

Program of Business Administration

Structure, Contents, Learning Outcomes

Bachelor's educational program in BBA covers 240 ECTS credits, including 120 credits obligatory components of BBA, 45 ECTS credits component in concentration (obligatory and elective). Student is eligible to take up to 65 credits for free credits /minor program.

Title of the Course	ECTS	Course Description
Obligatory component	120	Students should cover all obligatory courses
Academic Writing	5	The purpose of the Academic Writing course is to introduce students to the importance of writing in the university work and develop their critical reading and thinking, argumentative writing, library research, and documentation of sources in an academic setting so that they can successfully participate in that work. Students will acquire special academic vocabulary. Learners will do planning, drafting and revising activities that lead to successful writing. To understand more closely the principles and practices academic writing, students will read, analyze, discuss, and respond to different emails, letters, memos, minutes, or subject specific articles written by their peers and by published writers in coursework, journals, textbooks, and other published print and electronic texts.
Information Technology	5	The purpose of Information Technology course is to teach students computer technologies and Microsoft Office Programs, so they can fulfill various tasks, data analysis, present projects or results according to standards of presentations.
Mathematics 1	5	The goal of this course is to acquaint the students with the primary topics of Calculus, to teach them how to apply mathematical problems to business and economics.
Principles of Microeconomics	5	The aim of this course is to provide a broad understanding of principles of microeconomics and how to use this knowledge in real life; to introduce key economic concepts with the view to equip students with the general basic knowledge of what economy is and prepare student for further studies of economics; to provide the students with tools they need to think like an economists.
Introduction to Business Administration	5	The course is introductory in nature and is designed to expose the student to many aspects of business. The student will gain a basic understanding of forms of business, advantages and disadvantages of forms of business ownership, how they work in different economic, political and cultural

		environment, economic factors affecting business activities, economic structures, business and customers, the principle activities of modern businesses. Moreover, topics to be taught also include evaluating entrepreneurial capabilities, business planning, opportunity assessment and feasibility analysis, business implementation, new product introduction and seeking funds. The course aims to enable students do SWOT analysis, to understand the importance of ethical business conduct and many other business related issues that are critically important for successful business operation in modern business environment.
Mathematics 2	6	The goal of this course is to acquaint the students with the basic topics of Calculus, to elaborate the skills of analysing the solutions, and to teach them how to apply mathematical problems to business and economics, as well as to other fields of social sciences.
Principles of Macroeconomics	5	The aim of this course is to provide a broad understanding of principles of macroeconomics and how to use this knowledge in real life; to introduce key economic concepts with the view to equip students with the general basic knowledge of what macroeconomics is and prepare student for further studies of economics; to provide the students with tools they need to think like an economists and understand the forces determining macroeconomic variables such as inflation, GDP, unemployment, interest rates, and the exchange rate; to use acquired knowledge to predict how changes in policy are expected to impact the economy.
Principles of Management	5	The purpose of the course is to provide the students with the understanding of main management principles, functions of managers and the factors that influence the process of management externally and internally; The course provides the environment of business and management challenges that are created by the ever-changing market demands and the activities in the course will help develop and apply problem-solving and decision-making skills for the students. These will enable them to be effective and efficient managers.
Legal Environment of Business	4	The main purpose of the course is to introduce the legal environment of business in Georgia and abroad to the students. Understanding the importance of law for business and the role of branches of state power to deal with business; Understanding the social responsibility of business; Knowledge of the legal concept of a property and

		ownership; Knowledge of the elements of contractual agreements and the forms of business; Knowledge of the legal regulation of labor legal relations; Understanding economic, non-economic and business activity, its subjects and legal source.
Principles of Marketing	5	The purpose of this course is to teach students to identify the strategic scope in marketing; explain the strategic environmental and internal corporate factors which influence consumer and organizational decision-making processes; outline a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands for profit maximization purpose.
Business English 1	5	Main objective of the course is to enhance the students' understanding of business related activities, increase the motivation, learning abilities, and develop reading, writing, listening and speaking skills. There is a strong emphasis on learning language styles, tone and grammar with specific business vocabulary, as well as on developing particular correspondence writing skills and meeting and negotiation practices with speaking skills. One of the main purposes of the course is to provide business content and skills development to prepare students for succeeding in an academic subjects.
Introduction to Probability and Statistics	5	The purpose of this course is to provide you with a reasonable background in statistics foundations. Our emphasis will be on learning how to be an intelligent "consumer" of statistics in business activities as well as in everyday life.
Principles of Accounting	5	Course is introductory of Accounting and gives the students basic knowledge in Accounting. Course is reflected theoretical problems and methodological principles of Accounting, describes the meaning of Accounting in estimating and planning of business activity. It will teach students how to apply the fundamental concepts of accounting to practical problems.
Data Analysis and Financial Modelling using Spreadsheets	5	Students will have knowledge of Microsoft Excel at advanced level and ability of use it in specific application. Students will have ability to: use spreadsheets (Especially excel) in practical life; work independently with spreadsheets; model investment risks and returns; analyze your sales team's effectiveness; create best, worst, and most-likely case scenarios; compare lease vs. buy, and calculate loan terms; see how price, advertising, and seasonality affect sales; manage inventory with precision; quantify the value of customer loyalty;

		calculate your break-even number and ROI; maximize scheduling efficiency.
Business English 2	5	Main objective of the course is to enhance the students' understanding of business related activities, increase their motivation, learning abilities, and develop reading, writing, listening and speaking skills at a professional level. There is a strong emphasis on learning language styles, tone and grammar with more varied business vocabulary, as well as on developing particular correspondence writing skills and meeting and negotiation practices with speaking skills. One of the main purposes of the course is to provide enriched business content and advanced skills development to prepare students for succeeding in an academic subjects.
Business Statistics	6	The course provides a broad overview of ways to gather, analyze, and interpret data to improve business management. Topics include standard statistical methods, such as: collecting, interpreting and describing data, basics of probability, probability distributions, discrete and continuous random variables, sampling and sampling distributions, hypothesis testing. In addition, using of statistical and data analysis methods in Decision making.
Financial Accounting	6	This course is designed to improve understanding of financial accounting, including accounting theory, concepts, principles and procedures. Specific attention will be devoted to the preparation and understanding of the four financial statements. Students will possess knowledge of international standards and requirements of constructing trial balance; Knowledge of international standards and requirements of preparing control accounts and reconciliations statements; Knowledge of international standards and requirements of constructing statement of financial position; Knowledge of international standards and requirements of constructing statement of profit or loss and other comprehensive income; Knowledge of international standards and requirements of constructing statement of cash flows; Knowledge of international standards and requirements of preparing simple consolidated financial statements.
Introduction to Finance	5	The goal of the course is to help students understand principles of finance, overview of financial system, financial market characteristics, major types of financial markets, how the managers of a firm function in the increasingly uncertain

