

## 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
<b>Credit Value of the Programme:</b>	240 credits
<b>Language of Education:</b>	Georgian
<b>Programme Admission Preconditions:</b>	<p>A person with a complete general education, who has a relevant document confirmed by the state and who, based on the results of the unified national exams, has the right to study at the tourism bachelor's educational program. After obtaining the right to study, the person must undergo administrative registration at the International Black Sea University.</p> <p>In the cases provided for by the legislation, it is possible to enroll without passing the unified national exams in accordance with the rules established by the legislation, see the conditions for admission to the program for citizens of foreign countries on 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>1. The aim of the bachelor's program in tourism is to train competitive/qualified specialists who, taking into account the specifics of the field, will have rich theoretical knowledge and practical and transferable skills corresponding to the requirements of the labor market.</p> <p>1.1 To develop the skills of developing a research/practical project in the field of tourism, planning an event, creating and offering a tourist product, planning tours, and calculating cost, and to establish oral and written communication in Georgian and foreign languages.</p> <p>1.2. To deepen the interest and motivation for innovation, internationalization and lifelong learning opportunities in the field of tourism and to realize before the society and the state</p> <p>Civic responsibility.</p>
<b>Learning outcomes</b>	The graduate:

	<ol style="list-style-type: none"> <li>1. Describes the basic concepts, theories and principles of tourism (Georgia's tourist-recreational resources, cultural heritage, resorts, protected areas, hotel industry) and related fields/spheres (management, marketing, business administration, economics, finance).</li> <li>2. Analyzes the role and functions of public/non-governmental, private, national and international tourism organizations and demonstrates knowledge of organizational processes and management issues related to tourism, 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, formulates opinions and carries out oral and/or written communication in Georgian and/or English</li> <li>4. Discusses economic-financial, political-legal, social-cultural, ecological issues, which are the basis of the activity processes of the tourism field and the planning, implementation and management of tourist 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, creates tourism products,</li> <li>6. Cares for professional development, deepens knowledge of 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.</p> <p>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 <ol style="list-style-type: none"> <li>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;</li> </ol> </li> </ol>

	<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> <ul style="list-style-type: none"> <li>a) Obtaining minimal competence levels set for midterm and final evaluations;</li> <li>b) Obtaining minimum 51 points out of 100 points of final grade.</li> </ul> <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.</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>A graduate of the bachelor's program in tourism can occupy the position of a low and/or middle link manager and/or specialist in the field, as a public (Georgian National Tourism Administration, Protected Areas Agency, Cultural Heritage and Monuments Protection Agency, Union of Museums, Culture, Sports and Tourism Services of Municipalities in the region etc.), as well as in non-governmental and international organizations, travel agencies, accommodation and catering facilities, transport companies (logistics) and airports. Theoretical knowledge, practical and transferable skills obtained within the framework of the bachelor's program allow graduates to continue their studies at the second level of higher education, both in Georgia and abroad.</p>

Training Course/Practice/Code	Prerequisite	Status	Number of credits	Distribution of credits for training according to courses and semesters								Distribution of hours							
				I A.Y		II A.Y		III A.Y		IV A.Y		Lecture/consultation	Contact			Independent work	Total hours	Number of contacts per week	
				I semester	II semester	III semester	IV semester	V semester	VI semester	VII semester	VIII semester		Seminar/group work/practical work	midterm exam (s)	Final exam				Total contact.
<b>Basic training courses</b>			<b>10</b>																
BUS119 academic writing	N/A	Mandatory	5	5								14	14	2	2	32	93	125	2
CEN122 information technologies	N/A	Mandatory	5	5								14	14	2	2	32	93	125	2
			<b>20</b>																
foreign language English, Russian, German, French, Spanish, Turkish	Testing according to levels	Mandatory	5	5*	5*	5*	5*	5*	5*	5*	5*	48	81	6	6	141	234	375	9
<b>Basic training courses in business administration</b>		Mandatory	<b>61</b>																
TRM113 Mathematics	N/A	Mandatory	6	6								14	28	2	2	46	104	150	3
BUS111 Basics of business administration	N/A	Mandatory	5	5								14	14	2	2	32	93	125	2

