



CATALOGUE of EDUCATIONAL PROGRAMS

Name of the Educational Programme	Tourism (English)
Programme Coordinator(s)	Prof. Dr. Avtandil Gagnidze agagnidze@ibsu.edu.ge mob. 597999554
Education Cycle	Bachelor's (First Cycle of Higher Education)
Language of Education	English
Type of the Programme	Major
Credit Value of the Programme	240
Awarded Qualification	Bachelor of Business Administration in Tourism / ბიზნესის ადმინისტრირების ბაკალავრი ტურიზმში
Programme Admission Precondition	<p>According to the Georgian law, passing Unified National Exams is required to be admitted to the educational program. Student of a bachelor program can become anyone with secondary education.</p> <p>Admission to the educational program without passing Unified National exams may be allowed only in cases considered by the Georgian law.</p>
Purpose of the Programme	<p>The aim of the instructive program is to provide students with the knowledge in Business Management Sphere, create the stable base in different directions of Business Management such as: tourism, marketing, management, finances and etc.; the main orientation is made on tourism. The aim of offering main courses of tourism is preparing good, high skilled tourism specialists, who will be able to be employed in the tourism field (such as: travel agencies, bureaus and different organizations etc.) and will be able to realize gained knowledge in practice.</p> <p>The purpose of the program is to organize the studying process which will ensure:</p> <ul style="list-style-type: none"> ✓ Mastering in core as well as different elective study courses ✓ No less than one language competence (free communication) ✓ Gaining writing and verbal communication skills ✓ Internship possibility and gaining professional experience ✓ Mastering in tourism modern technologies ✓ Working out managerial skills



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<p>Learning Outcome</p>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> ✓ Knowledge of tourism core issues, possesses the knowledge of main principles and concepts of the organization, its theories and environment. ✓ knowledge of functioning spheres: operational management, project management, marketing, human resource management, communication and informational technologies. ✓ Understanding of the role of tourism in social-economic development of the country, the student must have the competences and skills which will give the capability of studying in MA. ✓ knowledge of International Standards of Tourism. ✓ advanced knowledge of the study course, including critical analysis of theories and principles; ✓ understanding of and analyze complex matters of the study courses <p>Applying Knowledge</p> <ul style="list-style-type: none"> ✓ Applying professional terminology while working, making presentations, participating in discussions and analyzing tourism issues; ✓ Applying gained knowledge while being employed in private or state organizations; ✓ The ability to identify the irrelevances between limitations, requirements and regulations by regulatory authorities and the international standards; ✓ Possessing skills of process management in tourism, identification of processes, measuring efficiency ✓ Main marketing skills: collecting data, grouping, analyzing, research of tourism market, defining the capabilities, establishing marketing activities. ✓ Project management skills: aim formation, defining the goals, inter relations of purposes and results, planning periodical management frames, defining adequate resources ✓ Operative decision -- making process, strategic and tactic solutions, criteria formation capabilities ✓ Making public speech, discussing tourism related issues among tourism experts and specialists or non-specialists. The ability to plan and manage resources.
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- ✓ Ability to use knowledge while employment in different field related organizations.
- ✓ use field specific methods and also certain selected methods for the solution of problems;
- ✓ ability to carry out research and practical projects under predetermined directions;
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- ✓ Can critically analyze theories and principles related to the sphere and understand complex issues.

Making Judgments

- ✓ The analytical skills of understanding field-specific issues. The ability to analyze, digest and define tourism data. The ability to develop and form valid and evidenced conclusions;
- ✓ The ability to interpret the data, to identify difficulties and probable risks. The ability to solve the problems, manage risks and to find out alternative methods for that;
- ✓ The ability to make field- related decisions and conclusions and the ability to explain, verify and support with arguments his / her own decisions;
- ✓ Ability to make conclusions based on logical argument and judgment;
- ✓ The ability to analyze gained data independently
- ✓ Under minimal supervision he or she is able to transfer concepts and data and solve the problems
- ✓ She or he is able to prepare the action plan before the start and setting out the priorities
- ✓ Preparation of scientific papers and presentations
- ✓ She or he is able to identify complex problems and using the adequate problem solving methods and knowledge
- ✓ analyze abstract data and/or situations;
- ✓ ability to make sound judgment.



