

**Business Administration**



Awarding qualification: Bachelor of Business Administration

Number of Credits: 240 ECTS credit

Head of the Program: Levan Kistauro, Nino Damenia

Contact Person: Nino Damenia 599712284

Courses in Bachelor's degree program of Business Administration are standard and they are based on the instruction directions adopted in the western universities. The program is oriented on mastering competences of Business Administration on Bachelor's level, that can be achieved through learning different learning components and skills pursuant to the employer's requirements defined in qualification framework of higher education for bachelors of business administration.

Instruction of the bachelors of Business Administration takes place based on basic and additional learning components. Basic learning component includes compulsory and elective learning courses related to business administration, compulsory practice and bachelor's thesis in specialty. Additional learning component includes compulsory and free university elective courses that promotes bachelor's practice. Bachelor's program components are oriented on achieving set goals and competences upon completion of the bachelor's program.

Standard length of the program is 8 terms (4 years).

Program includes: compulsory university courses (36 credits), 22 compulsory specialty courses (138 credits, 3 elective modules, each-30 credits, field practice -9 credits, Bachelor's thesis-9 credits) 4 elective courses of specialty (24 credits- students must gain at least 12 credits.)

After accumulating compulsory credits, a student has an opportunity to reach 240 credits by additional specialty courses and free elective courses or take additional (minor) specialty from the list that university offers.

The bachelor instructed during bachelor's degree program is able to be employed both in local and international business-organizations on positions relevant to their qualification, Also, in government administration bodies, academic sector, international non-governmental organizations,.

Employment sectors are public and private institutions, which based on their mission and goals implement administration in relevant fields, in terms of control and supervision, take part in and create institution management policy.

The graduate is able to continue professional career on positions for senior specialists to managers. The graduate is able to successfully continue second cycle of higher education –Master’s degree level, both in Georgia and abroad.

## 1. Aim:

The aim of the bachelor’s program is to prepare a competitive specialist with academic degree of bachelor of business administration according to the local labor market requirements who will be able to solve the problems detected in business administration based on the skill and knowledge acquired through the program.

The aim of the Bachelor’s degree program is to enable a graduate to have skills for analysis of the events and processes ongoing in business and manage to make a rational decision in order to improve a company’s performance, besides, they have to efficiently manage different business units’ operation and they have to understand social responsibility of the business so that to make a contribution to the development of the field and society.

Within the bachelor’s educational degree program students will acquire theoretical fundamentals of business administration, get necessary knowledge in different business areas that covers studying economic and legal environment of the business, planning outcomes, evaluation and analysis of the business companies and optimal management of the human resources, effective marketing communications etc.

For this purpose, presented program is oriented to teach basic concepts of business management in business administration, specifically, financial, managerial, marketing, investment, banking, financial risk and insurance, human resource management, innovation and entrepreneurship, strategic management, customer behaviour and selling management, digital marketing and web analysis and other disciplines will help a graduate to develop organizational, team-working, leadership skills that makes them a competitive in labour market.

Formin bachelor’s practical skill will be assisted by practical course of the educational program, writing a bachelor’s thesis based on theoretical and practical knowledge from governmental and business-subjects.

## 2. Learning outcomes:

Achieving goals set by the program fully and consistently enables achieving of the learning outcomes described in higher educational framework for the first-cycle (bachelor’s degree) (general and field competences)

Specifically:

1. Conduct business activities in accordance with ongoing changes in the business environment based on knowledge of economics, business, finance, management, marketing, accounting and human resources management;

2. 2.1. *Management: Manages the workplace based on knowledge of organizational behaviour, participates in distribution, organization planning and risk management operations.*

2.2. *Marketing: Knowledge of marketing research reveals marketing opportunities for a firm's business development, participates in sales, online marketing, brand formation, and new market entry*

2.3. *Finance: manages the financial activities of a business unit; Identifies effective ways of lending and financing, planning and managing financial resources with regard to financial risks and insurance.*

3. Develops his or her views on matters of business administration in written and verbal form for specialists (and non-specialists) in both Georgian and foreign languages, using modern computer technology, in accordance with general and professional ethics.

4. Evaluates, updates and deepens the field knowledge gained on the basis of independently retrieved information and decides on further study.

5. Analyzes the results of the firm's activities and draws reasoned conclusions.

6. Participates in establishing the necessary general and professional value in the field of business; respects the work of colleagues and adheres to ethical norms in human relations.

Outcomes 2.1, 2.2, and 2.3 are the outcomes of learning of the management, marketing and finance modules.

