

Bachelor's Program

Business Administration

Name of the Educational Programme:	Business Administration	
Awarded Qualification:	Bachelor of Business Administration / ბიზნესის ადმინისტრირების ბაკალავრი	
Credit Value of the Programme:	240 ECTS	
Language of Education:	English	
Programme Admission Preconditions:	<p>Students are enrolled in the undergraduate program in accordance with the procedure established by the legislation of Georgia - based on the results of the Unified National Exams. One of the obligatory subjects is mathematics/history. Passing English Language is obligatory (minimum competency level 50%+1).</p> <p>Persons with full secondary education may apply for a bachelor's program.</p> <p>In cases provided for by law, enrollment may be conducted in accordance with the procedure established by the relevant legislation without passing the Unified National Exams. The conditions for admission to the program for foreign citizens can be found at the link-(https://iro.ibsu.edu.ge/en/home)</p>	
Purpose of the Programme:	<p>The goal of the Bachelor program of Business Administration is based on the student-centered teaching (1) to prepare competitive specialists who will be able to perform modern business management activities according to the national and international standards in different sectors, which provides a fine opportunity for employment in Public, Private, and Non-governmental sectors; (2) The program aims to provide students with a thorough knowledge of practical skills and general competences of theoretical and practical aspects of the functional areas of business activities. (3) The program provides opportunity for students to correspond to challenges of the modern business environment and supports them to plan and develop their professional career.</p>	
Learning outcome	Knowledge and understanding	The graduate has a wide range knowledge of business fields that include critical understanding of theories and principles, can understand complex business

		<p>issues, basic principles of general management, marketing, finance, accounting, tourism and their intercorrelation;</p> <p>2. The graduate knows: contents of business processes, market economy infrastructure; principles of using contemporary information and communication technologies (ICT), mathematical, quantitative and statistical methods for business research and management; principles of legal, ethical and intercultural responsibility in the organization and society;</p> <p>In addition, if the full course of appropriate concentration is used, the graduate knows:</p> <p>Concentration of finances:</p> <p>3. The graduate knows: financial Infrastructure and institutes; basic principles of functioning of the financial system; role of financial management in business development; assessment and management of relevant risks.</p> <p>4. The graduate knows: the essence of financial reporting as an important means of regulation and prognosis; the essence and significance of international finance, the peculiarities and the principles of their use.</p> <p>5. The graduate knows: the essence and purpose of banking system, principles of management of commercial bank, the essence and importance of investments; investment portfolios assessment and management basics.</p> <p>Management Concentration:</p> <p>3. The graduate knows: Theoretical and practical aspects of management as an art of management; Basic functions-duties and skills of managers of different levels; The role of management in the development of the organization; Managing stressful and conflict situations;</p> <p>4. The graduate knows: the essence and importance of organizational structures; Principles and peculiarities of the decision-making process; Effective use of human resources and knowledge and importance of factors affecting their behavior; Extensive knowledge and critical understanding of the internal and</p>
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		<p>external environment of the business; Principles of organizational change and development; The essence and importance of CSR and business ethics;</p> <p>5. The graduate knows: peculiarities of small and medium business and management methods; Theoretical and practical issues required for entrepreneurial activities; Complex issues in the field of international business management and methods specific to the field.</p> <p>Marketing concentration:</p> <p>3. The graduate knows: Effective marketing management tools, marketing information systems, the structure of marketing companies, the growing role and place of marketing in modern business, the fundamental principles of marketing. The nature of these principles in the service industries to which the marketing of the services used and the issues inherent in it require differentiated research and analysis, generalization and analysis;</p> <p>4. The graduate has mastered the principles of strategic marketing, he / she can participate in the development of the company's marketing strategy, branding, company mission, vision, goals, objectives, corporate structure, business model, segmentation, targeted development, differentiation and positioning, competing and competing. , As well as in the implementation of this strategy in the market;</p> <p>5. The graduate has studied and understood the main principles and methods of studying and considering consumer behavior; The graduate mastered the laws and norms of consumer behavior, he grasped the intensity of consumer activities and the norms of the dynamics of attracting, retaining, creating, discovering and loyalty to consumers.</p> <p>Accounting and Audit concentration:</p> <p>3. The graduate knows: fundamentals of financial and managerial accounting and modern production methods; Accounting information systems;</p> <p>4. The graduate knows: the essence of financial reporting as an important means of regulation and prognosis and international standards; Tax fundamentals, tax planning and tax administration;</p>
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	Applying Knowledge	<p>6. Graduate can: explaining the socio-economic situation of the country, the objective reality of the business environment, analyzing market condition, identification of microeconomic and macroeconomic processes on business firms, preparation of relevant documentation, planning, analyzing and management; communication with local and international institutions within its competence.</p>
	Making Judgments	<p>7. Graduate can: making rational economic decisions and managing resources effectively, analyzing and judgmental reporting of scientific works, theories and hypothesis, collecting statistical information and data, studying independently and generalizing results, evaluating the profitability.</p>
	Communication Skills	<p>8. Graduate can communicate with specialists and non-specialists regarding business-related ideas, problems and the ways of solutions by providing detailed information and by using communication tools.</p>
	Learning Skills and Values	<p>9. Graduate has ability to evaluate his/her knowledge in the field of business in a complex and consistent manner and to determine the necessity for further learning and implementing with high degree of independence; to pursue and implement activities oriented on development in the complex and unforeseen learning/working environment whilst conforming with ethics/academic integrity rules.</p>