		environment. This course will focus on four main areas of finance: (1) key economic theories, (2) various financial instruments, markets and institutions, (3) some financial management techniques, and (4) international financing and investment issues.
Human Resource Management	5	The purpose of the course is to provide the students with the understanding of main human resources management principles, functions of personnel managers and the factors that influence the process of recruiting, maintaining and developing the human resources in an organization; Students will learn how to manage people and the ways to motivate them and communicate with them. The concept of millennial will be heavily discussed in the course and innovative techniques that need to be implemented in order to manage the new generation of millennial to be more effective and efficient workers at an organization.
Principles of Branding	5	Brands are secret advisors of people. To establish brand marketers need to know brand management and internal peace of customers. The course is linked to brand elements, brand mantras and brand – consumer relations. The objective of this course is to supplement basic marketing courses by focusing on problems related to branding and brand management. Best modern brand management methods and practices will be provided and problems commonly encountered in branding will be addressed. In the process of teaching great attention will be paid to work on practical cases and application of the course material into practice.
Logistics	5	The course is designed to provide students with knowledge about basic concepts of logistics; to introduce concepts of supply chain management; to become familiar with transportation systems; to form understanding and practical skills for using different modes of transport, get familiar with shipment terms and documentation; to provide knowledge on warehousing management and to assess the important role of information technology in managing supply chains.
Operations Management and Business Modelling	6	During the course, students will gain knowledge in Operations Management and will develop skills in: Processes, deployments, and capacity decisions; The importance of quality management and statistical control of processes; Project management and scheduling; Production of Just-in-Time (JIT) and Distributed Liability; Decision making tools and programs.

Bachelor Thesis	7	The goal of (writing and defending) a bachelor thesis is to enable students acquire research skills relevant to the bachelor level, to provide them with the abilities of searching and analyzing literature, planning, analysis, synthesis, comparison, studying the history of the issue and its present state, offering practically and theoretically valuable conclusions.
Internship	10	In the process of Internship student must apply knowledge obtained during the study process. Internship Mentor at the Unit of Internship has to make sure that in the limited time student is able to obtain necessary mechanisms, tools for applying this knowledge, experience process of adaptation to the working environment, learn how to take independent decisions in the framework of the tasks obtained from the Internship Mentor. In addition, the aim of the course is to help them get used to and be integrated into real working environment.
Finance Concentration	45	Includes field obligatory and elective courses
Obligatory Courses	37	Students should cover all obligatory courses
Managerial Finance 1	6	This course provides an introduction to financial environment in which companies operate. Investment decision making, sources of finance and financial management are considered. Particular topics include the time value of money, security prices, risk and return, the cost of capital, financial statement analysis, fundamentals of capital budgeting, short-term and long-term financing, working capital management. The course will develop basic skills in financial management and students will be able to participate in financial decision making process of the companies at basic level. The students who cover the course with at least satisfactory performance would have functional knowledge in managerial finance.
Introduction to Banking	5	This course is designed to develop students' knowledge of the banking system in general; the functions and the roles of central and commercial banks, the organizational structures of central and commercial banks, financial statements of banking institutions, commercial bank capital, the functions, the components and the sources of bank capital, the adequate amount of capital, the capital adequacy coefficients set by National Bank of Georgia, types of banking risks and the methods of assessing and minimizing the risks, in addition the course provides students with the basic knowledge of major banking activities.
Managerial Finance 2	6	The purpose of the course is to provide students with deeper knowledge of financial environment

		business entities are operating in, to increase their awareness about different financial theories, major concepts, principles and methods of corporate finance that are to be used in optimal financial decision making process. Therefore, the course aims at teaching following topics: financial environment of business, the analysis of financial statements and cash flow analysis, time value of money, profitability and risk assessment and analysis, long-term investment strategies, security analysis.
Financial Institutions	6	The purpose of the course is to describe wide range of instruments for financing investing and controlling risk available today's financial markets. In addition to markets and instruments this course provides students all necessary information /an overview of the asset/liability management issues faced by major institutional investors and the strategies they employ; characteristics of market institutions, and especially, market regulated participants.
International Finance	4	The purpose of the course is to help students understand financial systems, foreign exchange markets, how the managers of a firm function in the increasingly uncertain environment. This course will provide students with a basic knowledge of how international financial markets work. Provide students with an understanding of exchange rates and why currency values fluctuate. Explore methods used to manage risk in the global markets. Provide an in-depth understanding of the process and techniques used to make international investment decisions.
Investments and Portfolio Management	5	The goal of the course is to teach students investment setting, capital allocation decision between risky and risk – free assets, optimal risky portfolios, diversification and portfolio risk, how to construct an efficient portfolio from risky and risk – free assets, options and futures contracts, different types of investor characteristics and their implications for portfolio construction, identify different types of investment instruments used by institutional investors, determine how much risk an individual can assume by examining portfolio goals to achieve desirable profit. Course covers the allocation and management of resources for these elements is a fundamentally different problem from analyzing a single major investment decision, developing a new business strategy, or deciding how to manage cost or schedule risk on a large construction project, how the resource allocation will

