

## Business Administration - Tourism

<b>Name of the Educational Programme:</b>	<b>Business Administration-Tourism</b>
<b>Awarded Qualification:</b>	Bachelor of Business Administration in Tourism/ბიზნესის ადმინისტრირების ბაკალავრი ტურიზმში
<b>Credit Value of the Programme:</b>	240 ECTS
<b>Language of Education:</b>	English
<b>Programme Admission Preconditions:</b>	<p>The student is enrolled in the bachelor's educational program following the rules established by the legislation of Georgia - based on the results of the Unified National Examinations. One of the compulsory subjects is Mathematics or History or Geography. However, the entrant must pass only English in foreign languages at the Unified National Examinations. Passing the English Language is obligatory (Minimum competency level (of 50%+1).</p> <p>A person with complete general education is eligible for enrollment in the undergraduate education program. Enrollment in cases provided by law is possible by following the rules established by law without passing the Unified National Examinations. The conditions for admission to the program for foreign citizens can be found at the link-<a href="https://iro.ibsu.edu.ge/en/home">https://iro.ibsu.edu.ge/en/home</a></p>
<b>Purpose of the Programme:</b>	<p>The goal of the Bachelor of Tourism program is to prepare competitive and qualified professionals enriched with theoretical knowledge and practical and transparent skills corresponding to the tourism labor market via implying the specificity of a Tourism Sector.</p> <p>1.1. To support developing tourism research/practical, project writing, event planning, tourism product design/formation and delivery/offer, tour/itinerary planning, cost calculation skills, and establishing oral and written communication in the English language.</p> <p>1.2. To deepen the interest and motivation for innovation, internalization, and life-long learning opportunities in the field of tourism and conceptualizing civil responsibility before a state and a society.</p>

<p><b>Learning outcome</b></p>	<ol style="list-style-type: none"> <li>1. Describes the key concepts, theories, and principles of Tourism (Tourism-recreational resources of Georgia, cultural heritage, resorts, protected areas, hotel industry) and related directions/spheres (Management, Marketing, Business Administration, Economics, Finance)</li> <li>2. Conceptualizes/analyzes the roles and functions of public/ non-governmental, private, national, and international organizations and demonstrates the knowledge of management of tourism-related organizational processes and acts in compliance with ethical norms and realizes civic responsibility to society and the state.</li> <li>3. Discusses current processes, innovations, and challenges in the tourism sector formulate statements and carries out oral and written communication in the English language.</li> <li>4. Defines/discusses the economic-financial, political-legal, socio-cultural, and ecological issues that are the basis of tourism activities while planning, implementing, and management of tourism products and services;</li> <li>5. In accordance with the supervisor's recommendations, individually or together with a group develops and implements research/practical projects in the field of tourism, plans and organizes events, arranges tours/itineraries, and creates tourism products</li> <li>6. Cares about professional development, deepens knowledge towards innovation, internationalization, and lifelong learning opportunities in the field of tourism</li> </ol>
<p><b>Evaluation Criteria</b></p>	<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. Grading system allows:</p> <ol style="list-style-type: none"> <li>a) Five types of positive grades <ol style="list-style-type: none"> <li>1) (A) Excellent – 91 – 100:</li> <li>2) (B) Very good – 81-90.</li> <li>3) (C) Good – 71-80:</li> <li>4) (D) Satisfactory – 61-70.</li> <li>5) (E) Sufficient – 51-60.</li> </ol> </li> <li>b) Two types of negative grades</li> </ol>

	<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 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><b>Field of Employment:</b></p>	<p>The Graduate can hold the position of a Low and/or a Middle Manager and/or Field Specialist at public/governmental (Georgian National Tourism Administration, Agency for Protected Areas, Cultural Heritage and Monument Protection Agency, Museum Association, Museum, Culture and Sports Services, etc.) as well as non-governmental, private and international organizations, travel agencies, hotels, restaurants, transport companies, and airports, moreover, she/or he independently is able to establish travel agencies, become start-up entrepreneurs in the tourism sector, etc. The theoretical knowledge, practical/analytical skills acquired within the bachelor's program enable graduates to continue their studies at the second level of higher education both in Georgia and abroad.</p>

Course (Code, Credit)	Prerequisite	Status (Core/Elective)	# of credits	Distribution of credits per course and semesters								Distribution of Contact hours								
				I		II		III		IV		Contact Hrs.				Independent work	Total hrs			
				I term	II term	III term	IV term	V term	VI term	VII term	VIII term	Lecture	Seminar/group work	Midterm exam	Final exam			Total contact hrs		
Basic Core Courses			10																	
BUS119 Academic Writing	N/A	Core	5	5									14	14	2	2	32	93	125	2
CS129 Computer Skills	N/A	Core	5	5									14	14	2	2	32	93	125	2
			20																	
Foreign Languages English, Russian, German, French, Spanish, Turkish, Georgian	Pre-level course according to the pre-test results	Core	5	5*	5*	5*	5*	5*	5*	5*	5*	48	81	6	6	141	234	375	9	
Basic Courses of Business Administration			61																	
TRM113 Mathematics	N/A	Core	6	6									14	14	2	2	32	118	150	