<p>Evaluation Criteria</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> <ul style="list-style-type: none"> a) Five types of positive grades <ul style="list-style-type: none"> 1) (A) Excellent – 91-100 points; 2) (B) Very good – 81-90 points; 3) (C) Good – 71-80 points; 4) (D) Satisfactory – 61-70 points; 5) (E) Acceptable – 51-60 points. b) Two types of negative grades <ul style="list-style-type: none"> 1) (FX) Fail – 41-50 points, 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 points and less, 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 30% of the relevant assessment.</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"> a) Obtaining minimal competence levels set for midterm and final evaluations; b) Obtaining minimum 51 points out of 100 points of final grade. <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 course syllabus/bachelor thesis syllabus/internship syllabus.</p>
<p>Field of Employment:</p>	<p>With the help of skills acquired within the Bachelor program of Business Administration, the graduates will be able to work in the public and private sector, in different profile organizations (production and business</p>

structures), where it practically performs basic professional functions both independently and in the group. Graduates can continue studying not only business, but also other profiles, taking into consideration the requirements of admission to the relevant Masters Program and the requirements of the legislation.

Course / Module / Internship / Research Component	Status	Credit number	Distribution of credits courses and semesters								Distribution of hours						Number of	
			I s		I I s		I I I		I V s		Contact hours				T o			
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester	Lecture / Consultation	Seminar / Group Work / Practice / Lab. Work	Midterm exam(s)	Final exam		Total number of contact hours		Independent work
Minor Program/Free Credits	Elective	65			10	10	10	10	10	15								
Compulsory Courses	Compulsory	130	25	25	20	22	10	5	6	17								
Academic Writing	Compulsory	5	5								14	14	2	2	32	93	125	2
Information Technology	Compulsory	5	5								14	28	2	2	46	79	125	3
Mathematics I	Compulsory	5	5								14	28	2	2	46	79	125	3
Principles of Microeconomics	Compulsory	5	5								14	14	2	2	32	93	125	2
Introduction to Business Administration	Compulsory	5	5								14	14	2	2	32	93	125	2
Mathematics II	Compulsory	6		6							14	28	2	2	46	104	150	3
Principles of Macroeconomics	Compulsory	5		5							14	14	2	2	32	93	125	2

Principles of Management	Compulsory	5	5						14	14	2	2	32	93	125	2
Principles of Marketing	Compulsory	5	5						14	14	2	2	32	93	125	2
Legal Environment of Business	Compulsory	4	4						14	14	2	2	32	68	100	2
Business English I	Compulsory	5		5*	5*				14	14	2	2	32	93	125	2
Introduction to Statistics and Probability	Compulsory	5		5					14	14	2	2	32	93	125	2
Principles of Accounting	Compulsory	5		5					14	14	2	2	32	93	125	2
Data Analysis and Business Modeling with Spreadsheets	Compulsory	5		5					14	14	2	2	32	93	125	2
Business English II	Compulsory	5			5*	5*			14	14	2	2	32	93	125	2
Business Statistics	Compulsory	6			6				14	28	2	2	46	104	150	3
Financial Accounting	Compulsory	6			6				14	28	2	2	46	104	150	3
Introduction to Finance	Compulsory	5			5				14	14	2	2	32	93	125	2
Human Resource Management	Compulsory	5				5			14	14	2	2	32	93	125	2
Principles of Branding	Compulsory	5				5			14	14	2	2	32	93	125	2
Logistics	Compulsory	5					5		14	14	2	2	32	93	125	2
Operations Management and Business Modelling	Compulsory	6						6	28	14	2	2	46	104	150	3
Internship	Compulsory	10						10*	10*			1	181	69	250	12
Bachelor Thesis	Compulsory	7						7*	7*			1	46	129	175	3
Finances Concentration	Elective	45				15	20	15/20	10/15							
Compulsory Courses of Concentration	Compulsory	37				11	16	10								
Managerial Finance I	Compulsory	6				6			14	28	2	2	46	104	150	3
Introduction to Banking	Compulsory	5				5			14	14	2	2	32	93	125	2
Managerial Finance II	Compulsory	6					6		14	28	2	2	46	104	150	3

