial support of the programme

Financial support of the programme is provided from the budget of LTD. Georgian-European Higher Education Institution, which includes wages of academic and invited staff, encouraging and motivating students, renewing library funds, material-technical base and other necessities to achieve qualitative education.

### Structure and features of the programme

Business administration bachelor programme is structured by model – main speciality and free component. Courses for main speciality are studied from the first semester, that end in the eighth semester with the defense of bachelor thesis. Main speciality also includes several modules, choosing which is compulsory.

Business administration bachelor programme has following components:

(A)	General compulsory study courses	14 ECTS credits
(B)	Compulsory study courses	138 ECTS credits, <b>including:</b> Industrial practice - 9 credits; Bachelor thesis - 9 credits
(C)	Compulsory/elective module	30 ECTS credits
(D)	Elective/Free components	58 ECTS credits
	<b>Total</b>	<b>240 ECT credits</b>

#### (A) General compulsory courses - 14 ECTS credits

This component includes teaching Academic Writing, Computer Skills and Presentation, Principles of Psychology.

- \* The aim of studying Academic Writing is to learn critical thinking strategy, argumentatively structuring the thoughts and developing effective writing skills;
- \* Computer Skills and Presentation is oriented to develop skills of searching-presenting information using information-communication technologies, successfully presenting completing work;

\* Course of Principles of Psychology is oriented on the value formation process, that will help students to be aware of themselves, evaluate and correct own abilities.

*Above mentioned study courses will give students knowledge and develop skills that he/she will actively use in learning-education process and help to acquire the specialization.*

### **(B) Compulsory courses - 138 ECTS credits**

Studying compulsory courses of speciality are focused on understanding current theories and principles, complex aspects of the field, giving wide knowledge of business administration and some specific methods, identifying problems in the implementation of practical activity and developing skill of making proper decisions, stimulating coherent renewal of own knowledge, forming necessary values for professional activities.

Bachelor programme of business administration includes components concentrating on developing practical skills – industrial practice that gives students opportunity to obtain education based on practical skills. After successfully completing following component student will obtain 9 ECTS credits. Industrial practice is defined in 8<sup>th</sup> semester.

Bachelor programme of business administration includes 9 ECTS credits for completing bachelor thesis. By defending bachelor thesis student completes bachelor programme. The defense of the bachelor thesis is defined in 8<sup>th</sup> semester.

### **(C) Compulsory/Elective Module - 30 ECTS credits**

At the beginning of the fifth semester student can choose one module from three and collect (concentration: Finance/Management/Marketing) 30 ECTS credit for a module. Study courses from modules will be learned in V-VI-VII semesters.

### **(D) Elective/Free components - 58 ECTS credits**

Free component provides development of general skills and additional field knowledge.

To develop general skills student can choose following courses in I-II semesters (total 10 credits, 5 credits per semester):

- Principles of Philosophy is oriented on widening students view and helping value formation process;
- Anthropology – students will learn theories, methods and discoveries that are the basis of modern knowledge about humans;
- Study course of Human Rights and Democracy will help students to understand changing nature of human rights, teach them to understand the social side of this concept.

To develop field competencies, student is able to obtain 48 credits in V-VI-VII-VIII semester (12 credits per semester) from unelected modules, also, from other bachelor program from the faculty/same level programmes in Georgian or foreign higher education institutions if this credits will be recognized by Georgian legislation.