		change the overall value of the elements and the portfolio.
Financial Statement Analysis	5	The goal of the course is to enable students to effectively use the following tools of financial analysis: financial ratio analysis for cash flow statements, common-size financial statements analysis, cost-volume-profit analysis, sustainable growth analysis, cash budgets, and pro-forma financial statements analysis; to gain a basic understanding of loan types and be able to apply the tools of financial analysis to determine the appropriate financing instrument for companies of moderate complexity.
Elective Courses	8	Students should cover minimum amount 8 credits from elective courses
Public Finance	4	The Purposes of the Study Course are: to introduce students the subject matter of public finance by applying basic principles of economics to the evaluation of government economic policies; To examine the role of the government through examination why some economic activities are undertaken in the public sector and others in the private sector; To encourage critical thinking through in-class discussions and give students some hands-on experience in researching a topic using the Internet and other sources.
Principles of Insurance	4	The aim of this course is to provide a broad understanding of principles of insurance, how to use this knowledge in business administration process, giving the students an outline of insurance market, structure of an insurance company and its aims, social benefits of insurance and its role in economy overall.
Principles of Taxation	4	This course is designed to provide students with general knowledge of main principles and approaches of taxation, information about the forms and principles of tax administration, knowledge of calculating and accounting the basic taxes that will help them become specialists qualified enough for contemporary requirements.
Money and Banking	4	The first part of this course focuses on money and banking. Introduction to money, interest rates and the concept of present discounted valuation. The course will examine interest rates with regards to their behavior, concepts of risk and also (time permitting) provide a brief overview of the institutional arrangements that apply to money, banks and other financial intermediaries and institutions. The second part of the course presents an advanced treatment of critical topics in monetary

		economics and the models economists use to investigate the interactions between real and monetary factors. It provides extensive coverage of general equilibrium models of money, models of the short-run real effects of monetary policy.
Real Estate Valuation	4	This course is an introductory to the most fundamental concepts, principles and tools applicable for conducting real estate valuations and investment decisions. It will concentrate both on the individual properties and real estate related projects, as well as portfolio and investment management outlooks. The key objectives are to identify and distinguish the unique characteristics of real estate instruments from other securities and present the inputs (net operating income, capitalization rate, and discount rate), valuation methods (income, cost, and sales comparison approaches) and calculations used for appraisal purposes.
Accounting Software Application (ORIS)	4	The goal of the course is to provide an opportunity to learn about the flow of information through a computerized accounting system. The course will help students to prepare source documents, perform internal control procedures, preparing adjusting and closing entries and financial statements – with the help of accounting software – Oris Accounting.
Business Research Foundations	5	This course aims to provide students issues related to conducting business research, data analysis, and methods of evaluation related to business processes. Knowledge of these topics will enable students to both implement and evaluate business related research during their professional careers.
Euro Integration and Financial Reforms	5	The purpose of the course is to provide students with information on European financial integration and financial market reforms in Visegrad countries; describe wide range of instruments for financing investing and controlling risk available today's EU financial markets. In addition to markets and instruments this course provides students all necessary information/an overview of the asset/liability management issues faced by major institutional investors and the strategies they employ; characteristics of market institutions, and especially, market regulated participants.
Fundamentals of Risk Management	5	This course focuses on understanding the fundamentals of risk management. In order to achieve its purpose the course is divided into two sections. In the first half of the course students will learn about risk management in general as well as

		specific risk categories – how these risks are managed and identified internationally and how are they managed in Georgian banking industry. In the second half of the course students will get to know more about financial derivatives that are most commonly used to manage volatility of the underlying assets.
Financial Mathematics	5	The goal of the course is that student should know basics of mathematical methods in finance and models to evaluate futures, forwards, options' prices of stock and financial markets.
Securities Analysis	5	Financial assets analysis and valuation underlies all that is done in finance. This course develops both the fundamentals of analysis and valuation and understanding concepts lying behind financial assets pricing, needed by all finance students in advanced finance courses. Topics include introduction of the modern portfolio theory and asset pricing, determination of interest rates, interest rate risk, fundamentals of bonds pricing. Since valuation is inherently quantitative, the course stresses quantitative methods useful in analysis and valuation. The goal for this course is to provide each student with a combination of valuation theory combined with practical, real world experience.
Management Concentration	45	Includes field obligatory and elective courses
Obligatory Courses	37	Students should cover all obligatory courses
Managerial Finance 1	6	This course provides an introduction to financial environment in which companies operate. Investment decision making, sources of finance and financial management are considered. Particular topics include the time value of money, security prices, risk and return, the cost of capital, financial statement analysis, fundamentals of capital budgeting, short-term and long-term financing, working capital management. The course will develop basic skills in financial management and students will be able to participate in financial decision making process of the companies at basic level. The students who cover the course with at least satisfactory performance would have functional knowledge in managerial finance.
Business Ethics and Corporate Social Responsibilities	4	This course is designed to develop students' knowledge of responsible business conduct and the concept of business ethics and corporate social responsibility. It aims to teach students the importance of responsible business conduct and its benefits to the enterprise itself and to the whole society. The course is also designed to develop

		students' knowledge and understanding of ethical decision-making process and what factors might influence individual and corporate decision making. The students will be able to explore the business ethics program, its structures, the ways of its implementation and evaluation of the feedbacks of program implementation and positive results of a responsible management of the enterprise.
Organizational Change and Development	6	The course presents the generals of Organizational Change and Development theory and aims to provide to the bachelor's the basic education in management basics. The course describes issues and methodological principles of the Organizational Change and Development management, discusses historical roots and subject-matter, ethical and legislative norms, main trends and specialization. It also proposes the planning of Organizational Change and Development policy, their tactics, methods and strategies as well as some aspects of Organizational Change and Development structures for the public and private sections.
Small and Medium Business Management	5	The purpose of the course is to introduce participants to the local-Georgian Business environment, explain the formation of the small and medium size company, prepare and deliver the value creation process within the Business Model canvas. And finally plan the financial, managerial and marketing activities of the profit oriented entity within the five year forecast.
Organizational Behavior	4	The purpose of this course is to help students understand how people and organizations function. This course is aimed at equipping students with a strong conceptual framework for the study, understanding and application of organizational behavior. The course will focus on the development of the basic knowledge about the individual, group, and organizational processes that influence human behavior in organizations. The course aims to help students learn how to effectively manage their relationships with coworkers, managers, subordinates clients and customers.
Entrepreneurship	6	The main purposes of the study course is to teach students steps from generating entrepreneurial ideas to its successful implementation. The course provides a holistic view of the company as the main subject of entrepreneurial activity, its objectives, functions, structure and resources, etc.
International Business Management	6	The objective of the course is to provide students with up-to-date knowledge of the modern international business environment, management

