

Bachelor's Educational Program of Business Administration

*Recent changes made to the program
are discussed at the session of the faculty council:*

Protocol No. 10-23, 16.10.2023

Approved by the decision of the Governing Board:

Resolution No. 1, 18.10.2023

Level of Higher Education: Bachelor's degree (I level of higher academic education)

Instruction language: Georgian/The student has the opportunity to take several courses in English

Type of educational program: academic, basic

Detailed field name and code: 0413 Management and Administration

Awarded qualification: Bachelor of Business Administration

Duration of studying: 8 semesters

Educational program volume: 240 credits

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Relevance of Program

The sustainable economic growth of any country, the development of the local economy and small business significantly depends on the implementation of educational programs (professional, higher, retraining) adapted to the requirements of the labor market. Correct management in a rapidly changing environment is one of the main conditions for business success. Qualified implementation of governance processes and full use of modern management capabilities is a vital task for any company or organization. Qualified management of the successful activities of the company/organization requires, first of all, the training of highly qualified management personnel, knowledgeable in modern management methods.

It is also noteworthy that Georgia is becoming more interesting for foreign investors day by day. New investments are being made, new organizations/companies/branches are being founded, which require

the provision of qualified personnel in the field of business administration, which further highlights the relevance of the business administration profession.

The relevance of the development and implementation of this educational program in the direction of business administration is due to the increased demand from modern companies for the training of such specialists who, along with the necessary theoretical knowledge, have the ability to analyze current events and processes in global business and can make optimal decisions at all levels of management; At the same time, they are aware of the social responsibility of business - to plan and implement work processes in such a way that they correspond to the interests of both the company (organization) and society; They have the ability to bring private and state interests into a framework of harmonious relations.

The team developing the program took into account the knowledge-skills demanded by the labor market, which the employer needs when hiring qualified and competitive specialists in the field of business management, and reflected these knowledge-skills in the program in the form of competencies to be mastered within separate training courses.

The foregoing bachelor's program is focused on preparing a bachelor of business administration, who will be equipped not only with appropriate field knowledge and skills, but also with such key competencies that are important for the personal achievements and development of the graduate, for his/her social involvement and employment.

Prerequisites for admission to the program

The following will be admitted to the bachelor's educational program of Business Administration:

A person with a document confirming complete general education or equivalent, who will be entitled to study at a European university based on the ranking of the coefficients of points obtained in the unified national exams.

Mandatory subjects for enrollment in the program are: Georgian language and Literature, foreign language (English language, Russian language, German language, French language), Mathematics/History.

The number of seats for each subject (Mathematics/History) should not be less than 10% of the seats announced on the program. The exact percentage distribution will be decided by the head of the program before the announcement of seats.

Minimum competence limit for unified national exams - overcoming the minimum limit defined by the legislation.

The ones will get the right to study on the program without passing the unified national exams as follows:

On the basis of Order No. 224/N “on the approval of the procedure for submission and review of documents by students/ Entrants/candidates for master's degrees/students with the right to study without passing unified national exams/universal master's degree exams at a higher educational institution” of the Minister of Education and Science of Georgia dated December 29, 2011 ,they have the right to enroll in the university without passing the unified national exams. The mentioned persons are obliged to confirm the B2 level of the Georgian language in accordance with the "Rule for determining the language competence of a student of European University ".

The following will also be admitted to the program:

Students enrolled by the rule of mobility in accordance of Order№10/N of the Minister of Education and Science of Georgia dated February 4, 2010 "On approval of the procedure and fees for transferring from a higher educational institution to another higher educational institution".

Goals of Program

The educational program of Business Administration clearly reflects the mission, vision and values of European University LLC, as well as the main goals and tasks of the Faculty of Law, Education, Business and Technology.

The purpose of the bachelor's program of Business Administration is to prepare competitive, socially responsible qualified specialists with a bachelor's degree in business administration, equipped with competencies corresponding to the requirements of the local and international labor market, who will be able to engage in entrepreneurial activities, manage business processes and/or Implementation of managerial functions in different management links.