**The number of attached syllabuses – Forty-four (44) copies.**

## Structure of the bachelor programme of Business Administration

№	Study component	ECTS credits	ECTS კრედიტების განაწილება								Preconditions
			I year		II year		III year		IV year		
			Semester								
			I	II	III	IV	V	VI	VII	VIII	
<b>General compulsory study courses</b>		<b>14</b>	<b>9</b>	<b>5</b>							
1.	Academic Writing	5	X								Without preconditions
2.	Computer Skills and Presentation	4	X								Without preconditions
3.	Principles of Psychology	5		X							Without preconditions
<b>Compulsory study courses</b>		<b>138</b>	<b>16</b>	<b>20</b>	<b>30</b>	<b>30</b>	<b>12</b>	<b>6</b>	<b>6</b>	<b>18</b>	
4.	Mathematics for Business-1	5	X								Without preconditions
5.	Business English-1	6	X								Without preconditions
6.	Microeconomics	5	X								Without preconditions
7.	Computer Technologies for Business	4		X							Without preconditions
8.	Business English-2	6		X							Business English-1
9.	Macroeconomics	5		X							Microeconomics
10.	Mathematics for Business-2	5		X							Mathematics for Business-1
11.	Basics of Business	6			X						Without preconditions
12.	Statistics for Business	6			X						Mathematics for Business-1
13.	Principles of Management	6			X						Without preconditions
14.	Principles of Finance	6			X						Macroeconomics
15.	Legal Basics of Business	6			X						Without preconditions
16.	Corporate Law	6				X					Legal Basics of Business
17.	Principles of Accounting	6				X					Without preconditions
18.	Human Resource Management	6				X					Principles of Management
19.	Principles of Marketing	6				X					Principles of Business
20.	Principles of Strategic Management	6				X					Principles of Management
21.	Financial Accounting	6					X				Principles of Accounting
22.	Financial Institutions and Markets	6					X				Principles of Finance
23.	Taxes and Taxation	6						X			Principles of Finance
24.	International Business	6							X		Basics of Business
25.	Industrial Practice	9								X	120 ECTS Compulsory courses

26.	Bachelor thesis	9								X	120 ECTS Compulsory courses
<b>Elective/Compulsory Module</b> (In this component student chooses one from 3 modules and collects compulsory credits)		<b>30</b>					<b>12</b>	<b>12</b>	<b>6</b>		
<b>Module 1. Concentration - Finance</b>		<b>30</b>									
27.	Corporate Finance	6					X				Principles of Finance
28.	Principles of Banking	6					X				Principles of Finance
29.	Public Finance	6						X			Principles of Finance
30.	Risks and Insurance	6						X			Principles of Finance
31.	International Finance	6							X		Principles of Finance
<b>Module 2. Concentration - Management</b>		<b>30</b>									
32.	Operations Management	6					X				Principles of Management
33.	Business Communications Management	6					X				Principles of Management
34.	Project Management	6						X			Principles of Management
35.	Innovation Management	6						X			Principles of Management
36.	International Management	6							X		Principles of Management
<b>Module 3. Concentration - Marketing</b>		<b>30</b>									
37.	Public Relations	6					X				Without preconditions
38.	Consumer Behaviour	6					X				Principles of Marketing
39.	Internet Marketing	6						X			Principles of Marketing
40.	Bank Marketing	6						X			Principles of Marketing
41.	International Marketing	6							X		Principles of Marketing
<b>Elective Study Courses to develop general skills</b>		<b>10</b>	<b>5</b>	<b>5</b>							
42.	Principles of Philosophy	5									Without preconditions
43.	Anthropology	5	X	X							Without preconditions
44.	Human Rights and Democracy	5									Without preconditions
<b>Elective courses from non-elected modules or other concentration courses</b>		<b>48</b>									
							12	12	12	12	
							X	X	X	X	According to elected course
<b>Total in semester</b>			<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	
<b>Total in year</b>			<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	

## Map of learning outcomes

№	Study Course/Module	Competences					
		Knowledge and understanding	Skills of using knowledge in practice	Conclusion skills	Communication skills	Study skills	Values
1.	Academic Writing	X	X		X		X
2.	Computer Skills and Presentation	X	X		X		
3.	Principles of Psychology	X		X	X		
4.	Mathematics for Business-1	X	X	X		X	
5.	Business English-1	X	X		X	X	X
6.	Microeconomics	X	X	X		X	
7.	Computer Technologies for Business						
8.	Business English-2	X	X		X	X	X
9.	Macroeconomics	X	X	X	X		
10.	Mathematics for Business-2						
11.	Basics of Business	X	X	X		X	X
12.	Statistics for Business	X	X	X			
13.	Principles of Management	X	X	X		X	
14.	Principles of Finance	X	X	X		X	
15.	Legal Basics of Business	X			X	X	
16.	Corporate Law	X	X				
17.	Principles of Accounting	X	X	X			
18.	Human Resource Management	X	X	X	X	X	X
19.	Principles of Marketing	X	X	X	X	X	X
20.	Principles of Strategic Management	X	X	X			X
21.	Financial Accounting	X	X	X			
22.	Financial Institutions and Markets	X	X	X			
23.	Taxes and Taxation	X	X	X			X
24.	International Business	X	X	X	X		X