<b>BUS121 Principles of economics</b>	N/A	Mandatory	6	6							14	28	2	2	32	104	150	3
<b>MGT102 Fundamentals of management</b>	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2
<b>BUS106 Legal Environment of Business</b>	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2
<b>MKT102 Fundamentals of Marketing</b>	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2
<b>BUS213 Introduction to Statistics and Probability Theory</b>	Mathematics	Mandatory	5		5						14	14	2	2	32	93	125	2
<b>ACT211 Fundamentals of Accounting</b>	N/A	Mandatory	5		5						14	14	2	2	32	93	125	2
<b>FIN202 Fundamentals of Finance</b>	N/A	Mandatory	5		5						14	14	2	2	32	93	125	2
<b>MGT319 Business Communication</b>	N/A	Mandatory	4		4						14	14	2	2	32	68	100	2
<b>MGT413 Fundamentals of Business Research</b>	Introduction to Statistics and Probability Theory	Mandatory	5		5						14	14	2	2	32	93	125	2
<b>MGT301 Human Resource Management</b>	Fundamentals of management	Mandatory	5			5					14	14	2	2	32	93	125	2
<b>Mandatory tourism training courses/practice</b>			85															
<b>TRM204 Fundamentals of Tourism</b>	N/A	Mandatory	4	4							14	14	2	2	32	68	100	2
<b>TRM104 Tourist and recreational resources of Georgia</b>	Basics of tourism	Mandatory	4	4							14	14	2	2	32	68	100	2
<b>TRM203 Protected territories of Georgia</b>	Basics of tourism, tourist-recreational resources of Georgia	Mandatory	5		5						14	14	2	2	32	93	125	2
<b>TRM302 Resort Management</b>	Basics of tourism, basics of management	Mandatory	4		4						14	14	2	2	32	68	100	2

<b>TRM413 Hotel Management</b>	Basics of tourism, basics of management	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM402 Cultural Tourism</b>	Basics of tourism	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM313 Tour Planning and Tourist Routes of Georgia</b>	Basics of tourism, tourist-recreational resources of Georgia	Mandatory	6			6			14	14	2	2	32	118	150	2
<b>TRM317 Excursion Management and Guiding Art</b>	Fundamentals of tourism, fundamentals of management	Mandatory	6			6			14	14	2	2	32	118	150	2
<b>TRM212 English for Tourism</b>	English B2.2	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM401 Event Management in Tourism</b>	Fundamentals of tourism, fundamentals of management	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM318 Tourism Statistics</b>	Introduction to Statistics and Probability Theory, Fundamentals of Tourism	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>ECO317 Economics of Tourism</b>	Basics of tourism, principles of economy	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM403 Tour Operating</b>	Basics of tourism, tour planning and tourist routes of Georgia	Mandatory	5			5			14	14	2	2	32	93	125	2
<b>TRM312 Tourism Policy and Regulations</b>	Fundamentals of tourism,	Mandatory	6				6		14	14	2	2	32	118	150	

	fundamentals of management, legal environment of business																	2
<b>TRM410 Project Management in Tourism</b>	Fundamentals of tourism, fundamentals of management	Mandatory	5					5		14	14	2	2	32	93	125		2
<b>BUS404 practice (transport company, airport, museum, protected areas, restaurant, state structures/agencies, non-governmental and international organizations of tourism direction, travel agencies, hotels), 10 ECTs</b> Note: the 10-credit component of practice is mandatory for all students, but the sub-component of practice is optional, the student can choose any direction offered by the Career Development Service of SZSU, depending on his field of interest.	Compulsory training courses of the specialty	The practice component is compulsory, the practice sub-component is optional	10						10	5	180		1	186	64	250		12
		Optional	20 (out of 46)															
<b>Elective courses in tourism</b>	Basics of tourism, basics of marketing	Optional	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
<b>TRM415 Branding of tourism products</b>	Basics of tourism	Optional	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
<b>TRM405 World Tourism Resources</b>	tourism basics,	Optional	6			5*	5*	5*	5*		14	14	2	2	32	93	125	2

<b>TRM404 Food and Beverage Management</b>	Basics of tourism, protected areas of Georgia, tourist and recreational resources of Georgia	Optional	5				5*	5*	5*	5*		14	14	2	2	32	93	125	2
<b>TRM306 Environmental protection and eco-tourism</b>	Basics of tourism	Optional	5				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM326 Medical tourism</b>	Basics of tourism	Optional	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM319 Inclusive Tourism</b>	Basics of tourism	Optional	4				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM330 Gastronomic Tourism</b>	Basics of tourism	Optional	Optional				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM334 Rural Tourism</b>	Basics of tourism	Optional	Optional				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM335 Reservation Systems in Tourism</b>	Basics of tourism, information technologies	Optional	Optional				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>TRM305 Tourism Marketing</b>	Basics of tourism, basics of marketing	Optional	Optional				4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
<b>Free component</b>			<b>60</b>																
<b>A student can choose any study course from any program of the corresponding level of the university, meeting the prerequisites. For more information, see the website <a href="http://www.ibsu.edu.ge">www.ibsu.edu.ge</a></b>	Prerequisites for study courses provided in the curriculum of the USD programs	Free																	
<b>Total ECTs</b>			<b>240</b>																