																				2
BUS111	Introduction to Business Administration	N/A	Core	5	5							14	14	2	2	32	93	125	2	
BUS121	Principles of Economics	N/A	Core	6		6						14	14	2	2	32	118	150	2	
MGT102	Principles of Management	N/A	Core	5		5						14	14	2	2	32	93	125	2	
BUS106	Legal Environment of Business	N/A	Core	5		5						14	14	2	2	32	93	125	2	
MKT102	Principles of Marketing	N/A	Core	5		5						14	14	2	2	32	93	125	2	
BUS213	Introduction to Statistics and Probability	Mathematics	Core	5			5					14	14	2	2	32	93	125	2	
ACT211	Principles of Accounting	N/A	Core	5			5					14	14	2	2	32	93	125	2	
FIN202	Introduction to Finance	N/A	Core	5				5				14	14	2	2	32	93	125	2	
MGT319	Business Communication	N/A	Core	4			4					14	14	2	2	32	68	100	2	
MGT413	Business Research Foundations	Introduction to Statistics and Probability	Core	5					5			14	14	2	2	32	93	125	2	
MGT301	Human Resource Management	Principles of Management	Core	5				5*	5*			14	14	2	2	32	93	125	2	
Obligatory courses/Tourism field-specific				70																
TRM204	Introduction to Tourism	N/A	Core	4	4															

TRM104 Tourism-Recreation Resources of Georgia	Introduction to Tourism,	Core	4		4						14	14	2	2	32	68	100	2
TRM203 Protected Areas of Georgia	Introduction to Tourism, Tourism-Recreation Resources of Georgia	Core	5		5						14	14	2	2	32	93	125	2
TRM302 Resort Management	Introduction to Tourism, Principles of Management	Core	4		4						14	14	2	2	32	68	100	2
TRM413 Hotel Management	Introduction to Tourism, Principles of Management	Core	5		5	5					14	14	2	2	32	93	125	2
TRM402 Cultural Tourism	Introduction to Tourism,	Core	5		5						14	14	2	2	32	93	125	2
TRM313 Tour Planning and Tourist Routes of Georgia	Introduction to Tourism, Tourism-Recreation Resources of Georgia	Core	6		6*	6					14	14	2	2	32	118	150	2
TRM317 Excursion Management and Art of Guide	Introduction to Tourism, Principles of Management,	Core	6		6*	6					14	14	2	2	32	118	150	2
TRM401 Event Management in Tourism	Introduction to Tourism, Principles of	Core	5				5	5*			14	14	2	2	32	93	125	2

	Management																		
TRM318 Tourism Statistics	Introduction to Statistics and Probability, Introduction to Tourism	Core	5						5	5*		14	14	2	2	32	93	125	2
ECO317 Tourism Economics	Introduction to Tourism, Principles of Economics	Core	5						5	5		14	14	2	2	32	93	125	2
TRM403 Tour operating	Introduction to Tourism, Tour Planning and Tourist Routes of Georgia	Core	5						5	5*		14	14	2	2	32	93	125	2
TRM312 Tourism Policy and Regulations	Introduction to Tourism, Principles of Management, Legal Environment of Business	Core	6						6			14	14	2	2	32	118	150	2
TRM410 Project Management in Tourism	Introduction to Tourism, Principles of Management	Core	5						5			14	14	2	2	32	93	125	2
BUS404 Internship (Transport company, airport, museum, protected areas, restaurants, hotels, state	Core courses of field-specific	Core	10							10		5	180		1	186	89	250	12

structures/agencies, non-governmental and international organizations Note: Internship is the obligatory, but internship sub-directions can be selected according to the desire of a student, thus it is elective																		
Elective Courses/Tourism Field Specific			20( from 46)															
TRM415 Branding of Tourist Products	Introduction to Tourism, Principles of Marketing	Elective	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
TRM405 World Tourism Resources	Introduction to Tourism	Elective	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
TRM326 Medical-Health Tourism	Introduction to tourism	Elective	5			5*	5*	5*	5*		14	14	2	2	32	93	125	2
TRM404 Food and Beverage Management	Introduction to Tourism,	Elective	5			5*	5*	5*	5*		14	14	2	2	32	93	125	2
TRM306 Environment Protection and Eco Tourism	Introduction to Tourism,	Elective	4			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM319 Inclusive Tourism	Introduction to Tourism,	Elective	4			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2



TRM330 Gastronomic Tourism	Introduction to Tourism,	Elective	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM334 Rural Tourism	Introduction to Tourism,	Elective	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM335 Reservation Systems in Tourism	Introduction to Tourism, Computer Skills	Elective	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM305 Tourism Marketing	Introduction to Tourism, Principles of Marketing	Elective	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
Free Component			49																
Free credits (The student can choose any course from the programs of the University, for more information see the website <a href="http://www.ibsu.edu.ge">www.ibsu.edu.ge</a> )	Prerequisites of the courses provided in the Curriculum of university programs	Free																	
Total ECTs			240																