

Business Administration - Marketing

Name of the Educational Programme:	Business Administration - Marketing
Awarded Qualification:	Bachelor of Business Administration (BBA) in Marketing/ბიზნესის ადმინისტრირების ბაკალავრი მარკეტინგში
Credit Value of the Programme:	180 ECTS
Language of Education:	English
Programme Admission Preconditions:	<p>The entrant is enrolled in the bachelor's educational program in accordance with the rules established by the legislation of Georgia - based on the results of the Unified National Examinations. One of the compulsory subjects is: Mathematics /History. In addition, the entrant must pass only English in foreign languages at the Unified National Examinations and is required to exceed the 50% + 1.</p> <p>A person with a full general education has the right to enroll in a Bachelor's degree program. Enrollment in cases provided by law is possible in accordance with the rules established by law, without passing the Unified National Examinations. Conditions for admission to the program for foreign citizens can be found at the link - https://iro.ibsu.edu.ge/admissions/.</p> <p>The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the "Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees" students shall be enrolled in accordance with the mobility rules.</p>
Purpose of the Programme:	<p>The objectives of the Bachelor Program in Marketing are:</p> <ol style="list-style-type: none"> 1. To prepare competitive specialists, considering the specifics of the field, who will have the relevant theoretical knowledge and practical skills to carry out Marketing activities according to modern standards at the local and international levels. 2. To Develop critical thinking and analytical skills in students, which allows them to evaluate modern market trends and develop effective marketing strategies based on conducted marketing research. 3. To prepare students who will respond to the challenges of the changing business environment and will be able to integrate into the marketing industry By following the relevant ethical norms.

Learning outcome	Knowledge and understanding	<ol style="list-style-type: none"> 1. Defines the basic concepts of business administration and marketing, modern terms, concepts and provisions. 2. Describes the strategies for selecting the target market and forming the elements of the marketing complex. 3. Identifies the marketing information system, features of consumer behavior, issues of social responsibility and ethics of marketing. 4. Explains the business environment's current processes, considering the latest aspects of modern digital technologies and marketing research.
	Skill	<ol style="list-style-type: none"> 5. Uses marketing approaches to solve problems in the field of business. 6. Analyzes features of consumer behavior, branding, and advertising strategies. 7. Evaluate marketing data and marketing research results to form appropriate conclusions. 8. Establishes relations with specialists in business and interested parties using modern digital communication technologies.
	Responsibility and autonomy:	<ol style="list-style-type: none"> 9. Formulates marketing activities in compliance with ethical norms, corporate social responsibility, and principles of sustainable development.
Evaluation Criteria	<p>The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.</p> <p>Students may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, the sum of which makes up 100 points.</p> <p>Grading system allows:</p> <ol style="list-style-type: none"> a) Five types of positive grades <ol style="list-style-type: none"> 1) (A) Excellent – 91 – 100: 2) (B) Very good – 81-90. 3) (C) Good – 71-80: 4) (D) Satisfactory – 61-70. 5) (E) Sufficient – 51-60. b) Two types of negative grades <ol style="list-style-type: none"> 1) (FX) Fail – 41-50 , meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work; 	

	<p>2) (F) Fail – 40 and less , meaning that the work of a student is not acceptable and he/she has to study the subject anew.</p> <p>For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade is 51% of final evaluation grade.</p> <p>Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.</p> <p>A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:</p> <p>a) Obtaining minimal competence levels set for midterm and final evaluations;</p> <p>b) Obtaining minimum 51 points out of 100 points of final grade.</p> <p>A student is allowed to take an additional (make-up) exam in case he/she scored 41-50 points of final grade or minimum 51 points, but did not obtain minimal competence level set for final evaluation.</p> <p>Considering its specification, the format and the assessment criteria of mid-term and final evaluations can be determined in the specific module/course syllabus.</p>
<p>Field of Employment:</p>	<p>Business administration -Marketing with the help of the knowledge and skills acquired within the marketing bachelor program, the graduate will have the opportunity to be employed in the public and private sector, in organizations of various profiles (production and business structures), where he will practically carry out the main professional functions both independently and while working in a group. A graduate can continue his studies not only in business and marketing in general, but also in another profile, taking into account the prerequisites for admission to the relevant master's program and the legislation requirements.</p>