		principles and peculiarities of international companies and international business processes, dealing with cultural diversities of employees. This course prepares students for careers in dynamic global environment wherein they will be responsible for effective strategic, organizational and interpersonal management with a focus on sustainability.
Elective Courses	8	Students should cover minimum amount 8 credits from elective courses
Public Relations	4	This course is designed to develop students' knowledge of Public Relations in general; the functions and the roles of Public Relations, the organizational structures of PR, marketing statements ,community relations, the functions of Media relations, the components of democracy, the adequate amount of B2B, the marketing cooperation and coordination, types of crisis and risks and the methods of assessing and minimizing the risk and handle the crisis, in addition the course provides students with the basic knowledge of major PR activities.
Business Communication	4	The aim of course is to help students understand the challenges of today's business environment and importance of effective communication in organizational setting. The theoretical and practical assignments of the course are designed to improve / develop students' effective verbal and non-verbal communication skills. The course covers essentials of effective business communication, that is, how to work in teams; communicate across cultures ; use three-steps for writing audience-centred business messages (letters, memos, e-mails, reports, proposals, resumes, application letters); make an effective business presentation or speak publicly; find, organize and analyse information easily, use visuals and enhance oral presentation skills; prepare for employment interviewing, apply etiquette in business settings; understand non-verbal communication.
Career Management	4	The aim of the course is to develop personal career management competencies and to enhance student employability and career success. The course covers topics related to planning, developing and managing one's career; great emphasis is made on self-assessment – exploring one's personality, interests, skills, values, emotional intelligence, motivation, aspirations.
Business to Business Marketing	4	The role of business to business marketing is growing. This is entire new peace to attract and

		study enterprises, to improve habits to feel companies and know marketing techniques and methods to attract organizational customers. B2B marketing is vital for the success of organizations applying in the very professional market of corporations, firms, entities, organizations and small and medium enterprises. The aim of the course is to give deep theoretical and practical knowledge to raise student's awareness about the existing modern methods and theories of business to business marketing, which will help them in defining strategic perspectives of sales and sales promotion.
Leadership	4	The goal of the course is to teach students leadership management. Course covers the basic trends of leadership strategy like: Model the way, trust as the leadership fundament, inspiration of common vision, challenge the process create climate of trust increase the motivation as well as determines the cases such as charismatic and transformational leadership. Team Decision making contrast limitation and challenges of Leadership. How to become competent in leadership construction.
Sales Management	5	The role of sales, the World Trade Organization, different trade unions and multi-lateral organizations working to improve trade and decrease barriers of trade among countries, regional nations and continents will encourage student's entrepreneurship and his knowledge. The aim of the course is to give deep theoretical and practical knowledge to raise students awareness about the existing modern methods and theories of sales management, which will help them in defining strategic perspectives of sales and sales promotion.
Business Research Foundations	5	This course aims to provide students issues related to conducting business research, data analysis, and methods of evaluation related to business processes. Knowledge of these topics will enable students to both implement and evaluate business related research during their professional careers.
Business Contracts Composition	5	The main purpose of this course is to introduce the students to the Contract as essential means of setting and carrying out of business relationships.
Business Forecasting	5	The primary purpose of the course is to teach students theoretical and practical aspects necessary for business forecasting: the basic concepts, tasks, methodological bases, methods and samples of business forecasting; expert and mathematical methods of forecasting. To achieve

		the students' ability to use various quantitative and judgmental methods of forecasting for evaluation of the possible results of business activity of the various commercial companies, evaluate of existing business environment and predict approximately the future development of business climate.
Quality Management Principles	5	Total Quality Management is a comprehensive and structured approach to organizational management that seeks to improve the quality of products and services through ongoing refinements in response to continuous feedback. This study course is designed to provide the students with the history and fundamentals of Total Quality Management philosophy with an emphasis on contemporary quality planning, quality control and quality management approaches, implementation frameworks, barriers and due criticisms along with an extensive view on ISO 9001:2015.
Marketing Concentration	45	Includes field obligatory and elective courses
Obligatory Courses	38	Students should cover all obligatory courses
Managerial Finance 1	6	This course provides an introduction to financial environment in which companies operate. Investment decision making, sources of finance and financial management are considered. Particular topics include the time value of money, security prices, risk and return, the cost of capital, financial statement analysis, fundamentals of capital budgeting, short-term and long-term financing, working capital management. The course will develop basic skills in financial management and students will be able to participate in financial decision making process of the companies at basic level. The students who cover the course with at least satisfactory performance would have functional knowledge in managerial finance.
Marketing Management	6	How to manage markets and marketing? What to do in real market situation? What is difference between marketing brand leverage of the companies and some BTL or ATL cases? All these interesting questions arose in the mind of the student must be satisfied by this great academic discipline entitled as Marketing Management. This course is determined to deepen knowledge of student obtained from studying principles of marketing activities on the markets to have firm grasp on managerial skills needed for de managers working in the field of marketing.
Strategic Marketing	6	Students will learn how to think strategically, using great knowledge collected by different marketers of our time. The strategic marketing is one of the most