25.	Industrial Practice	X	X	X	X	X	X
26.	Bachelor thesis	X	X	X	X	X	X
	<b>Module 1. Concentration - Finance</b>						
27.	Corporate Finance	X	X	X			
28.	Principles of Banking	X	X				X
29.	Public Finance	X	X	X			X
30.	Risks and Insurance	X	X	X			
31.	International Finance	X	X	X			
	<b>Module 2. Concentration - Management</b>						
32.	Operations Management	X	X	X			
33.	Business Communications Management	X	X	X	X		X
34.	Project Management	X	X	X			
35.	Innovation Management	X	X	X			
36.	International Management	X	X	X	X		X
	<b>Module 3. Concentration - Marketing</b>						
37.	Public Relations	X	X		X		X
38.	Consumer Behaviour	X	X	X			X
39.	Internet Marketing	X	X	X	X		
40.	Bank Marketing	X	X	X	X	X	
41.	International Marketing	X	X	X	X		X

## Study plan of the programme

№	Study Course/module	Hours		ECTS credits\ hours	Lecture	Workgroup	Practical studies	Mid-term/Final exams	Pracrice	Working with the head of the bachelor thesis	Independent work	Preconditions
<b>General compulsory study courses</b>		<b>19</b>	<b>475</b>	<b>62</b>	<b>88</b>	<b>30</b>	<b>8/12</b>				<b>275</b>	
1.	Academic Writing	5	125	15	30		2/3				75	Without preconditions
2.	Computer Skills and Presentation	4	100	15		30	2/3				50	Without preconditions
3.	Principles of Psychology	5	125	16	29		2/3				75	Without preconditions
<b>Compulsory study courses</b>		<b>126</b>	<b>3150</b>	<b>485</b>	<b>439</b>	<b>141</b>	<b>44/67</b>	<b>144</b>	<b>60</b>	<b>1770</b>		
4.	Mathematics for Business-1	5	125	16		29	2/3				75	Without preconditions
5.	Business English-1	6	150			60	2/3				85	Without preconditions
6.	Microeconomics	5	125	17	28		2/3				75	Without preconditions
7.	Computer Technologies for Business	4	100	15		30	2/3				50	Without preconditions
8.	Business English-2	6	150			60	2/3				85	Business English-1
9.	Macroeconomics	5	125	17	28		2/3				75	Microeconomics
10.	Mathematics for Business-2	5	125	16		29	2/3				75	Mathematics for Business-1
11.	Basics of Business	6	150	29	31		2/3				85	Without preconditions
12.	Statistics for Business	6	150	30		30	2/3				85	Mathematics for Business-1
13.	Principles of Management	6	150	29	31		2/3				85	Without preconditions
14.	Principles of Finance	6	150	30	30		2/3				85	Macroeconomics



№	Study Course/module	Hours		ECTS credits\ hours	Lecture	Workgroup	Practical studies	Mid-term/Final exams	Practice	Working with the head of the bachelor thesis	Independent work	Preconditions
15.	Legal Basics of Business	6	150	29	31		2/3				85	Without preconditions
16.	Corporate Law	6	150	29	31		2/3				85	Legal Basics of Business
17.	Principles of Accounting	6	150	30	19	11	2/3				85	Without preconditions
18.	Human Resource Management	6	150	29	31		2/3				85	Principles of Management
19.	Principles of Marketing	6	150	27	33		2/3				85	Principles of Business
20.	Principles of Strategic Management	6	150	29	31		2/3				85	Principles of Management
21.	Financial Accounting	6	150	30	18	12	2/3				85	Principles of Accounting
22.	Financial Institutions and Markets	6	150	27	33		2/3				85	Principles of Finance
23.	Taxes and Taxation	6	150	27	33		2/3				85	Principles of Finance
24.	International Business	6	150	29	31		2/3				85	Basics of Business
25.	Industrial Practice	9	225				3/5	144			73	120 ECTS Compulsory courses
26.	Bachelor thesis	9	225				3/5		60	157		120 ECTS Compulsory courses
<b>Elective/Compulsory Module</b> (In this component student chooses one from 3 modules and		<b>30</b>	<b>750</b>									

