The University Of Georgia

Program name:	**Business Analytics (Eng) (3 years)**
Study Level:	Undergraduate
Program leader:	Keti Tskhadadze Ketevan Nozadze
Study language:	English
Qualification:	Bachelor of Business Administration
Program capacity:	180
Program permission:	English language B2 level and other legislative requirements. namely citizens of Georgia should successfully pass Unified National Entrance Examinations. 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. 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:	Business Analytics is a multidisciplinary program aimed to improve and optimize business processes. The combination of business administration, information technological and mathematical methods play an important role in this program. In addition to basic courses in these disciplines, a number of interdisciplinary courses and practice-oriented components are part of the study. Students will be trained in identifying and solving problems in very diverse fields. Students will study the relevant theories, but also work on challenging projects in small groups. They will develop communication, consulting and presenting skills. Based on interdisciplinary and practice-oriented components, the program prepares competitive professionals who can be employed in both private, public and international organizations, in the following positions: business management analyst, information technology analyst, financial and statistical analyst. The bachelor's program in business analytics is designed in such a way that students have the ability to use analytical techniques. Graduates will also be able to disclose their professional interests and improve their knowledge at higher level of studies.
Methods for Attaining Learning Outcomes:	• Lecture-seminars • Explanatory method • Demonstration method • Interactive lectures • Discussion/debates • Team Work • Case study and analysis • Problem solving exercises • Action-oriented learning • Project based learning • Literature review • Written work methods • Work process simulation • Practical studies • Oral and written communication • critical thinking • Time management
Learning outcomes:	**Outcomes** • Describes the main functional areas of business management, processes in functional areas, discusses the fundamental concepts and vital tools of modern business analytics. • Analyzes the organization's activities, describes in detail the business environment through SWOT and PESTEL analysis • Appropriately uses mathematical, statistical and probabilistic tools when solving business problems, including data analysis methods and tools to visualize data and model results • Using the vital tools of modern business analytics, identifies the problems faced by the business and describes the ways to solve them. Also analyzes and graphically depicts business processes, which implies the use of analytical methods during business decision-making • In compliance with the standards and principles of financial accounting, he constructs financial sources, calculates the company's profitability and evaluates the company's financial indicators through the analysis of ratios. • Develops and implements a research/practical project/thesis and presents it using appropriate technologies • Acts in a team following the principles of leadership and/or cooperation

	• Uses modern information and communication technologies • appreciates the importance of business social responsibility and corporate ethical norms/principles • Independently determines his own professional interests, in order to understand the peculiarities of the learning process and highlight the need to continue to the next level of education.
Date of approval:	02-15-2024
Approval protocol number:	09PDC355-04
Date of program update:	
Update protocol number:	09PDC6051-01
Program details:	Right at the start of the semester students will get familiar with the field of business analytics, Students will learn to solve business problems by combining data analytics and mathematical modelling geared toward practice. As business, mathematics and programming form an essential part of the work as a future business analytics professional, the focus of the program is to go through theoretical foundation in mathematics and programming. Moreover, students will participate in projects where they will apply their knowledge to practical and business oriented case. In the upcoming years of studies, students will deepen into the key subjects of the business analytics program.
Teaching Process Characteristics:	In order to earn a bachelor's degree in Business Analytics, student is required to collect 180 ECTS, which includes: the program core courses - 150 ECTS in total and the remaining credits (30 ECTS) can be filled from the elective courses of Business Analytics.

Program Core

Code	Subject	ECTS	Semester
MGMT2210E	Fundamentals of the Strategic Management	6	5
MGMT3211E	Human Resource Management	6	2
BUAN1010E	Introduction to Business Analytics	6	1
BUSN1210E	Basics of Business and Economics	6	1
INFO1133E	MS office	6	1
MATH3010E	Quantitative Methods in Business Analytics 1	6	1
BUAN1015E	Basics of Business Modeling	6	2
MATH3020E	Quantitative Methods in Business Analytics 2	6	2
MGMT2110E	Basics of Management	6	2
BUAN1020E	User Experience (UX)	6	3
BUAN2030E	Financial and Managerial Accounting	6	3
BUAN2040E	Business Communication for Analytics	6	3
INFO3212E	Decision Modeling in MS Excel	6	3
BUAN1025E	Business Requirements Analysis and Management	6	4
BUAN3015E	Financial Management	6	4
BUAN3020E	Business Continuity Management	6	4
INFO3025E	Database Management Systems (MS SQL)	6	4
INFO3132E	Programming Language Python	6	4
BUAN1030E	Data Structures and Analysis	6	5
BUAN3040E	Data Analysis and Visualization	6	5
MGMT3110E	Basics of Operation Management	6	5
BUAN2010E	Functional Analysis: Methods and Techniques	6	6
BUAN2015E	Business Analytics Process Management	6	6
BUAN3025E	Business Intelligence	6	6
INFO3045E	Management Information Systems	6	6
	Total ECTS to be taken:	150	

Program Elective

Code	Subject	ECTS	
ACCT2210E	Basics of Managerial Accounting	6	
BUAN3010E	Customer Behavior and Marketing	6	
BUAN3030E	Basics of Digital Marketing	6	
BUAN4010E	Cost-Benefit Analysis	6	
BUAN4015E	Risk Management	6	
BUAN4020E	Entrepreneurship and Innovation	6	
BUAN4025E	Internship in Business Analytics	12	
BUAN4030E	Project and Thesis in Business Analytics	30	
ECON1290E	Principles of Microeconomics	6	
ECON2190E	Principles of Macroeconomics	6	
FINA4115E	Corporative Finances (intermediate)	6	
INFO3030E	Fundamentals of WEB Technologies	6	
INFO3040E	Artificial Intelligence and Legal Affairs	6	
INFO3055E	Data Warehouse	6	
INFO3265E	Personal Data Protection	6	
LAWB4310E	Business Law	6	
MATH3030E	Quantitative Methods in Business Analytics 3	6	
MGMT1515E	Business Ethics	6	
MGMT2111E	International Business	6	
MGMT3151E	Change Management	6	

Total ECTS to be taken: 150

Matrix Of Privequisites

In order to earn a bachelor's degree in Business Analytics, student is required to collect 180 ECTS, which includes: the program core courses - 150 ECTS in total and the remaining credits (30 ECTS) can be filled from the elective courses of Business Analytics.

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+		Very good
84-86	3,00	B	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