

Business Administration - Marketing

Name of the Educational Programme:	Business Administration - Marketing
Awarded Qualification:	Bachelor of Business Administration (BBA) in Marketing/ბიზნესის ადმინისტრირების ბაკალავრო მარკეტინგში
Credit Value of the Programme:	180 ECTS credits
Language of Education:	Georgian
Programme Admission Preconditions:	<ul style="list-style-type: none"> • A person with a complete general education, who has a relevant document certified by the state, and who, based on the results of the unified national exams, has the right to study at the bachelor's educational program. After obtaining the right to study, a person must undergo administrative registration at the Black Sea International University. • To persons who "On approval of the procedure for submission and review of documents by entrants/master's degree candidates/students with the right to study without passing unified national exams/common master's exams" of the Minister of Education and Science of Georgia dated December 29, 2011 No. 224/N They have the right to enroll in the university without passing the unified national exams. The mentioned persons are obliged to confirm their knowledge of the Georgian language at the B2 level • On approval of the procedure and fee for transferring from a higher educational institution to another higher educational institution" according to the order No. 10/n of the Minister of Education and Science of Georgia dated February 4, 2010, students enrolled by the mobility rule.
Purpose of the Programme:	<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 business 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. 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.

Learning Outcomes:	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 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 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 	

	<p>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> <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 60% 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>The minimum competency threshold for midterm and final assessments is 51% of the respective assessment. 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				Independent work	
			I Semester	I 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	
Computer Skills	compulsory	5	5					14	14	2	2	32	93	
General English B2.1	compulsory	5	5					28	28	2	4	62	63	
General English B2.2	compulsory	5		5				28	28	2	4	62	63	
Compulsory courses of the main speciality			135 ECTS											
Mathematics I	compulsory	5	5					14	28	2	2	46	79	
Principles of Economics	compulsory	5	5					14	14	2	2	32	93	
Introduction to Business Administration	compulsory	5	5					14	14	2	2	32	93	
Mathematics II	compulsory	5		5				14	28	2	2	46	79	
Principles of Management	compulsory	5		5				14	14	2	2	32	93	

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

Strategic Marketing	compulsory	5					5	14	14	2	2	32	93
Bachelor Thesis	compulsory	6					6						
Internship	compulsory	10					10						
Elective courses	Elective	15											
Human Resource Management	elective	5		5				14	14	2	2	32	93
Python for Economic and Business	elective	5		5				14	14	2	2	32	93
Business-to-Business Marketing	elective	5		5				14	14	2	2	32	93
Personal Branding	elective	5		5				14	14	2	2	32	93
Integrated Marketing Communications	elective	5		5				14	14	2	2	32	93
Logistics	elective	4		4				14	14	2	2	32	68
Product Management	elective	5		5				14	14	2	2	32	93
Corporate social responsibility and sustainable marketing	elective	4		4				14	14	2	2	32	68
Sociology	elective	5		5				14	14	2	2	32	93
Startup Accelerator	elective	5		5			5	14	14	2	2	32	93

Basics of AI and MarTech	elective	5						5	14	14	2	2	32	93
Free ECTS		10												
Total		180	30	30	30	30	30	30						

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