Financial Institutions	Compulsory	6						6			14	28	2	2	46	104	150	3
International Finance	Compulsory	4						4			14	14	2	2	32	68	100	2
Investments and Portfolio Management	Compulsory	5						5			14	14	2	2	32	93	125	2
Financial Statement Analysis	Compulsory	5						5			14	14	2	2	32	93	125	2
Elective Courses of Concentration	Elective	8						4	4	5/10	10/5							
Principles of Taxation	Elective	4						4			14	14	2	2	32	68	100	2
Public Finance	Elective	4						4			14	14	2	2	32	68	100	2
Principles of Insurance	Elective	4						4			14	14	2	2	32	68	100	2
Business Russian (B1)	Elective	5						5			14	14	2	2	32	93	125	2
Accounting Software Applications (ORIS)	Elective	4						4			14	14	2	2	32	68	100	2
Money and Banking	Elective	4						4			14	14	2	2	32	68	100	2
Real Estate Valuation	Elective	4						4			14	14	2	2	32	68	100	2
Python for Business and Economics	Elective	5						5			14	14	2	2	32	93	125	2
Business Russian (B2)	Elective	5						5			14	14	2	2	32	93	125	2
Fundamentals of Risk Management	Elective	5							5		14	14	2	2	32	93	125	2
Business Research Foundations	Elective	5							5		14	14	2	2	32	93	125	2
EU Integration and Financial Market Reforms	Elective	5							5		14	14	2	2	32	93	125	2
Financial Mathematics	Elective	5								5	14	14	2	2	32	93	125	2
Accounting and Business Operations Program “Balance”	Elective	5								5	14	14	2	2	32	93	125	2
Securities Analysis	Elective	5								5	14	14	2	2	32	93	125	2
Management Concentration	Elective	45						14	19	17/22	10/15							

Compulsory Courses of Concentration	Compulsory	37					10	15	12									
Managerial Finance I	Compulsory	6					6				14	28	2	2	46	104	150	3
Business Ethics and Corporate Social Responsibilites	Compulsory	4					4				14	14	2	2	32	68	100	2
Organizational Change and Development	Compulsory	6						6			28	14	2	2	46	104	150	3
Small and Medium-sized Business Management	Compulsory	5						5			14	14	2	2	32	93	125	2
Organizational Behavior	Compulsory	4						4			14	14	2	2	32	68	100	2
Entrepreneurship	Compulsory	6							6		14	14	2	2	46	93	150	3
International Business Management	Compulsory	6							6		28	14	2	2	46	104	150	3
Elective Courses of Concentration	Elective	8					4	4	5/10	10/5								
Public Relations	Elective	4					4				14	14	2	2	32	68	100	2
Business Communication	Elective	4					4				14	14	2	2	32	68	100	2
Business Russian (B1)	Elective	5					5				14	14	2	2	32	93	125	2
Career Management	Elective	4						4			14	14	2	2	32	68	100	2
Business to Business Marketing	Elective	4						4			14	14	2	2	32	68	100	2
Leadership	Elective	4						4			14	14	2	2	32	68	100	2
Business Russian (B2)	Elective	5						5			14	14	2	2	32	93	125	2
Sales Management	Elective	5							5		14	14	2	2	32	93	125	2
Business Research Foundations	Elective	5							5		14	14	2	2	32	93	125	2
Business Contracts' Composition	Elective	5								5	14	14	2	2	32	93	125	2
Business Forecasting	Elective	5								5	14	14	2	2	32	93	125	2
Quality Management Principles	Elective	5								5	14	14	2	2	32	93	125	2
Marketing Concentration	Elective	45					16	20	15/20	10/15								