### 3. Assessment system

Students in each component of the program are graded through a 100-point system that includes midterm assessment and final assessment. Within each course, the student completes the syllabus assignments, prepares a presentation, participates in discussions, and engages in all other activities necessary to achieve the goals of the course.

100 point distribution is given in the table below, besides , types of checking their knowledge includes presentation, and checking other types of information that are given in syllabus in details.

100 point					
Midterm assessment - 60 points			Final assessment - 40 points		
Assessment components	point	Threshold	Assessment of the component	point	Threshold
Weekly/seminar assessment	20	8	Final exam	40	21
Presentation	10	4			
Midterm exam	30	8			

The final exam is compulsory in each course. The final exam is given to a student who has earned at least 20 points in the midterm assessment.

Bachelor's Thesis Evaluation is carried out in accordance with the instruction of Undergraduate Thesis performance, defence, and Evaluation Instructions.

Student's achievement is evaluated by 100 grade system

**Students' grading system provides for:**

a) five types of positive evaluation:

a.a) (A) Excellent– 91-100 points;

a.b) (B) Very good - 81- 90 points;

a.c) (C) Good - 71 – 80 points;

a.d) (D) Satisfactory - 61 – 70 points ;

a.f) (E) Enough - 51 – 60 points;

two types of negative evaluation:

(FX)- Not passed - 41-50 points, which means that in order to pass the examination the student needs to work more, therefore he/she is given a chance to work individually and take the additional examination.

(F)- Fail- 40 points and less of the maximum evaluation, which means that the work individually done by the student's is not enough and he/she has to study the discipline once more.

The student's marks on the additional exam are not added to the scores on the final grade. Assessment for the additional exam is a final assessment and will be reflected in the final assessment of the course.

In the event of a score of 0-50 in the final grade, the student receives a score of F – 0.

#### 4. Pre requisite for admitting at the program

**Unified National Exams.** Persons with full general education have the right to study in the educational program. Enrolment in the program is based on the ranking of ratios as a result of the Unified National Exams, in accordance with the rules established by the legislation.

**enrolment without Unified National Exams-** is possible based on the rule approved by the Ministry and education of Georgia December 29, 2011 №224 / N, pursuant to the rule of admission of the entrants to the Bachelor's and Master's degree without passing unified national examination.

**Mobility.** enrolment in the educational program is also possible through mobility, according to the Order of the Minister of Education and Science of Georgia of February 2, 2010 No. 10 / N “On the Transfer from Higher Education to another Higher Education Institution”.

**Internal mobility.** Applicants will also be eligible for internal mobility. Internal mobility terms and procedures are set by the Rector of the University and are regularly posted on the University's website at [www.sangu.edu.ge](http://www.sangu.edu.ge)

## 5. instruction methods applied in the educational program

Depending on the content and specificity of the issues to be learned within the course, relevant methods and activities will be used, which will be defined in detail by the content of the course.

The purpose of the teaching process is to use methods that, as a result of the practical realization of the undergraduate program, will provide the bachelor of business administration with the appropriate knowledge and skills. Program goals and learning outcomes are realized through lectures, group work, hands-on workshops, as well as independent student work, through research in accordance with predetermined guidelines, through the integration of theory and practice.

The purpose of the lecture is to provide theoretical understanding, generalization, discussion of problematic topics and providing students with relevant methodological information and terminology. The focus of the lectures is on highlighting the key provisions of the issue under discussion, formulating the substantiated theses, and critically analysing them. The purpose of group work / hands-on lessons is to deepen and specify the lessons learned, a practical application. Teaching, learning, individual and group working methods are used in teaching and learning; Information and communication technologies, method of working on the book are creatively used to perform tasks and visualize issues; Also methods such as:

Discussion / Debate, Demonstration Method, Explanatory Method, brain storming Method, Problem Based Learning (PBL), Practical Methods and more.

Program implementers will use any other method to accomplish a specific learning task. As the method is used and combined, the learning process becomes more relevant, and the involvement in the teaching process becomes more active. - ensuring the development and development of student opportunities in the learning process - students will be able to master individual and team work; Setting goals and using adequate ways and methods of achieving them; Step-by-step work scheduling and time organization;

Active use of information and communication technology and library fund to obtain the necessary information and analyse the information retrieved; Formulation and presentation of conclusions and opinions, verbal / written communication, realization of oral knowledge and competence, argumentative defence of conclusions and opinions.

The selection of a specific method or combination of methods depends on the objectives and learning outcomes of the respective training component, which are described in detail in the syllabuses of the courses.