		relevany disciplines of our time supporting professionals with the tools and skills to plan businesses from first brick to last stage of development. The purpose of this course is to explore the directions in strategic marketing, its concepts and operating principles. To develop specific skills for performing marketing activities into practise and evaluating its implimentations.
Consumer Behavior	6	The purpose of the course is to provide students with a rich theoretical knowledge to better understand consumer behavioral trends in the modern business environment. Student will know: Latest approaches regarding consumer behavior theory; Fundamental principles of consumer behavior; Types of consumer behavior; Characteristics of the model of buying behavior process; The specifics of organizational buying behavior model; Protecting consumer rights and ethical considerations.
Basics of Market Research	4	The marketing research must be started by exploratory study of the field, continued by descriptive marketing research and finished by causal marketing research. This course aims to provide students issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics will enable students to both implement and evaluate marketing research during their professional careers. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.
Services Marketing	5	Services are very different from products, they have disadvantage of perishability but they have great advantage of changeability and improvability rom use to use. That means that marketing cycle of service organization is very different from ordinary product marketing. The objective of this course is to supplement basic marketing and strategic marketing courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services will be addressed. In the process of teaching great attention will be paid to introduction, discussion, and analysis of several topics important to service organizations.
Sales Management	5	The role of sales, the World Trade Organization, different trade unions and multi-lateral organizations working to improve trade and decrease barriers of trade among countries, regional nations and continents will encourage student's

		entrepreneurship and his knowledge. The aim of the course is to give deep theoretical and practical knowledge to raise students awareness about the existing modern methods and theories of sales management, which will help them in defining strategic perspectives of sales and sales promotion.
Elective Courses	7	Students should cover minimum amount 7 credits from elective courses
Sociology	4	The course aims at basic sociological principles, concepts, and theories as well as human culture, societies, the socialization process, various types of stratification (class, global, racial/ethnic, gender), race/ethnicity, minority groups, deviance and crime, gender, and age. Students explore and compare the various historic, cultural, and social frameworks of the world, which results in an appreciation for unique cultural identities. Students are introduced to key issues addressed by contemporary sociologists; class, race, gender, sexuality, religion, globalization, education, health care, crime, the media, and the environment. The knowledge gained in this course will aid students in future studies within a variety of fields and careers, and encourage the development of critical thinking about important issues.
Public Relations	4	This course is designed to develop students' knowledge of Public Relations in general; the functions and the roles of Public Relations, the organizational structures of PR, marketing statements ,community relations, the functions of Media relations, the components of democracy, the adequate amount of B2B, the marketing cooperation and coordination, types of crisis and risks and the methods of assessing and minimizing the risk and handle the crisis, in addition the course provides students with the basic knowledge of major PR activities.
Business Communication	4	The aim of course is to help students understand the challenges of today's business environment and importance of effective communication in organizational setting. The theoretical and practical assignments of the course are designed to improve / develop students' effective verbal and non-verbal communication skills. The course covers essentials of effective business communication, that is, how to work in teams; communicate across cultures ; use three-steps for writing audience-centred business messages (letters, memos, e-mails, reports, proposals, resumes, application letters); make an effective business presentation or speak publicly;

		find, organize and analyse information easily, use visuals and enhance oral presentation skills; prepare for employment interviewing, apply etiquette in business settings; understand non-verbal communication.
Business to Business Marketing	4	The role of business to business marketing is growing. This is entire new peace to attract and study enterprises, to improve habits to feel companies and know marketing techniques and methods to attract organizational customers. B2B marketing is vital for the success of organizations applying in the very professional market of corporations, firms, entities, organizations and small and medium enterprises. The aim of the course is to give deep theoretical and practical knowledge to raise student's awareness about the existing modern methods and theories of business to business marketing, which will help them in defining strategic perspectives of sales and sales promotion.
Retailing	4	Today different types of retailers manage our purchasing habits and increase our purchasing power. Most great and powerful retailers attract and retain their customers offering them not only products but services. The aim of the course is to develop critical thinkers in terms of visual merchandising. Upon completion of the course students own following generic (transferrable) and field-specific competencies: students will have clear understanding principles and strategies of retailing linked with planning of channels and tactical merchandising.
Integrated Marketing Communication	4	The role of Integrated Marketing Communications grows. This is the key process in persuasion of customers and it recognizes the need of effective communications to customer. How to build-up all relevant marketing communications? This key question is very actual in 21st century especially in the century of information and digital technologies. Students will learn different types of customer awareness's. They will be able to plan marketing communication activities, communication channels and plan budget for sustainable and long term marketing communications.
Advertising and Social Marketing	5	The purpose of the course is to give the students clear understanding of Advertising and Promotion, the planning principles theories of advertising, usage of media channels and planning and implementation of communication campaigns in Social Media platforms. While covering the details of advertising principles, programs and strategies,

		the students will acquire technics for evaluation and monitoring of effectiveness of planned campaigns in and after the process for further analyses and conclusions. The students will acquire technical tools and principles for segmentation of target audience, setting the objectives of advertising campaigns, principles and theories of advertising, design and message selection, as well as media planning and alternative marketing program planning.
Online Marketing	5	Online marketing becomes relevant for any company or person intending to grow the influence of ideas, products, services, brands and trademarks using internet. Online activities of people and companies will be most relevant things for individual or organizational success in 21 st century. That's why the goal of the course is to teach students Internet Marketing, website design and development, online copywriting and web PR, email marketing and online advertising. Also, they will learn about search engines and how they interact with websites and find out what search engine optimization SEO and Search Engine Management SEM.
Business Research Foundations	5	This course aims to provide students issues related to conducting business research, data analysis, and methods of evaluation related to business processes. Knowledge of these topics will enable students to both implement and evaluate business related research during their professional careers.
International Marketing	5	Sometimes people call this discipline as a key to open international markets and go global. International Marketing is the marketing overcoming boundaries, barriers and walls to influence colorful markets, group of people, stratified global customers and their segments. The aim of this course is to introduce participants to the international marketing environment and the principles underlying the development and implementation of marketing strategies across and within foreign countries.
Direct Marketing	5	The aim of the course is to give deep theoretical and practical knowledge in direct marketing to raise students awareness about the existing modern methods and theories of direct marketing, which will help them in defining strategic perspectives of sales and sales promotion. Learning these academic discipline students will improve their analytical thinking and problem identification skills as well as ability to use specific approaches to