The aim of the bachelor's program is for the student as follows:

- (1) to provide thorough knowledge in the main functional directions of business (economy, finance, accounting, management, marketing), to master analytical tools necessary for solving problems in business; to acquire entrepreneurial activity and business management skills.
- (2) to deepen theoretical knowledge and strengthen practical skills in any specific functional direction of business administration (finance/marketing/management); To develop the skills necessary for successful activity in a managerial position, to prepare for employment in various aspects of management in local and/or international companies and for effective performance of relevant functions.
- (3) to strengthen general competencies: oral and written communication (in Georgian and English), project/report preparation-presentation, use of information technologies, data retrieval-processing, analysis, synthesis, understanding of cause-and-effect relationships, problem

identification, solution, critical Skills of thinking, reasoning, evaluating, substantiating, conducting small-scale research, working in a group, planning and organizing work and time management, responsibility and behavior in an organization, citizenship competencies and values.

with the practical component of the educational program (business/role-playing games, business simulations, training projects; business practicum; bachelor's project; professional practice in the organization) to facilitate the use of the knowledge and skills acquired by the student within the framework of a separate training course in practical situations and organizational-management, Strengthening of practical habits required for implementation of administrative-economic, informational-analytical, entrepreneurial activities.

Learning Outcomes

A learning outcome is considered a set of competencies that determine what a student/graduate should know, understand, and be able to do using this knowledge as a result of the completion of the educational process, or its individual stage.

As a result of completing the educational program, the graduate will develop the following competencies:

Knowledge and Understanding

Broad and thorough knowledge of the field of business administration, based on which:

- (1) describes the national and global economic environment of business organizations, explains and evaluates the current processes in the economy and business as a result of a critical understanding of modern theories and models of economic functioning and decision-making by economic agents; Understands the complex issues of economic policy.
- (2) analyzes and discusses the theoretical, methodological and organizational foundations of business and entrepreneurship, complex issues related to the activities of business entities; Determines the place of the business sector in the economic system, the role of entrepreneurial activity for sustainable and safe development of the country.
- (3) defines and describes the theoretical and methodological foundations of the main functional areas of business (organizational and strategic management, human resources, production operations and projects, marketing and sales, logistics, financial and management accounting, accountancy); organizational behavior principles and implementation methods; Quantitative and statistical methods required for business research and management; Discusses complex issues related to functional areas of business management.

- (4) describes the scope of planning and management of the company's financial activities: financial infrastructure, basic principles of financial system functioning and management mechanisms; methods and tools for the analysis of the company's financial situation, process efficiency and financial decision evaluation; ways of determining the action strategy; Discusses complex issues related to the company's financial activities.
- (5) describes the theoretical-methodological and organizational foundations of the company's marketing activities: the principles of marketing and sales management; methods and procedures of planning and conducting market research methods of studying and managing consumer behavior; effective communication, negotiation and sales strategies and selection techniques; will understand the relationship between marketing, branding and sales; Discusses complex issues in the field of marketing.
- (6) discusses the field of legal regulation of business and entrepreneurship: topical issues of Business Law; basic principles regulating legal tax relations; levers of legal regulation of labor relations; Critically understand the importance of law as a business development tool and the importance of it to be used.

Skills:

A graduate is able to:

- (7) To identify the current changes in the field of business, to assess the economic processes and economic policy results; to analyze the economic relations and factors determining the behavior of economic agents; to Determine the short-term and long-term perspectives of economic development.
- (8) To assess the attractiveness of the business environment and the potential opportunities of the entrepreneurial entity, to select the type of business; to Determine the market opportunities taking into account the specifics of the business; to analyze the economic, financial, insurance, marketing, innovative, production, personnel processes in the organization of entrepreneurial activity/business; to identify the weak and strong sides of business activity, risk assessment; to evaluate the functional strategies and change projects; to analyze the company's strategic and financial portfolio; to implement the company management, to prepare the financial documents, accounting reports. To conduct business/entrepreneurial activities in accordance with the requirements of the norms established by the legislation of Georgia, taking into account ethical and social responsibility and observing the principles of organizational behavior.