№	Study Course/module	Hours		ECTS credits\ hours	Lecture	Workgroup	Practical studies	Mid-term/Final exams	Pracrice	Working with the head of the bachelor thesis	Independent work	Preconditions
collects compulosry credits)												
<b>Module 1. Concentration - Finance</b>		<b>30</b>	<b>750</b>	<b>135</b>	<b>165</b>		<b>10/15</b>				<b>425</b>	
27.	Corporate Finance	6	150	27	33		2/3				85	Principles of Finance
28.	Principles of Banking	6	150	27	33		2/3				85	Principles of Finance
29.	Public Finance	6	150	27	33		2/3				85	Principles of Finance
30.	Risks and Insurance	6	150	27	33		2/3				85	Principles of Finance
31.	International Finance	6	150	27	33		2/3				85	Principles of Finance
<b>Module 2. Concentration - Management</b>		<b>30</b>	<b>750</b>	<b>144</b>	<b>156</b>		<b>10/15</b>				<b>425</b>	
32.	Operations Management	6	150	29	31		2/3				85	Principles of Management
33.	Business Communications Management	6	150	28	32		2/3				85	Principles of Management
34.	Project Management	6	150	29	31		2/3				85	Principles of Management
35.	Innovation Management	6	150	29	31		2/3				85	Principles of Management
36.	International Management	6	150	29	31		2/3				85	Principles of Management
<b>Module 3. Concentration - Marketing</b>		<b>30</b>	<b>750</b>	<b>138</b>	<b>162</b>		<b>10/15</b>				<b>425</b>	

№	Study Course/module	Hours		ECTS credits\ hours	Lecture	Workgroup	Practical studies	Mid-term/Final exams	Pracrice	Working with the head of the bachelor thesis	Independent work	Preconditions
37.	Public Relations	6	150	26	34		2/3				85	Without preconditions
38.	Consumer Behaviour	6	150	29	31		2/3				85	Principles of Marketing
39.	Internet Marketing	6	150	27	33		2/3				85	Principles of Marketing
40.	Bank Marketing	6	150	27	33		2/3				85	Principles of Marketing
41.	International Marketing	6	150	29	31		2/3				85	Principles of Marketing
<b>Elective Study Courses to develop general skills</b>		<b>10</b>										
42.	Principles of Philosophy	5	125	16	29		2/3				75	Without precondition
43.	Anthropology	5	125	16	29		2/3				75	Without precondition
44.	Human Rights and Democracy	5	125	16	29		2/3				75	Without precondition
<b>Elective courses from non-elected modules or other concentration courses</b>		<b>48</b>										According to elected courses
<b>Total</b>		<b>240</b>	<b>6000</b>									

*Proven by  
Decision №4-A/003 of Academic Board made on 19<sup>th</sup> February, 2016*