		selling, to conduct researches for identification of the target market and monitor and evaluate the outcomes.
Copywriting for Advertisement	5	The aim of the course is to increase awareness of the interconnection and benefits of advertising and social marketing among students. The course will help students get familiar with the principles of creating new advertising concepts, especially for the purpose of planning and conducting social media campaigns. Students will be encouraged by the character of the course emphasizing content building creativity, understanding of social and commercial events and applying marketing knowledge.
Accounting and Audit Concentration	45	Includes field obligatory and elective courses
Obligatory Courses	36	Students should cover all obligatory courses
Managerial Accounting 1	6	The aim of the course is to provide students with the understanding of the essence and the role of managerial accounting as well as to provide them with the knowledge of methods of accounting for material, labor and overhead costs, knowledge of absorption and marginal costing, Job and batch costing, process costing as well as service/operation costing. The course aims at developing students' ability of budgeting, standard costing, to account for relevant costs and to make short-term decisions under limitations.
Principles of Taxation	4	This course is designed to provide students with general knowledge of main principles and approaches of taxation, information about the forms and principles of tax administration, knowledge of calculating and accounting the basic taxes that will help them become specialists qualified enough for contemporary requirements.
Accounting Software Application (ORIS)	4	The goal of the course is to provide an opportunity to learn about the flow of information through a computerized accounting system. The course will help students to prepare source documents, perform internal control procedures, preparing adjusting and closing entries and financial statements – with the help of accounting software – Oris Accounting.
Managerial Accounting 2	6	The aim of the course is to provide students with deep and consistent knowledge of theoretical and practical principles of managerial accounting and control; to introduce contemporary methods of costing (activity based costing, target costing, life cycle costing, throughput accounting, environmental accounting), budgetary systems and

		quantitative analysis in budgeting. The course aims at teaching limiting factor analysis, pricing decisions, standard costing and analysis.
Financial Reporting	6	This course is designed to develop students' knowledge of the financial reporting and International Financial Reporting Standards in general. Profound understanding of the financial statements and International Financial Reporting Standards; Knowledge of methods for consolidation.
Tax Administration	5	The course aims to provide students with a general and broad knowledge of the principles of tax accounting, to introduce tax obligations of employees and business makers, to teach state and local taxes, their assessment and tax return filling rules, to teach the significant difference between financial accounting standards and tax accounting rules, to introduce the principles of the state's tax administration, the taxpayer's control procedures, and the imposition of the tax comply with applicable rules, the tax dispute rules.
Audit Foundations	5	This course is designed for students who plan careers in the accounting, auditing and finance functions in general of corporations or government entities. The course aims at providing basic knowledge and understanding of consulting, risk management, internal or external audit services. The purpose of the course is to introduce the student to scope of auditing in today's organizations.
Elective Courses	9	Students should cover minimum amount 9 credits from elective courses
Public Finance	4	The Purposes of the Study Course are: to introduce students the subject matter of public finance by applying basic principles of economics to the evaluation of government economic policies; To examine the role of the government through examination why some economic activities are undertaken in the public sector and others in the private sector; To encourage critical thinking through in-class discussions and give students some hands-on experience in researching a topic using the Internet and other sources.
Introduction to Banking	5	This course is designed to develop students' knowledge of the banking system in general; the functions and the roles of central and commercial banks, the organizational structures of central and commercial banks, financial statements of banking institutions, commercial bank capital, the functions, the components and the sources of bank capital, the adequate amount of capital, the capital adequacy

		coefficients set by National Bank of Georgia, types of banking risks and the methods of assessing and minimizing the risks, in addition the course provides students with the basic knowledge of major banking activities.
Ethical Issues in Accounting	4	This course is designed to develop students' knowledge of ethical issues in accounting in general, the nature of accounting and the main ethical problems revolving around it, accounting codes of conduct, the ethics in auditing, as well as applied in managerial and tax accounting, ethical responsibilities of accounting firms and contemporary ethical issues and debates that the accounting profession is faced by.
Accounting for Government and Nonprofit Entities	4	The aim of the course is to illustrate how to use the financial data for the sound decision making. Course contains detail investigation of the concepts and practices of the government and non-profit accounting. It will teach students how to apply the fundamental concepts of accounting to practical problems. It gives the possibility to learn the structure of state and self-governed unit's budgets. The course aims at teaching accounting principles for government organizations and not-for-profit entities. Students will learn the differences from and similarities to private businesses, government budgeting and reporting, and fund accounting.
Bank Accounting	4	This course is designed to raise student's awareness about the key principles and methods of financial accounting in banking sector, international audit standards on commercial banks, accounting documents and double-entry accounting in banking industry. Through the course students will learn methods of lease and loan recognitions, bank capital structure, OREO and other assets, bank income and expenses classifications, investments, other financial instruments and at the end of the semester students will be able to understand and prepare bank financial statement. Furthermore, the course provides students with the basic knowledge of major banking accounting activities. The course aims to enable students practically demonstrate the knowledge of theoretical material based on discussion of special cases. The course enables students to do simulated accounting of a Bank.
Real Estate Valuation	4	This course is an introductory to the most fundamental concepts, principles and tools applicable for conducting real estate valuations and investment decisions. It will concentrate both on the individual properties and real estate related

		projects, as well as portfolio and investment management outlooks. The key objectives are to identify and distinguish the unique characteristics of real estate instruments from other securities and present the inputs (net operating income, capitalization rate, and discount rate), valuation methods (income, cost, and sales comparison approaches) and calculations used for appraisal purposes.
Consolidated Financial Reporting	5	This course is designed to develop students' knowledge of the consolidated financial reporting and Corporate Governance. It gives deep and detailed knowledge of how to prepare consolidated accounts and construct consolidated financial statements as well as how to analyze and interpret financial statements.
Financial Statement Analysis	5	The goal of the course is to enable students to effectively use the following tools of financial analysis: financial ratio analysis for cash flow statements, common-size financial statements analysis, cost-volume-profit analysis, sustainable growth analysis, cash budgets, and pro-forma financial statements analysis; to gain a basic understanding of loan types and be able to apply the tools of financial analysis to determine the appropriate financing instrument for companies of moderate complexity.
Business Research Foundations	5	This course aims to provide students issues related to conducting business research, data analysis, and methods of evaluation related to business processes. Knowledge of these topics will enable students to both implement and evaluate business related research during their professional careers.
Tax Planning and Strategy	5	The course aims to provide students with a general and broad knowledge of the principles of tax planning, to introduce tax strategies towards to each tax, to bring clear evidence of the importance of tax planning before investing, to teach tax privileges and exemptions rules and its practical use.
Taxation of International Transactions	5	This course is designed to provide students with general knowledge of main principles and approaches of international taxation, determining taxes on a person or business involved in international transactions and the international aspects of taxation, knowledge of calculating and accounting the taxes related to international transactions.
Audit and Assurance	5	The aim of the course is to provide students with advanced knowledge in auditing, audit process, audit planning. The course aims at advancing,