Course // Internship / Research Component	Status	Credit number	Distribution of credits per courses and semesters			Distribution of Hours		
			I Year	II Year	III Year	Contact Hours	Independe	Total nu

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			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	Lecture	Seminar / Group Work / Laboratory Work / Practical work	Midterm Exam	Final Exam	Total number of contact hours			
Free compulsory component			20 ECTS													
Academic Writing	compulsory	5	5						14	14	2	2	32	93	125	
Computer Skills	compulsory	5	5						14	14	2	2	32	93	125	
General English B2.1	compulsory	5	5						28	28	2	4	62	63	125	
General English B2.2	compulsory	5		5					28	28	2	4	62	63	125	
Compulsory Courses			130 ECTS													
Mathematics I	compulsory	5	5						14	28	2	2	46	79	125	
Principles of Economics	compulsory	5	5						14	14	2	2	32	93	125	
Introduction to Business Administration	compulsory	5	5						14	14	2	2	32	93	125	
Mathematics II	compulsory	5		5					14	28	2	2	46	79	125	
Principles of Management	compulsory	5		5					14	14	2	2	32	93	125	
Principles of Marketing	compulsory	5		5					14	14	2	2	32	93	125	

Data analysis and business modelling with spreadsheets	compulsory	5		5				14	14	2	2	32	93	125
Principles of Accounting	compulsory	5		5				15	13	2	2	32	93	125
Legal Environment of Business	compulsory	4			4			14	14	2	2	32	68	100
Statistics and Probability for Business	compulsory	6			6			14	28	2	2	46	109	150
Principles of Branding	compulsory	5			5			14	14	2	2	32	93	125
Introduction to Finance	compulsory	5			5			16	12	2	2	32	93	125
Public Relations	compulsory	4			4			14	14	2	2	32	68	100
International Marketing	compulsory	5			5			14	14	2	2	32	93	125
Principles of Digital Marketing	compulsory	5			5			14	14	2	2	32	93	125
Retailing	compulsory	4			4			14	14	2	2	32	68	100
Advertising	compulsory	4			4			14	14	2	2	32	68	100
Sales Management	compulsory	5				5		14	14	2	2	32	93	125
Marketing Management	compulsory	6				6		14	28	2	2	46	104	150
Service Marketing	compulsory	5				5		14	14	2	2	32	93	125
Consumer Behavior	compulsory	5				5		14	14	2	2	32	93	125
Marketing Research	compulsory	6				6		14	28	2	2	46	104	150
Strategic Marketing	compulsory	5					5	14	14	2	2	32	93	125
Bachelor Thesis	compulsory	6					6							150

Internship	compulsory	10					10							250
Elective courses		15 ECTS												
Human Resource Management	elective	5			5			14	14	2	2	32	93	125
Python for Economic and Business	elective	5			5			14	14	2	2	32	93	125
Business-to-Business Marketing	elective	5			5			14	14	2	2	32	93	125
Personal Branding	elective	5			5			14	14	2	2	32	93	125
Integrated Marketing Communications	elective	5			5			14	14	2	2	32	93	125
Logistics	elective	4			4			14	14	2	2	32	68	100
Product Management	elective	5				5		14	14	2	2	32	93	125
Corporate social responsibility and sustainable marketing	elective	4				4		14	14	2	2	32	68	100
Sociology	elective	5			5			14	14	2	2	32	93	125
Startup Accelerator	elective	5					5	14	14	2	2	32	93	125
Principles of AI and MarTech	elective	5					5	14	14	2	2	32	93	125

Free Elective component		15 ECTS													
Total		180	30	30	30	30	30	30							

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