Compulsory Courses of Concentration	Compulsory	38						12	16	10									
Managerial Finance I	Compulsory	6						6				14	28	2	2	46	104	150	3
Marketing Management	Compulsory	6						6				14	28	2	2	46	104	150	3
Strategic Marketing	Compulsory	6							6			14	28	2	2	46	104	150	3
Consumer Behavior	Compulsory	6							6			14	28	2	2	46	104	150	3
Market Research Principles	Compulsory	4							4			14	14	2	2	32	68	100	2
Services Marketing	Compulsory	5								5		14	14	2	2	32	93	125	2
Sales Management	Compulsory	5								5		14	14	2	2	32	93	125	2
Elective Courses of Concentration	Elective	7						4	4	5/10	10/5								
Sociology	Elective	4						4				14	14	2	2	32	68	100	2
Public Relations	Elective	4						4				14	14	2	2	32	68	100	2
Business Communication	Elective	4						4				14	14	2	2	32	68	100	2
Business Russian (B1)	Elective	5						5				14	14	2	2	32	93	125	2
Business to Business Marketing	Elective	4							4			14	14	2	2	32	68	100	2
Retailing	Elective	4							4			14	14	2	2	32	68	100	2
Integrated Marketing Communications	Elective	4							4			14	14	2	2	32	68	100	2
Business Russian (B2)	Elective	5							5			14	14	2	2	32	93	125	2
Advertising and Social Marketing	Elective	5								5		14	14	2	2	32	93	125	2
Online Marketing	Elective	5								5		14	14	2	2	32	93	125	2
Business Research Foundations	Elective	5								5		14	14	2	2	32	93	125	2
International Marketing	Elective	5									5	14	14	2	2	32	93	125	2
Direct Marketing	Elective	5									5	14	14	2	2	32	93	125	2

Copywriting for Advertisement	Elective	5							5	14	14	2	2	32	93	125	2	
Accounting and Audit Concentration	Elective	45					14	20	15/ 20	10/ 15								
Compulsory Courses of Concentration	Compulsory	36					10	16	10									
Managerial Accounting I	Compulsory	6					6				14	28	2	2	46	104	150	3
Principles of Taxation	Compulsory	4					4				14	14	2	2	32	68	100	2
Managerial Accounting II	Compulsory	6						6			14	28	2	2	46	104	150	3
Financial Reporting	Compulsory	6						6			14	28	2	2	46	104	150	3
Accounting software applications (ORIS)	Compulsory	4						4			14	14	2	2	32	68	100	2
Audit Foundations	Compulsory	5							5		14	14	2	2	32	93	125	2
Tax Administration	Compulsory	5							5		14	14	2	2	32	93	125	2
Elective Courses of Concentration	Elective	9					4	4	5/ 10	10/ 5								
Public Finance	Elective	4					4				14	14	2	2	32	68	100	2
Introduction to Banking	Elective	5					5				14	14	2	2	32	93	125	2
Ethical Issues in Accounting	Elective	4					4				14	14	2	2	32	68	100	2
Business Russian (B1)	Elective	5					5				14	14	2	2	32	93	125	2
Accounting for Government and Nonprofit Organizations	Elective	4						4			14	14	2	2	32	68	100	2
Bank Accounting	Elective	4						4			14	14	2	2	32	68	100	2
Real Estate Valuation	Elective	4						4			14	14	2	2	32	68	100	2
Python for Business and Economics	Elective	5						5			14	14	2	2	32	93	125	2
Business Russian (B2)	Elective	5						5			14	14	2	2	32	93	125	2
Consolidated Financial Reporting	Elective	5							5		14	14	2	2	32	93	125	2

Financial Statement Analysis	Elective	5							5		14	14	2	2	32	93	125	2
Business Research Foundations	Elective	5							5		14	14	2	2	32	93	125	2
Tax Planning and Strategies	Elective	5							5	14	14	2	2	32	93	125	2	
Taxation of International Transactions	Elective	5							5	14	14	2	2	32	93	125	2	
Audit and Assurance	Elective	5							5	14	14	2	2	32	93	125	2	
Accounting and Business Operations Program “Balance”	Elective	5							5	14	14	2	2	32	93	125	2	
Total		240	30	30	30	30	30	30	30	30								