		improving and developing students' audit risk assessment, evaluation, revision and reporting skills, as well as advancing their knowledge in application of audit tolls and mechanisms in practice. The course develops students' understanding of the complex issues of audit.
Accounting and Audit Concentration	45	Includes field obligatory and elective courses
Obligatory Courses	38	Students should cover all obligatory courses
Tourism and Hospitality Management	6	The course presents the generals of HM theory and aims to provide students with the basic education in tourism and hospitality management. The course describes issues and methodological principles of the HM, discusses HM historical roots and subject-matter, ethical and legislative norms, main trends and specialization. It also offers the student to gain theoretical and practical knowledge in order to rise a competitive professional in the field of Tourism and Hospitality.
Hotel Management	6	The aim of the course is to enrich the knowledge of the student in the following issues: Hotel development process, History of Industry origin, Hotel Types, Hotel classification, Typical Hotel Organizational Chart, Front Office, Housekeeping and Maintenance, Reservation systems, sales and Marketing, Security role, Food and Beverage, IT Technology, human resources and management.
Tourism Policy and Regulations	6	The course provides a comprehensive look into the policy process and how policies link to strategic function as well as influence planning at the local, national and international levels. It includes case studies that reflect the many important developments in the travel, tourism and hospitality industry and subsequent new policies and plans needed to better understand the nuances and issues in the travel, tourism and hospitality industry.
Resort Management	4	The goal of the course is to provide the students with the knowledge and understanding that will allow them to adapt marketing concepts to tourist resorts and areas. To analyze the key features of tourist attitudes towards tourist resorts.
Cultural Heritage Tourism	6	The main purposes of the study course is to enable students to discuss about process and policy of Cultural Heritage Tourism development in Georgia, Georgian cultural heritage monuments included in the World Cultural Heritage list, make presentations about monuments, search, adopt and give accurate and correct information by using necessary terminology.

Event Management in Tourism	5	Student develops a fundamental understanding of the various types of events and festivals. It examines the events planning process, organization, implementation, and evaluation, including the creation of comprehensive event proposals, feasibility studies, the development of integrated communication strategies to meet the identified objectives, and managing the event or festival as a project.
Tour Operating	5	The general purpose of the study course is to contribute to the general understanding of Tour Operating System and Industry in Georgia as well as internationally and to the improvement of the quality of Tour Operators. The specific goal is to form qualified employees with the competent skills of analysis of various situations that may be able to plan and implement innovative and creative Tour Operating developing projects.
Elective Courses	7	Students should cover minimum amount 7 credits from elective courses
History of World Civilization and Travel	4	The goal of the present course is making students aware of historical issues comprising world civilization throughout the ancient, medieval centuries and modern history (since the ancient times till the end of World War II as well as during Cold War Era) as well as the history of travelling (including ancient travelers and modern tendencies). Course is aiming to give students the ability to discuss about historical events and different epochs, to develop in students the understanding of the present that is informed by an awareness of past heritages, including the complex and interdependent relationships between cultures and societies. The Course Aims providing the students with the information, which is necessary for the high level of their general education, through the materials and sources about different civilizations, nations, states, travelers and cultures.
Tourism Resources of Georgia	4	This course objective is to introduce students to the Georgia's physical geography, including major landforms, climate, and natural regions. It will also be oriented on showing emphasis of political, cultural, and economic landscapes of the country.
Environment Protection and Ecotourism	4	The purpose of the course is to inform students about the role and importance of ecotourism in nature preserving and realization of tourism sustainable development concept; Student will be able to realize the prerequisites of foundation and development tendencies of ecotourism, basic principles of ecotourism and ecosystems of major

		landscape zones. Environmental protection policy, conception of sustainable tourism development, the role of local population, government and private structures in ecotourism development of the region; Ecotourism, as an education component of environmental protection.
Effective Communication for Tourism and Hospitality	4	This course is designed to develop students' knowledge of essential communication skills and principles to be applied in the field of tourism and hospitality both orally and in a written form and enable them to develop practical communication skills.
Tourism Psychology	4	The purpose of the course is oriented to provide students with general information about tourism, traditions and cultural values of different countries, the types of tourists, their roles, responsibilities, functions and limits. Students will study the connection of tourism with different fields, Socio-psychological influence on tourism/tourists, Tourism as a Cognitive process, multi-dimensional nature of cognitive concept, cognitive nature of destination image, psychological factors and perceived image of a tourist destination.
Cultural Tourism	4	The course aims to teach students the basics of cultural tourism, its importance for the successful functioning of travel firms and to see the main problems arising in the technology of preparation and conducting cultural tours. The ways of solving such problems. It contains such topics as requirements for cultural tourism, the role and place of cultural tourism in international travels, cultural tourism market, the role of sights in cultural tourism development, urban tourism, cognitive travels, thematic travels, museum management, use of folklore in cultural tourism, preparation for cultural tours and so on.
Tourism Development and Planning	4	The aim of this course is to equip students with a knowledge of how to balance the supply and demand in tourism industry, what type of destination tourism has, by identifying market opportunities, creating tourism product, defining true pricing for specific product, and preparing proposal presentation in order to sell the product.
Business Research Foundations	5	This course aims to provide students issues related to conducting business research, data analysis, and methods of evaluation related to business processes. Knowledge of these topics will enable students to both implement and evaluate business related research during their professional careers.