## Appendix 1

<b>Head of the programme (CURRICULUM VITAE)</b>					
<b>Name</b>	Arian Matin				
<b>Academic Degree</b>	PhD in Business Administration				
<b>Place of work</b>	LTD Higher Education Millennium (Affiliated Professor) LTD International Black Sea University (Invited Lecturer) LTD East European University (Invited Lecturer)				
<b>Contact information</b>	<table border="0" style="width: 100%;"> <tr> <td style="width: 25%;">Phone:</td> <td style="width: 30%;">+995 555 23 66 87</td> <td style="width: 25%;">e-mail:</td> <td style="width: 20%;"><a href="mailto:Arian.Matin@millennium.edu.ge">Arian.Matin@millennium.edu.ge</a> <a href="mailto:Arianmatin@outlook.com">Arianmatin@outlook.com</a></td> </tr> </table>	Phone:	+995 555 23 66 87	e-mail:	<a href="mailto:Arian.Matin@millennium.edu.ge">Arian.Matin@millennium.edu.ge</a> <a href="mailto:Arianmatin@outlook.com">Arianmatin@outlook.com</a>
Phone:	+995 555 23 66 87	e-mail:	<a href="mailto:Arian.Matin@millennium.edu.ge">Arian.Matin@millennium.edu.ge</a> <a href="mailto:Arianmatin@outlook.com">Arianmatin@outlook.com</a>		
<b>Defended thesis</b>	The Impact of Strategic Planning on Customer Purchase Intention in Multi-Channel Retailers (Case of Georgia) Georgia, Tbilisi, 2020				
<b>Publications</b>	<ul style="list-style-type: none"> <li>• Khoshtaria, T., &amp; Matin, A. (2019). Qualitative investigation into consumer motivations and attitudes towards research shopping in the Georgian market. <i>Administration and Management</i>, 48, pp 41-52.</li> <li>• Khoshtaria, T., Datuashvili, D., &amp; Matin, A. (2020). The impact of brand equity dimensions on university reputation: an empirical study of Georgian higher education. <i>Journal of Marketing for Higher Education</i>. Vol 30, No 2, pp 239- 255</li> <li>• Matin, A. (2020). The effect of inter-departmental synergy on consumer purchasing pattern in an Omni-channel retailing environment in the Georgian market. <i>Globalization and Business Journal</i>. No. 9, pp 113- 120.</li> <li>• Matin, A., Khoshtaria, T. and Tutberidze, G. (2020) „The impact of social media engagement on consumers’ trust and purchase intention“. <i>International Journal of Technology Marketing</i>. Vol. 14, No. 3, pp.305–323.</li> <li>• Khoshtaria, T., Matin, A., Mercan, M., &amp; Datuashvili, D. (2020). The impact of customers’ purchasing patterns on their show-rooming and web-rooming behavior an empirical evidence from Georgian retail sector. (in press) <i>in International Journal of Electronic Marketing and Retailing</i> .</li> </ul>				
<b>Participation In Local And Regional conferences</b>	<ul style="list-style-type: none"> <li>• 09. 2020 The 18<sup>th</sup> international scientific conference “risk management”, Poland.</li> <li>• 09. 2020 The 5<sup>th</sup> international conference on actual economic and social problems in modern globalization, Georgia.</li> </ul>				

**Work experience**

Affiliated Professor at Higher Education Millennium

Invited lecturer at East European University

Invited lecturer at International Black Sea University

Team leader at Selective Service Partners UK, Waterloo, London

## Information about human resources

Academic Staff		
1.	Arian Matin	Affiliated Professor, PhD in Business administration
2.	Ketevan Antelava	Professor, Phd in American studies
3.	Devi Khvedeliani	Affiliated Associate professor, PhD in Law
4.	Aleksi Kochlashvili	Affiliated Associate professor, MA in Economics
5.	Nino Zurashvili	Associate professor, PhD in Management
6.	Maya Chechelashvili	Associate professor, PhD in Economics
7.	Nino Chovelidze	Assistant-professor, Master of Public Administration, Doctoral student of Business Administration.
8.	Ketevan Ghudushauri	Affiliated Assistant, Master of Business Administration, Doctoral student of Business Administration.
Teaching Staff		
9.	George Bagaturia	PhD in Economics
10.	Ekaterine Sanaia	PhD in Science Physics & Mathematics
11.	Otar Bagaturia	Phd in Public administration
12.	Natia Khachidze	Master of Applied Mathematics, Doctoral student of Mathematics
13.	Nino Bochorishvili	PhD in Philology
14.	Manana Vasadze	PhD in Economics
15.	Tornike Khoshtaria	PhD in Business Administration
16.	Manana Maridashvili	PhD in Business Administration
17.	Aleksandre Khmaladze	Master of Arts in Philosophy
18.	Natia Tetrauli	Master of Philology
19.	Robo Nadiradze	Master of International Law