Responsibility and Autonomy

A graduate is able to:

- (9) perform work independently with minimal guidance or peer support in accordance with pre-agreed recommendations/instructions; To be responsible for the work he/she has done, to evaluate the results and to set improvement measures. To plan and implement a research/practical project (business project/business plan/program/other) related to business administration / functional field of business under minimal guidance, based on the combination of theoretical and practical aspects of management activities, standard method typical for the field of business administration, information and using communication technologies. To present the completed work/project to the interested parties, to establish effective communication (in Georgian and English), to participate in the discussion and to justify one's position with arguments.

Volume and Structure of Program

The bachelor's program is made on the basis of the European Credit Transfer System (ECTS), is student-centered, and is based on the student's academic load required to achieve the goals of the educational program.

The duration of the program is 4 academic years or 8 semesters and includes 240 credits.

1 credit includes 25 astronomical hours.

A credit in a unit of time (hours) reflects the volume of work required by the student to master the relevant study course of the program and to achieve the learning outcomes. Credit includes contact and independent work hours.

During the semester, the student must complete 30 credits (30 credits = 750 hours), and within the academic year - 60 credits, however, depending on the specificity of the program and student's individual workload, the number of credits during the academic year may be less or more than 60, but not more than 75 credits.

Within the framework of the bachelor's program, the student's workload includes contact and independent work and consists of: attending lectures, working in a working group, practical and laboratory studies, preparation and passing of mid-term and final exams; practice (passing practice, preparing and defending a practice report); Preparation and defense of a bachelor's thesis.

The Bachelor's program of Business Administration includes 240 credits, including:

Mandatory component

195 credits

Free component which is focused on the development of

general, transfereable skills	24 credits
Mandatory study courses of the main field of study	162 credits
Bachelor's project	9 credits
Optional Component	45 credits
Optional courses of the main field of study	9 credits
Optional studying courses / Free credits of the program	36 credits

Note: As part of the specialty training courses, a number of training courses are offered in an alternative form in English according to the student's wishes. The prerequisite for studying the mentioned training courses is knowledge of the English language at least at the B2 level (along with other prerequisites for admission, if there is such).

To complete the program, it is mandatory to reach the B2 level of the English language within the program, pass (the program provides teaching of the English language at the B2 level) or documentary confirmation. It is possible to confirm knowledge of English language at the B2 level by an internal university exam. A student is exempted from learning English if he/she proves his/her knowledge of English at B2 level by internal university exam or documentary confirms. In this case, the credits intended for the English language in the program can be taken by the student, like free credits, through the training courses available within the programs of the relevant level operating at the university, observing the prerequisites for admission to the training course. Within the framework of the program, the student's level of English language proficiency is determined by an internal university exam or on the basis of the submitted document, and the student starts learning English at the appropriate level. A student who needs to start from the initial level of English learns the mentioned levels (A1, A2, B1.1 and B1.2 level) by utilizing the free credits provided by the program.

The student has the opportunity to create his own profile by combining mandatory, optional or free study courses of the specialty. The student can choose free study courses from the educational programs of the relevant level operating in the university, taking into account the conditions of admission.

One academic year consists of 42 weeks, one semester consists of 21 weeks, 15 weeks of which are academic, and the remaining 6 weeks are sessional. Weeks 8-9 are midterm exams, weeks 18 and 19 are final exams, and weeks 20 and 21 are supplementary exams. There is an interval between the final exam and the proper additional exam at least 5 days after the announcement of the final exam results.

The study courses provided by the bachelor's program are directed to the achievement of the goals set in the program and the formation of competencies corresponding to acceptable qualifications as a result

of studies. The logical sequence of the formation of achievable competencies determines the content, structure and curriculum of the bachelor's program.

Assessment System of Student's Knowledge

The student's knowledge assessment system is in accordance with the "Rules for calculating credits for higher education programs" approved by Order No. 3 of the Minister of Education and Science of Georgia on January 5, 2007, which provides for:

a) Five types of positive assessment:

- (A) Excellent - 91-100 points;
- (B) very good – 81-90 points;
- (C) Good – 71-80 points;
- (D) Satisfactory - 61-70 points;
- (E) Sufficient – 51-60 points.

b) Two types of negative assessment:

- (FX) failed - 41-50 points, which means that the student needs more work to pass and is allowed to take the additional exam once with independent work;
- (F) Failed – 40 points and less, which means that the work done by the student is not enough and he/she has to study the course/subject again.