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	<p>Communication Skills</p> <ul style="list-style-type: none"> ✓ Ability to communicate in a professional context; ✓ The ability to clearly and vividly formulate and express ideas and personal opinion and to share it with others; the ability to formulate opposite or supporting arguments for different opinion; ✓ The ability to hold a discussion of filed-rated issues. The ability to employ filed-related terminology to ensure clear and detailed communication of different filed-related issues, the ability to formulate personal attitude towards specific urgent issues; ✓ The ability to hold discussions with the specialists of the field, the ability to verify own position and idea with arguments within the discussion. The ability to define his/her attitude towards disputable issues and single out various priorities/advantages or drawback/disadvantages. The ability to provide arguments for or against different approaches and opinions; ✓ The ability to clearly and vividly formulate personal opinion on existence of the problematic issues and the ability to provide detailed description of the possibilities of their resolution; ✓ Ability to work in groups and pairs and perceive information. The ability to participate in group discussions and decision-making process and the ability to contribute to the final product of the group work; ✓ Prepare a detailed written report on ideas, current problems and solutions connected to Cultural Heritage and share the information and communicate orally to specialists and non-specialists in Georgian and foreign languages; ✓ The ability to set up an interactive context and involve the audience in an open communication; ✓ Preparing written reports in Georgian and English languages, participate in discussions with field specialists, making research papers; ✓ Formulating complex issue/question, prepare written and oral presentations in Georgian and English languages; <p>Learning Skills</p> <ul style="list-style-type: none"> ✓ The ability to provide a proactive evaluation and assessment of his/her own learning process,
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- ✓ The ability to plan one's learning logically and the ability to identify future learning objectives;
- ✓ The ability to work with field-related course books and scholarly literature independently;
- ✓ The ability to enhance his/her own knowledge through it;
- ✓ The ability to organize one's learning in accordance with emerging situation;
- ✓ The ability to plan continuous professional development in accordance with one's own aims and objectives;
- ✓ The ability to identify personal capacity and the ability to develop professionally further with the use of existing resources and capacities.
- ✓ The ability to evaluate own learning process in a coherent and comprehensive manner; ability to identify further learning needs;
- ✓ The ability to search for necessary information by using different sources of information (library, internet, etc.)

Values

- ✓ The interest toward field-specific issues and the desire to continue and deepen the knowledge obtained throughout the educational program;
- ✓ The perception of the necessity of pursuing ethical norms and values;
- ✓ The desire to be actively involved in the formation process of common ethical values and to take effort for their institutionalization. Clear understanding of the role of legal and ethical responsibility in the organization and society. The ability to identify ethical problems, analyze them, choose appropriate decision and defend his/her position in contexts such as, travel agencies, bureaus and different organizations etc.
- ✓ The desire to pursue the principles of academic and professional code;
- ✓ The possession of professional responsibility;
- ✓ Participation in group decision making;
- ✓ Demonstration enthusiasm and initiative;
- ✓ Effective relation with working/learning group;
- ✓ Participation in the formation of values and strive for their establishment;

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	<ul style="list-style-type: none"> ✓ Seeking new knowledge; ✓ Interest toward the issues related with Tourism generally.
<p>Student Knowledge Evaluation System</p>	<p>The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.</p> <p>Student 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, sum of which makes up 100 points.</p> <p>Grading system allows:</p> <p>a) Five types of positive grades</p> <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) Satisfactory – 61-70 of maximum point; 5) (E) Acceptable – 51-60 of maximum point. <p>b) Two types of negative grades</p> <ol style="list-style-type: none"> 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. <p>For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade must not exceed 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> <ol style="list-style-type: none"> a) Obtaining minimal competence levels set for midterm and final evaluations; b) Obtaining minimum 51 points out of 100 points of final grade.



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	<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>The means of the evaluation are following:</p> <ul style="list-style-type: none"> ✓ Test/quiz/written exam; ✓ Classroom activities/classroom participation; ✓ Home assignment; ✓ Discussion; ✓ Oral assessment; ✓ Written assessment; ✓ Essay question; ✓ Seminar; ✓ Presentation; ✓ Group / individual project; ✓ Midterm and final exams. <p>Among assessment components, taking into consideration the nature of the course, are: correctness, exactness, completeness, adequacy of theoretical foundation and examples, relevance of applied terminology, degree of participation in discussion, and the logic of arguments.</p>
<p>Field of Employment</p>	<p>The actuality of the program is foreseen by establishing market economic relations in Georgia, inevitability of country integration in world's economy and diversity of tourist-recreational resources of Georgia, which employed a lot of people in tourism sector, the need and demand of qualified tourist specialists increases daily.</p> <p>The given program gives the ability to be mastered well, gain theoretical knowledge and having the capability of practice.</p> <p>Our graduates become leading tourism specialists, able to start working in commercial and state institutions, governmental structures in direction of business management and tourism.</p>