Food and Beverage Management	5	The aim of the course is to introduce students with the principles of working with food and beverage in the hotel industry, as well as other places where the food and drinks are served. The achievement in this field in the country, the capital city and the regions will be discussed. Food and beverage places are classified according to its end-use and international standards. Events' organization and management. Students will be introduced to the history, production technology, importance and methods of alcoholic and nonalcoholic beverages. Presenting Alcoholic beverages according to international standards, introducing the menu and learning the basic menu for food and beverages.
Services Marketing	5	Services are very different from products, they have disadvantage of perishability but they have great advantage of changeability and improvability rom use to use. That means that marketing cycle of service organization is very different from ordinary product marketing. The objective of this course is to supplement basic marketing and strategic marketing courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services will be addressed. In the process of teaching great attention will be paid to introduction, discussion, and analysis of several topics important to service organizations.
Advertising and Social Marketing	5	The purpose of the course is to give the students clear understanding of Advertising and Promotion, the planning principles theories of advertising, usage of media channels and planning and implementation of communication campaigns in Social Media platforms. While covering the details of advertising principles, programs and strategies, the students will acquire technics for evaluation and monitoring of effectiveness of planned campaigns in and after the process for further analyses and conclusions. The students will acquire technical tools and principles for segmentation of target audience, setting the objectives of advertising campaigns, principles and theories of advertising, design and message selection, as well as media planning and alternative marketing program planning.
World Tourism Resources	5	This course objective is to introduce students to the World's physical geography, including major landforms, climate, and natural regions. It will also be oriented on showing emphasis of political, cultural, and economic landscapes of the world.

		Students will know such issues as capturing Economic Benefits from Tourism, Sustainability Issues and Indicators in Tourism.
Free Components/Minor	65	Student can choose any Minor Program (30-60 ECTS) throughout the university or any courses 65 ECTS as free credits

Learning Outcomes

- The graduate has a wide range knowledge of business fields that include critical understanding of theories and principles, can understand complex business issues, basic principles of general management, marketing, finance, accounting and their interrelationships;
- The graduate knows: contents of business processes, market economy infrastructure; the importance and principles of applying contemporary information and communication technologies, mathematical, quantitative and statistical methods for business research and management; principles of legal, ethical and intercultural responsibility in the organization and society;
 - **Finance concentration:**
- 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;
- The graduate knows: the essence of financial reporting as an important means of regulation and forecasting; the essence and significance of international finance, the peculiarities and the principles of their use;
- The graduate knows: the basics of banking, commercial bank management principles, the essence and importance of investments; fundamentals of valuation and management of investment portfolios;
 - **Management concentration:**
- The graduate knows: Theoretical and practical aspects of management as an art of management; The key functions - responsibilities and skills of managers at different levels; The role of management in the development of the organization; Managing stressful and conflict situations;
- Graduate knows: Graduate knows: Organizational structures Essence and meaning; Principles and features of the decision-making process; Effective use of human resources and knowledge and importance of the factors affecting their behavior; Extensive knowledge and critical understanding of the internal and external business environment; Principles of organizational change and development; The essence and importance of CSR and business ethics;
- Graduate knows: Graduate knows: SME features and methods of management; Theoretical and Practical Issues for Interprofessional Activities; Complex issues in international business management and methods specific to the field.
 - **Marketing concentration:**
- Effective tools of marketing management, marketing information systems, companies implementing marketing activities, the increasing role and place of marketing in modern business, fundamental principles of marketing. The nature of these principles in the areas of service to which the marketing of the services

used and the issues relating to it require differentiated research and analysis, generalization and analysis;

- Graduate mastered strategic marketing principles, it can participate in the company's marketing strategy drafting, creating the brand, the company's mission, vision, goals, objectives, corporate structure, business model, segmentation, targeted development, differentiation and positioning, communication and competitiveness of achieving a strategic compilation, as well as the implementation of this strategy in the market;
- The graduate has learned and understood the key principles and methods of studying and considering customer behavior; Understanding the laws and norms of consumer behavior, the graduate learned the breadth of consumer activities and the norms of attracting, retaining, creating, discovering and loyal customers.

➤ **Accounting and Audit concentration:**

- The graduate knows: fundamentals of financial and managerial accounting and modern accounting methods; accounting information systems;
- The graduate knows: the essence of financial reporting as an important means of regulation and forecasting; the international financial reporting standards; principles of taxation, tax planning and tax administration;
- The graduate knows: the basics and methods of financial audit and control, techniques of analysis and audit;

➤ **Tourism concentration:**

- Trends and principles of tourism development; Tourism policy and regulations; List of tourist resources and World Heritage Sites listed in Georgian Cultural Heritage Sites;
- Tourism and Hosting, Resorts, Hotels and Events Management;
- Travel Management Company Features and Planning, Implementation, Implementation of an Attractive Travel Package.

➤ **Skills:**

- Graduate can: explain the socio-economic situation of the country, the objective reality of the business environment, identify the economic factors affecting the company, analyze the market situation, prepare financial documentation, plan, analyze and manage the finances of the company; communicate with local and international financial institutions within its competence;
- Graduate has: the practical ability and skills to make economic decisions through rational thinking and manage resources effectively, solve complex and unforeseen problems; ability to analyze scientific papers, theories and hypotheses in the field of business and to formulate conclusions, to collect statistical information and data, to independently study and generalize, to evaluate profitability;
- 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;
- 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.

Evaluation System

The maximum assessment point of each course is 100. The passing grade for awarding credits is 51 points and this grade shall consist of the points of the midterm evaluation(s) and the points of the final assessment. The student should pass the minimal competence level set for midterm evaluation and final assessment. The minimal competence level of the midterm/final evaluation is defined by syllabi.

The grading system shall allow:

a) Five positive grades:

- (A) Excellent –91-100 points;
- (B) Very good –81-90 points of maximum grade;
- (C) Good – 71-80 points of maximum grade;
- (D) Satisfactory – 61-70 points of maximum grade;
- (E) Acceptable –51-60 points of maximum grade;

b) Two types of negative grades:

- (FX) Fail – 41-50 points of maximum grade, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;
- (F) Fail –40 points and less of maximum grade, meaning that the work of a student is not acceptable and he/she has to study the subject a new.

The final grade is composed of the summation of midterm evaluation(s) and the final evaluation.