

Business Administration - Marketing

Name of the Educational Programme:	Business Administration - Marketing	
Awarded Qualification:	Bachelor of Business Administration in Marketing	
Credit Value of the Programme:	240 ECTS credits	
Language of Education:	Georgian	
Programme Admission Preconditions:	<p>Enrollment of the student in the undergraduate educational program is done according to the procedure established by the legislation of Georgia - on the basis of the results of the unified national exams.</p> <p>A person with a complete general education has the right to enroll in a bachelor's educational program. To enroll in the program, it is mandatory to pass mathematics/history. The applicant must pass one of the following foreign languages: English, German, French, Russian. 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 – https://iro.ibsu.edu.ge/en/home</p>	
Purpose of the Programme:	<p>The purpose of the Bachelor's program in Business Administration - Marketing is to train competitive specialists with student-oriented education, who will be able to carry out the activities of various sectors of business according to modern standards at the local and international level, which will provide employment opportunities in the state, private, and non-governmental sectors; The aim of the program is also to provide students with basic knowledge, practical skills and general competencies of theoretical and practical aspects of business administration and marketing.</p>	
Learning outcomes	Knowledge and understanding	<p>The graduate has a broad knowledge of the field of business, which includes a critical understanding of theories and principles, and is able to understand complex issues in the field of business.</p> <p>Graduate knows:</p> <ul style="list-style-type: none"> ● methods of critical understanding and description of the national and global economic and business environment; ● the content of the processes taking place in the business environment, the infrastructure of the market economy;

		<ul style="list-style-type: none"> ● Principles of using quantitative and statistical methods for business research and management and their usefulness. ● Principles of analysis of current changes in the business environment of legal, ethical and intercultural responsibility in the organization and society; ● The place and role of the business sector in the economic system of the country, its importance for the sustainable and safe development of the country; ● The basic principles and provisions of the market economy based on the basic methodology and methods of business administration, the definition and content of relevant concepts and concepts, the methods of identifying problems and determining their solutions; ● basic principles of general management, marketing, finance, accounting, tourism management and their interrelationships; ● Principles of using quantitative and statistical methods for business research and management and their usefulness. ● The role of financial management in business development; principles of strategic marketing; ● Principles of marketing management and their interrelationships; ● Importance of market marketing research and conducting methods; ● The main principles and methods of studying and considering consumer behavior; ● The importance of the company's brand and methods of brand creation and management.
	<p>Ability to apply knowledge in practice</p>	<p>A graduate can:</p> <ul style="list-style-type: none"> ● Explain the socio-economic situation of the country, the objective reality of the business environment, identification of micro-economic and macroeconomic processes on the business-firm, company, demonstration of peculiarities; ● Use market economy tools in practical activities, independently conducting market transactions after passing the appropriate internship;

		<ul style="list-style-type: none"> • Designe ways to achieve and maintain competitive advantages of business firms, companies, analysis of the market situation, implementation of effective management and marketing strategy, preparation of financial documents, accounting reporting forms; • use methods specific to the business field (target setting, opportunity analysis, business environment study, business strategy development, operational plan preparation, situational analysis, decision-making and implementation planning, performance control and process correction) to solve problems of medium complexity; • Make administrative decisions, discovering problems and solving them within the scope of one's own competence, rationally planning and organizing working time. • Use and optimize various methods of marketing and sales management; • conduct marketing research (independently or in a group) and analyzing their results; •Develope and implement a sales and brand management plan using key principles of consumer behavior.
	<p>Ability to make judgements</p>	<p>A graduate has:</p> <ul style="list-style-type: none"> •the ability to make economic decisions and effectively manage resources, making optimal decisions through rational thinking; •the ability to identify problems of average complexity in the field of business, analyze and synthesize the factors affecting it, and formulate justified conclusions; • the ability to analyze scientific works, theories and hypotheses in the field of business and to formulate an argumentative conclusion; •the ability to collect statistical information data, independently study and generalize, evaluate profitability.
	<p>Communication skill</p>	<p>A graduate has :</p> <ul style="list-style-type: none"> • the ability to prepare a detailed written report, public speech text about business-related ideas, problems and ways to solve them;

		<ul style="list-style-type: none"> • the ability to prepare a practical paper; • the ability to participate in discussions using professional terminology and to provide reasoned answers to audience questions; • the ability to orally convey business-related information to specialists and non-specialists, both in Georgian and in English; • the ability to participate in teamwork and group decision-making, conflict resolution; • the ability to creatively use modern information and communication technologies, the latest available electronic resources in the learning process.
	Ability to learn	<p>A graduate has:</p> <ul style="list-style-type: none"> • the ability to evaluate one's own knowledge in the field of business consistently and from different perspectives and to determine further learning needs; • the ability to continue learning at the next level.
	Values	<p>A graduate has:</p> <ul style="list-style-type: none"> • Knowledge of ethics norms, a sense of respect for intellectual property, the ability to observe the principles of academic honesty; • a sense of responsibility for assigned duties; • Respect for personal freedom, tolerance and a sense of civic responsibility towards one's nation. • Aspiration to participate in the process of value formation.
Evaluation Criteria	<p>The purpose of assessment is to qualitatively determine the student's learning outcomes in relation to the goals and parameters of the academic program.</p> <p>Assessment of the student's knowledge is carried out in oral and/or written form. The maximum evaluation of the training course/component is equal to 100 points. The assessment includes an intermediate and final assessment, the sum of which is 100 points.</p> <p>The evaluation system allows:</p> <ul style="list-style-type: none"> • Five types of positive grades <ol style="list-style-type: none"> 1) (A) Excellent – 91 and over of maximum point; 2) (B) Very good – 81-90 of maximum point; 	

- 3) (C) Good – 71-80 of maximum point;
 - 4) (D) 5) (E) Acceptable – 51-60 of maximum point.
- Two types of negative grades
- 1) (FX) Fail – 41-50 of maximum point, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;
 - 2) (F) Fail – 40 and less of maximum point, meaning that the work of a student is not acceptable and he/she has to study the subject anew.