In case a student receives a negative grade (FX), he/she has the right to take an additional exam in the same semester. The interval between the final and the proper additional examination should be no less than 5 days after the announcement of the results.

A student will be admitted to the additional exam even if he/she passed the minimum limit for the final positive assessment (51 points), but failed to pass the minimum limit for the final exam.

A student will be admitted to the final exam if the minimum limit of the mid-term assessment is exceeded. The minimum competency limit for the mid-term assessment is 50%.

Credit can be granted if the result obtained by the student meets the following conditions:

- a) passed the minimum limit of the final exam (the minimum limit of the final exam is 50%+1 point);
- b) scored at least 51 points out of the maximum 100 points of the final assessment.

The maximum evaluation of the training course is 100 points, which includes mid-term and final assessments.

The specific share of the final exam is determined for each training course within the academic freedom of the implementing staff, but not more than 40% of the overall assessment (in the case of practice and bachelor's thesis, a different distribution of points is possible).

The staff implementing the training course, taking into account the specificity of the training course, is authorized to define different (higher) minimum competency limits for midterm and final assessments, in accordance with the requirements established by the current legislation of Georgia.

The staff implementing the training course, taking into account the goals, learning outcomes and specificity of the training course, is also authorized to determine the minimum competence limit in the evaluation method/methods. Whether there is a minimum competency limit in the assessment method/methods, credit will be granted by passing the minimum competency limit in each assessment method, passing the minimum competency limit in each assessment component (mid-term and final assessment) and obtaining at least 51 points as a result of summing the points obtained in the mid-term and final assessments in case.

The purpose of evaluation of training courses is to confirm the achievement of the learning outcomes of the relevant training course by each student, using objective and transparent criteria focused on the teaching goals of the training course and its specificity.

In order to measure the learning outcomes achieved by the student within the study program and to objectively and fully evaluate the acquired knowledge, both formative and determinative evaluation forms are used. The purpose of using formative assessment is to promote the development of a student and improve the quality of learning, and the subject is the learning process. The purpose of using deterministic assessment is to control the quality of learning; Determining the student's level of achievement in relation to the goals defined by the syllabus(es) of the study course, determining the level of academic achievement. And the subject of assessment is - the result of learning - knowledge-skills and their application in practice.

The student's deterministic evaluation is done by a multi-component system and takes into account two constituent elements – mid-term (current) assessment and final exam assessments. Each element has its percentage share in the overall assessment system;

The final grade is the sum of the midterm grade and the final exam grade.

The midterm assessment element is divided into components (work in a working group, practical learning, midterm exam, presentation, etc.) that have their percentage share within this element. Depending on the specificity of a specific study course, the components included in the mid-term assessment element are specified, the activities to be performed by the student for each assessment component and the assessment procedure are determined by the leading lecturer of the relevant study course.

The assessment components and their specific share are outlined in the syllabus of each study course. Information about the assessment system and components is available to students.

In order to measure the learning results achieved by the student within the study program and to objectively and comprehensively assess the acquired knowledge, both formative and summative assessment forms and diverse methods are used, such as: homework, practical exercise/task, quiz, test, seminar, oral and written survey, Presentation, abstract, case analysis (written; oral) and others.

Field of Employment

A possible field of employment for a graduate of the bachelor's program in business administration is state, public and/or private organizations of various profiles in the sector (public organizations, industrial and business structures, foreign-Georgian joint enterprises). Based on the sectoral and general competencies acquired within the program, the graduate can: occupy the position of specialist and/or manager of various sectors; Practically carry out basic professional functions in the direction of management, marketing and/or finance (organizational-management, administrative-economic, informational-analytical) both independently and while working in a group. Graduates will also be able to engage in entrepreneurial activities and lead micro and small businesses in various industries.