

BUSINESS MANAGEMENT AND DIGITAL TECHNOLOGY (ENGLISH-TAUGHT) (3 YEARS)

✓ Higher Education Cycle	Bachelor
✓ Teaching Language	English
✓ Awarded Qualification	Bachelor of Management
✓ Program Volume	180 ECTS
✓ Status	Accredited
✓ Tuition Fee	3890 GEL (For Foreign Citizens 3500\$)
✓ Head of the program	Associate professor Erekle Zarandia
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THE GOAL OF THE PROGRAMME

The objectives of the Business Management and Digital Technology program at Georgia National University SEU are:

- ✓ To study innovative and modern trends, theories, concepts, approaches, methods and ethical norms in the field of business management, which are necessary for effective management;
- ✓ To develop the ability to analyze business management challenges and develop relevant information solutions based on the accompanying processes, data collection and study of the relevant economic and business environment using information technologies;
- ✓ To develop the ability to participate in the planning, implementation and evaluation processes of strategies, operations and projects using modern technologies for effective management;
- ✓ To help in improving communication and team work skills, to promote independent work and becoming a professional focused on selfdevelopment.

LEARNING OUTCOMES

The graduate of the Business Management and Digital Technology program at the National University of Georgia:

- ✓ Describes modern business and management theories, approaches, methods and elements affecting the organizational environment as a result of the introduction of modern technologies;
- ✓ Knows the nature of business and its management, areas of business activity and their challenges, the changing business environment based on the use of information technologies;
- ✓ Describes the dynamics of digital business, features, opportunities, limitations, challenges and digital business management tools;
- ✓ Participates in planning, management and control processes of organizational resources using modern technologies, models and software;
- ✓ Participates and uses information technologies in the planning, implementation and evaluation processes of strategies, operations and projects;
- ✓ Is familiar with managerial functions and ethical principles necessary for successful management in a multicultural work environment;
- ✓ Demonstrates written and oral communication skills, uses digital technologies in communication and adheres to information security norms relevant to the process;
- ✓ Realizes the importance of continuous learning and professional development, the role of adapting modern technologies and establishing dynamic business practices in career development.

PROGRAMME ADMISSION REQUIREMENTS

Prerequisites for enrollment in the bachelor's program are:

The prerequisites and procedures for admission to the Business Management and Digital Technologies Bachelor's program are in accordance with the applicable legislation, are spelled out in the regulation governing the study process, are available on the website and are available to all interested parties.

Enrollment conditions

A person with a complete general education who has a relevant document (certificate) certified by the state or equivalent to it and based on the results of the unified national exams has the right to study at the Bachelor's program in Business Management and Digital Technologies.

Enrollment without passing unified national exams

- ✓ For foreign citizens and stateless persons who have received a full general or equivalent education in a foreign country, or foreign citizens and stateless persons (except for those who are citizens of Georgia at the same time), who received a full general or equivalent education in Georgia according to foreign or international programs recognized by Georgia;
- ✓ For citizens of Georgia who have received full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;
- ✓ For foreign citizens (except for students participating in a joint Higher Education program and students participating in an exchange education program) who are studying/have studied and received credits / qualifications in a Higher Education Institution recognized in a foreign country in accordance with the legislation of that country.
- ✓ For citizens of Georgia (except for students participating in a joint Higher Education program and students participating in an exchange education program) who live/lived, study/studied and have received credits/qualification in a foreign country at a Higher Educational Institution recognized in accordance with the legislation of this country for the period determined by the Ministry of Education and Science of Georgia.
- ✓ The Higher Educational Institution is obliged to confirm that the persons, wishing to obtain the right to study, possess the language of instruction of the chosen educational program at least B1 level.

PROGRAMME ADMISSION REQUIREMENTS

Enrollment by Mobility

The admission of students transferred from other higher educational institutions/programs to the bachelor's program of business management and digital technology is carried out in accordance with the order established by the order of the Minister of Education and Science of Georgia No. 10/N of February 4, 2010.

A person who has been enrolled in a higher educational institution in accordance with the law and who is a student of the institution at the time of registering as a student of mobility on the electronic portal of the education management information system has the right to be transferred to the bachelor's program of business management and digital technology.

The right to mobility is also granted to a person whose student status has been suspended at the time of registration on the electronic portal or to a person whose status has been terminated within 12 months of the termination of the status.

Enrollment in the Bachelor's educational program or enrollment by transfer from a recognized higher education institution abroad is carried out on the basis of the order of the Minister of Education and Science of Georgia. Based on the decision / consent of the Ministry of Education and Science of Georgia

PROGRAMME EMPLOYMENT FIELD

A graduate of the Georgian National University SEU Business Management and Digital Technologies bachelor program can be employed in small, medium and large companies operating in management consulting, analytical, retail trade, distribution, e-commerce, healthcare, service and other sectors of the country's economy. In these companies, a graduate student can work as a middle manager or specialist in various departments and perform relevant functions.