

3.2. Master's Program in Business Administration (Finance, Management, Marketing) (Delivered in English)

<i>Master's Program in Business Administration (Finance, Management, Marketing) (Delivered in English)</i>	
Paata Saakadze street 1 Tbilisi, 0102, Georgia	
Awarded Qualification: Master of Business Administration (0413)	Program Admission Precondition: Diploma confirming bachelor's academic degree, Successfully passing test in the Unified Master's Examination and passing the interview in the specialization with the admission commission of Caucasus School of Business; 2 years of working experience.
Language of Instruction: English	Possibility to Continue Studies: PhD Programs
Program Volume in Credits: 120 ECTS	Official duration of the program: 2 academic years (Maximum duration of the program is 5 years;)

Program Objective: The program corresponds to the vision of the Caucasus University and the Caucasus School of Business, ensures by implementing theory and practice oriented studies, training of competitive, high qualified, morally perfect managers of business administration, who follows democratic ideals, who with necessary skills based on modern theoretical knowledge developed by practical activity and democratic values acknowledged around the world and with deep recognition of Corporate Social Responsibility principles will manage to contribute to the successful administration of the business.

The objective of the master's program of business administration are as follows:

- Obj.1 To give a knowledge based on research of business administration, which is directed to use this knowledge in practice and according to their choice of specialization give deep knowledge in one of the specializations (Finances, Marketing or Management);
- Obj.2 To develop skills necessary for middle and high managerial positions (financial manager, marketing manager, PR manager, HR manager, director or etc.) and prepare to fulfill functions and positions of leader in the company;
- Obj.3 To motivate for entrepreneurial and innovative start-ups;
- Obj.4 To support career development of students and graduates based on their knowledge and developed skills;
- Obj.5 To develop global civil worldview, democratic and human values and strengthen approaches of social responsibility and ethical behavior;

The main accents are on the development of individual entrepreneurial and strategic views to achieve original and comprehensive management. Specialists of master's program of business ad-

ministration have opportunity to get a deep professional education in the art of management, with the disciplines of general specialization. The program is designed with theoretical and analytical methodologies and is full of business-situation analysis, which is additional pre-condition for the preparation and professional development. Above mentioned system of the master's program supports to the share of experience between qualified, experienced students and achievement of the program objectives.

Program Learning Outcomes: To fully control challenges of business in the modern environment, graduates of the program will receive high quality sectoral education, which is clearly oriented on the usage of management and is the base of the success on the way of future professional development and gives graduates various possibilities to synthesize theoretical and practical knowledge.

The learning outcomes of the program are as follows:

P.L.O.1. To analyze and manage functional areas of commercial and non-commercial organizations, by concentration. In particular:

P.L.O.1.1 To analyze functional areas of financial management, analysis, planning, asset valuation, and financial risk management for commercial and non-commercial organizations;

P.L.O.1.2 To analyze functional areas of Advertising and Public Relations, Marketing Strategy, Product Development, Sales & Distribution, Customer Relationships, Digital Marketing, and New Product Management Functions for Commercial and non-commercial Organizations;

P.L.O.1.3 To analyze functional areas of operational planning, strategic planning, human resources, change planning, innovation, leadership, strategic management, manufacturing and service operations in commercial and non-commercial organizations.

P.L.O.2. To evaluate and use deep and systematic knowledge of theories and principles of business management, synthesize different approaches based on these identifications of the problem, planning of the ways of solving them on the local and international scale;

P.L.O.3. To gain skills of independent work and independently implementation of the research using the latest methods and approaches;

P.L.O.4. To systematize issues that characterize the business sector in the different functional areas of the organization. Integrate business-specific issues in the various business areas of the organization, evaluate, develop recommendations for action, and predict possible outcomes by concentration. In particular:

P.L.O.4.1. To systematize financial statements, cost management, budgeting, taxes, financial risks, and financial assets, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.

P.L.O.4.2. To systematize marketing data, marketing strategy, marketing activities, customer behavior, and competitive forces, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.

P.L.O.4.3. To systematize organizational changes, value chain, human resource management, operational activities, organizational structure, and culture, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.

P.L.O.5. To use new ways of decision-making, solving issues and problems related to the management and functioning of the organization;

P.L.O.6. To gain the skill of developing new ideas, innovations, creativity and systemic thinking on the basis of critical analysis of the information;

P.L.O.7. To demonstrate skills of conclusion, argumentation and communication of research methods and results in the English language in front of professionals;

P.L.O.8. To take part in the evaluation of the value dependence of international societies, act accordingly and implement new values.

Areas of Employment: Graduates of the Master's program of the Caucasus School of Business can open and manage their own business and occupy middle and high managerial positions according to their specializations in private, public and non-governmental organizations. Graduates are employed in any sector of the business:

- Banking and Finance Service Industry
- Insurance Industry
- Retail and Wholesale Industry
- Heavy and Light Manufacturing Industry
- Different Types of Service Industry
- Different Governmental Structures
- Non-Governmental Sector and etc.