

6.2. Bachelor's Program in Business Administration (Concentrations: Finance, Marketing, Management, Accounting) (Delivered in English)

<i>Bachelor's Program in Business Administration (Concentrations: Finance, Marketing, Management, Accounting) (Delivered in English)</i>  www.csb.ge	
Paata Saakadze street 1 Tbilisi, 0102, Georgia	
Awarded qualification: Bachelor of Business Administration (0413)	Pre-conditions to admission to the Program: full secondary education and Results of Unified National Examinations; Pass a University administered English language B2 level exam.
Language of instruction: English	Opportunity of continuing education: MA
Program volume in credits: 240 ECTS	Duration of the program: 4 academic year (Allowable duration 6 academic years)

Program Objective: The program corresponds to the vision of the Caucasus University and the Caucasus School of Business, ensures training of competitive, highly qualified, morally perfect specialists, who follows democratic ideals on local and international labor markets and ensures satisfaction of the educational requirement of the society in this sphere.

The program is drawn by considering needs and requirements of labor market of private and governmental sectors of Georgia and neighbouring markets. The program considers the experience of leading business schools of Georgian and foreign universities and shares the professional standards established in the business administration.

The aim of the Bachelor's program of business administration of Caucasus School of Business are as follows:

Obj. 1 - To give wide theoretical and practical skills of business administration as in basic, as well as in functional directions, such as finances, marketing, management, accounting and audit;

Obj. 2 - To develop skills necessary for different level of managerial positions and prepare to effectively fulfill relevant functions (financist, marketer, accountant-auditor and etc.) for local and international companies.

Obj. 3 - To give theoretical knowledge and improve skills necessary for entrepreneurial activity;

Obj. 4 - To offer the program matching educational business programs of international universities, which helps him/her to deepen the knowledge in high educational institutions of Georgia and abroad.

Obj. 5 - To establish worldview and values, which makes him/her a competitive, high qualified, morally perfect person, loyal to the universal ideals, ethically responsible and with high public self-consciousness.

Program Learning Outcomes: After completing the bachelor's program of business administration graduate will be able:

P.L.O.1. To define, describe and discuss the basic theories, concepts, models and approaches of business administration:

- P.L.O 1.1 For Finances concentration: describe and discuss the basic theories, concepts, models and approaches of finance; Plans, implements and evaluates the financial activities of the organization; Prepares financial reports;
 - P.L.O 1.2 For Marketing concentration: describe and discuss the basic theories, concepts, models and approaches of marketing; Plans, implements and evaluates the marketing activities of the organization; Maintains a business relationship with customers;
 - P.L.O 1.3 For Management concentration: describe and discuss the basic theories, concepts, models and approaches of management; Plans, implements and evaluates the activities of the organization's management; Manage human resources;
 - P.L.O 1.4 For Accounting concentration: describe and discuss the basic theories, concepts, models and approaches of accounting; Plans, implements and evaluates the activities of the organization's accounting department; Prepare tax reports;
- P.L.O.2. Based on the task set before him/her

- Determine the business model for assessing business environment, idea and/or project,
- Set goals to achieve
- Plan the necessary steps - make relevant decisions;

P.L.O.3. To use necessary knowledge and skills for relevant managerial position;

P.L.O.4. To analyse current situations based on relevant models and analytical methods, identify core issues and make applicable decisions.

P.L.O.5. Effective written and oral communication related to the sphere of basic and business administration topics in local and international environment.

P.L.O.6. To define and be aware of the meaning of worldview, human values, social responsibility and ethical behavior.

Areas of Employment:

- In Marketing/Public Relations/Communication/and other marketing departments on different professional and managerial positions of various profile and industry companies;
- Various professional and managerial positions in the advertising or marketing research organization;
- Consulting Sector;
- Accounting Department of private and public institutions;
- Audit Companies;
- Small, medium and large enterprises;
- Banking and non-banking financial institutions;
- Governmental, public and budgetary organizations;
- Non-governmental Organizations.