A minimum competency threshold is defined for midterm and final assessments. The specific share of the minimum competence limit of the final assessment does not exceed 60% of the final assessment.

The point distribution of midterm and final assessments, their minimum competency thresholds and assessment rubrics are spelled out in the syllabus of the relevant component.

Credit can be obtained only after the student has achieved the learning outcomes set by the syllabus, taking into account the following necessary requirements:

- a) in case of exceeding the minimum competence limit of intermediate and final assessments;
- b) in case of obtaining at least 51 points out of the maximum 100 points of the final assessment.

A student is allowed to take the additional exam if he scored 41 - 50 points out of a maximum of 100 points in the final assessment or at least 51 points, but did not pass the minimum competence limit defined for the final assessment. The format and evaluation criteria of the intermediate and final assessment components are determined according to the syllabus of each study course/undergraduate thesis/practice, taking into account their specificities and following the above criteria.

Field of Employment:

Business administration - 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 requirements of legislation.

Study course / module / practice / research component	Status	Number of credits	Distribution of credits for training According to courses and semesters								Distribution of contact hours					Inde pende nt wor k	T o t a l h o u r s
			I A.Y		II A.Y		III A.Y		IV A.Y		Lecture/consultation	Seminar/group work/practical work	Midterm exam (s)	Final exam	Total contact		
			I semester	II semester	III semester	IV semester	V semester	VI semester	VII semester	VIII semester							
Academic writing	Mandatory	5	5							14	14	2	2	32	93	125	2
Information technologies	Mandatory	5	5							14	14	2	2	32	93	125	2
Foreign language (English A1/A2/B1/B2, Russian A1/A2/B1/B2, German A1/A2/B1/B2, French A1/A2/B1/B2, Spanish A1/A2/B1/B2, Turkish A1/A2 /B1/B2)	Optional	15	5	5	5					48	81	6	6	141	234	375	9
Free credits	Optional	62															
Compulsory courses	Mandatory	125															
Mathematics I	Mandatory	5	5							14	28	2	2	46	79	125	3
Fundamentals of microeconomics	Mandatory	5	5							14	14	2	2	32	93	125	2
Basics of business administration	Mandatory	5	5							14	14	2	2	32	93	125	2
Mathematics II	Mandatory	6		6						14	28	2	2	46	104	150	3

Fundamentals of macroeconomics	Mandatory	5		5						14	14	2	2	32	93	125	2
Fundamentals of management	Mandatory	5		5						14	14	2	2	32	93	125	2
basics of marketing	Mandatory	5		5						14	14	2	2	32	93	125	2
Legal environment of business	Mandatory	4		4						14	14	2	2	32	68	100	2
Business English I	Mandatory	5		5*	5*					14	14	2	2	32	93	125	2
Introduction to Statistics and Probability Theory	Mandatory	5		5						14	14	2	2	32	93	125	2
Basics of accounting	Mandatory	5		5						14	14	2	2	32	93	125	2
Business English II	Mandatory	5		5*	5*					14	14	2	2	32	93	125	2
Business statistics	Mandatory	6			6					14	28	2	2	46	104	150	3
Fundamentals of Finance	Mandatory	5			5					14	14	2	2	32	93	125	2
Managerial finance I	Mandatory	6			6					14	28	2	2	46	104	150	3
Marketing management	Mandatory	6			6					14	28	2	2	46	104	150	3
Fundamentals of branding	Mandatory	5			5					14	14	2	2	32	93	125	2
Basics of marketing (market) research	Mandatory	5			5					14	14	2	2	32	93	125	2
Strategic marketing	Mandatory	6			6					14	28	2	2	46	104	150	3
Consumer behavior	Mandatory	6			6					14	28	2	2	46	104	150	3
Marketing of services	Mandatory	5						5		14	14	2	2	32	93	125	2
Sales management	Mandatory	5						5		14	14	2	2	32	93	125	2
Practice or Bachelor thesis	Mandatory	10 7									180		1	181	69	250	12
Elective course	Optional	28															

Business communication	Optional	4				4				14	14	2	2	32	68	100	2
Analytical tools in business	Optional	5				5				14	14	2	2	32	93	125	2
Sociology	Optional	5				5				14	14	2	2	32	93	125	2
relations with society	Optional	4				4				14	14	2	2	32	68	100	2
Business relationship marketing	Optional	4				4				14	14	2	2	32	68	100	2
retail	Optional	4				4				14	14	2	2	32	68	100	2
Integrated Marketing Communications	Optional	4				4				14	14	2	2	32	68	100	2
Fundamentals of Business Research	Optional	5				5				14	14	2	2	32	93	125	2
Online marketing	Optional	5						5		14	14	2	2	32	93	125	2
Advertising and social marketing	Optional	5						5		14	14	2	2	32	93	125	2
Personal branding	Optional	5						5		14	14	2	2	32	93	125	2
Creating a scenario for advertising	Optional	5							5	14	14	2	2	32	93	125	2
International marketing	Optional	5							5	14	14	2	2	32	93	125	2
Direct marketing	Optional	5							5	14	14	2	2	32	93	125	2
Fundamentals of Artificial Intelligence and Marketing Technologies	Optional	5							5	14	14	2	2	32	93	125	2
Total		240															