



The University Of Georgia

Program name:	Business Administration (Eng) (3 years)
Study Level:	Undergraduate
Program leader:	Goliadze Natia
Study language:	English
Qualification:	Bachelor of Business Administration
Program capacity:	180
Program permission:	English language B1 level (70%) and other legislative requirements. namely citizens of Georgia should successfully pass Unified National Entrance Examinations. It is mandatory for students to pass Georgian and English, as well as mathematics and/or history as the one of the additional subjects at the unified national exams. Foreign high-school graduates who received complete general education abroad or its equivalent and the last two years of complete general education had studied abroad or students who lived abroad for the last two or more years and who are currently studying abroad in higher educational institutions recognized by the legislation of the host countries will be able to enter the program without passing Uniform National Entrance Examinations according to Order №224/N of the Minister of Education and Science of Georgia (December 29, 2011). International certificates will be recognized to confirm English level: • TOEFL IBT – at least score 70 • IELTS – at least score 4.5 • PTE General – at least level B1 • FCE – at least level B. • CPE – satisfactory pass • CAE – satisfactory pass The University of Georgia will conduct the B1 level test, where 70% of the test will be considered as confirmation of the competence, for the students who do not have the English language competence certificates. If the student scores more than 90% on the exam, he or she will be interviewed, after which the level of English will be established and the student will be advised whether or not to pass "General English I." Enrollment in an English-language bachelor's program by mobility is allowed after one academic year of study through internal and external mobility. Mobility is possible twice a year (within the terms set by the Ministry of Education and Science of Georgia, following the mandatory procedures approved by the Act of the Director of the National Center for the Development of the Quality of Education and the rules established by the University of Georgia). Mobility to an English-language bachelor's program from a recognized higher educational institution of a foreign country is carried out based on the decision/consent of the Ministry of Education and Science of Georgia.
Program goals:	The goal of the program is for the graduate to acquire knowledge based on modern and latest trends in the field of business administration, to introduce strategic, operational, financial, administrative, cultural-ethical aspects of management, to develop the social responsibility of business and the importance of corporate ethical norms/principles so that the graduate can be employed in local and international organizations in middle and low positions.
Methods for Attaining Learning Outcomes:	• Verbal Method • Demonstration Method • Discussion/Debate • Team Work • Case study • Study based on the problems • Study based on the projects • Literature analysis
Learning outcomes:	Outcomes 1. Examines the fundamental theories and principles of business management 2. Describes competitive business strategies in accordance with the general approach of arranging functional subsystems of management and planning company operations, taking into account strategic, production, financial, administrative, cultural, and ethical aspects of management 3. Describes the business environment, current events, and business processes in the functional areas of the company in detail 4. Creates solutions for challenges relating to company functional areas using quantitative and qualitative methodologies 5. Prepares the budget and financial statements in accordance with financial accounting frameworks, principles, and procedures. Based on the processing of financial information, and evaluates the company's financial status. 6. Determines the profitability of the investment as a result of analyzing the profitability and risk of investment projects. 7. Explains the fundamental concepts of marketing, competitive positioning, and building market-oriented marketing strategies. 8. Identifies risks related to business 9. Makes use of cutting-edge information and communication technologies 10. Participates in a team based on the principles of leadership and/or cooperation. 11. Assesses the significance of corporate social responsibility and ethical norms/principles in business. 12. Develops an action plan for his or her own learning process and professional development in response to recognized needs.
Date of approval:	04-15-2024
Approval protocol number:	09PDC263-02
Date of program update:	
Update protocol number:	09PDC6049-01

Program details:

In order to earn a bachelor's degree in Business Administration, student is required to collect 180 ECTS, which includes: the program core courses - 126 ECTS in total and 54 ECTS from the rest of the Bachelor's Program in Business Administration, both program electives and concentration electives. Besides, the student is not obliged to cover all the subjects of one concentration.

Teaching Process Characteristics:**Program Core**

Code	Subject	ECTS	Semester
BUSN1210E	Basics of Business and Economics	6	1
INFO1133E	MS office	6	1
LAWB4310E	Business Law	6	1
MATH1220E	Mathematical Methods I	6	1
MGMT1515E	Business Ethics	6	1
ECON1290E	Principles of Microeconomics	6	2
ENGL2127E	English for Specific Purposes - Business	6	2
MATH1218E	Mathematical Methods II	6	2
MGMT2110E	Basics of Management	6	2
MKTG2210E	Basics of Marketing	6	2
ACCT2122E	Financial Accounting I (basics, Part I)	6	3
ECON2190E	Principles of Macroeconomics	6	3
MGMT3211E	Human Resource Management	6	3
STAT2218E	Business Statistics	6	3
ACCT2221E	Financial Accounting I (basics, Part II)	6	4
MGMT2210E	Fundamentals of the Strategic Management	6	4
MGMT3110E	Basics of Operation Management	6	4
MGMT3221E	Business-communications	6	4
ACCT2210E	Basics of Managerial Accounting	6	5
FINA3115E	Principles of Finance	6	5
MGMT4220E	Project Management	6	6
Total ECTS to be taken:		126	

Finance - concentration

Code	Subject	ECTS	Semester
FINA2211E	Basics of Insurance	6	5
FINA3220E	Fundamentals of the Investment	6	5
FINA2212E	Introduction to Banking	6	5
FINA4115E	Corporative Finances (intermediate)	6	6
FINA4250E	International Finance	6	6
Total ECTS to be taken:		30	

Marketing - concentration

Code	Subject	ECTS	Semester
MKTG4110E	Brand Management	6	5

MKTG4220E	Electronic Commerce And Online Marketing	6	5
MKTG4550E	Social Media Marketing	6	5
MKTG2609E	Marketing Communications	6	6
MKTG3220E	Marketing Researches	6	6
	Total ECTS to be taken:	30	

Management - concentration

Code	Subject	ECTS	Semester
MGMT3121E	Basics of Organizational Behavior	6	5
MGMT2212E	Entrepreneurship	6	5
MGMT2111E	International Business	6	5
MGMT2121E	Leadership	6	6
BUSN4250E	Project and Thesis in Business Administration	30	6
MKTG4190E	Supply Chain Management	6	6

Total ECTS to be taken: 60

Accounting - concentration

Code	Subject	ECTS	Semester
ACCT3216E	Financial Accounting (Intermediate Level)	6	5
ACCT4212E	International Standards of Financial Accounting	6	5
ACCT4230E	The Principles of Audit	6	5
FINA4115E	Corporate Finances (intermediate)	6	6
ACCT3320E	Managerial accounting (intermediate level)	6	6
	Total ECTS to be taken:	30	

[Matrix Of Prerequisites](#)

Point	GPA	The university assessment	The general assessment in Georgia	
97-100	4,00	A+	A	Excellent
94-96	3,75	A		
91-93	3,50	A-		
87-90	3,25	B+	B	Very good
84-86	3,00	B		
81-83	2,75	B-		
77-80	2,50	C+	C	good
74-76	2,25	C		
71-73	2,00	C-		
67-70	1,75	D+	D	Satisfactory
64-66	1,50	D		
61-63	1,25	D-		
51-60	1,00	E	E	Sufficient
Not passed				
41-50		FX	FX	Insufficient
<40		F	F	Failed

