

Accreditation program

School of Business

Business Administration

Level of Higher Education - Level I

Qualification to be Awarded – Bachelor of Business Administration

Language of Instruction – English

Number of ECTS credits - 180 ECTS

Programme Prerequisites:

Students are enrolled in the program per the rules established by the Georgian legislation and is based on the results of the Unified National Exams. It is mandatory to

- Pass the English language component with 70% of the maximum score;
- Overcome the mathematics and/or history component.

In accordance with Georgian legislation, enrollment in the program is possible without passing the Unified National Exams, based on a complete general education qualification. Eligible persons (see link: <https://mes.gov.ge/content.php?id=6772&lang=geo>) shall present a certificate confirming the B2 level of English language proficiency, or shall pass an internal exam (testing) in English organized by the university, in accordance with a special enrollment procedure developed by Alta University, which complies with international standards for assessing the academic competence of applicants.

A bachelor's degree student who, in accordance with Georgian legislation and the university's internal regulations, is enrolled in the program through transfer from another higher education institution or through internal mobility, is also eligible to study on the program.

Programme Objectives

- To develop a competitive business administration specialist in the global market who possesses analytical, leadership and strategic skills, effectively manages current and long-term business processes and uses modern theories, data-based approaches and international practices, thereby contributing to the country's economic development and increasing the international competitiveness of the market;
- Based on the analysis of the latest information from various sources and data processing, as well as taking into account risk theories, makes substantiated conclusions and formulates proposals, innovative ideas and advice in the field of business administration through critical thinking;

- To develop a socially responsible and ethical attitude towards business activities, personal qualities and professional approaches that express a continuous desire for development and growth in an innovative and rapidly changing business environment.

Structure of Educational Programme

Mandatory courses	145 ECTS
Elective courses	35 ECTS
Total	240 ECTS

Programme Learning Outcomes

Knowledge and understanding

Reviews modern and international theories and concepts of business management, in the context of the changing business environment and the process of conducting business operations, both in local and global markets.

Skill

Analyzes business-related issues and formulates data-based, substantiated conclusions and recommendations using relevant modern technologies, tools and methods

Evaluates entrepreneurial, financial, marketing, operational and human resource development opportunities, taking into account corporate social responsibility

Responds to leadership and management challenges based on the dynamics of organizational development, adhering to team and ethical principles

Based on the analysis of the latest information received from various sources and data processing, as well as taking into account risk theories, makes substantiated conclusions and formulates proposals, innovative ideas and advice in the field of business administration through critical thinking

Evaluates the opportunities and challenges of both local and international markets and business organizations, and makes financial and operational decisions using modern information and communication technologies.
Communicates effectively on key business administration topics, both orally and in writing, using modern information and communication technologies.
<u>Responsibility and autonomy</u>
Demonstrates a responsible approach to business development, taking into account ethical standards and personal and professional growth

Fields of employment
A graduate of the Business Administration program can be employed in any size (small, medium, large) local and international business organization, in a position appropriate to his/her qualifications. He/she will also be able to successfully create and manage his/her own business.

Additional information
For detailed information about the educational programme, please, visit the following link - https://alte.edu.ge/en/business-administration-eng

No.	Name of the training course	Prerequisite	Credit	Hours	Distribution of hours								Academic semester					
					Contact hours							In	I	II	III	IV	V	VI
					Lecture	Working in a workgroup	Practical work	Midterm exam	Abstract/Presentation/Other	Final exam	Contact hours (total)							

1. University compulsory courses (10 credits)																		
1	Information Technologies	N/A	5	125	13		26	1	3	2	45	80	X					
2	Academic Writing	N/A	5	125	14	13		2	4	2	35	90		X				
2. Core Field of Study Courses (135 credits)																		
3	Mathematics for Economics and Business	N/A	5	125	14		26	2		3	45	80	X					
4	Entrepreneurship Program	N/A	5	125	14	26		3		3	46	79	X					
5	Microeconomics	N/A	5	125	14	26		2	2	2	46	79	X					
6	Management Fundamentals and Leadership	N/A	5	125	14	26		2		2	44	81	X					
7	English 1 (B2.2 Business English)	N/A	5	125			52	2	4	4	62	63	X					

8	Fundamentals of Statistics	Mathematics for Economics and Business	5	125	13		26	2		3	44	81		X				
9	Macroeconomics	Microeconomics	5	125	14	26		2	2	2	46	79		X				
10	Business Law	N/A	5	125	14	26		2	2	2	46	79		X				
11	Fundamentals of Marketing	N/A	5	125	14	26		2	2	2	46	79		X				
12	English 2 (C1.1 Business English)	English 1 (B2.2 Business English)	5	125			52	2	4	4	62	63		X				
13	Digital Marketing	Fundamentals of Marketing	5	125	14	26		2	3	2	47	78			X			
14	Negotiations and Mediation Basics	N/A	5	125	14	26		2	2	2	46	79			X			
15	Information Communication Technologies in Business	Information technologies	5	125	14		26	2	2	3	47	78			X			
16	Financial Accounting	N/A	5	125	14	26		2	2	2	46	79			X			
17	Data Analysis in Business	Information technologies	5	125	14	26		2	2	2	46	79			X			
18	Business Modeling and Financial Analysis	Data analysis in business, financial accounting	5	125	14	26		2		2	44	81				X		

19	Project Management	Basics of Management and Leadership	5	125	14	26		2		4	46	79				X		
20	International Business	Basics of Management and Leadership	5	125	14	26		2		2	44	81				X		
21	Managerial Accounting	Financial accounting	5	125	14	26		2		2	44	81				X		
22	Principles of Strategic Management	Basics of Management and Leadership	5	125	14	26		2		2	44	81					X	
23	Research methods	Fundamentals of statistics	5	125	14	26		2	4	2	48	77					X	
24	Human Resources and Organizational Behavior	Basics of Management and Leadership	5	125	14	26		2		2	44	81					X	
25	Principles of Operations Management	Basics of Management and Leadership	5	125	14	26		2		2	44	81					X	
26	Corporate Finance	Financial accounting	5	125	14	26		2		2	44	81					X	
27	Bachelor's Thesis	Compulsory subjects of I-V semesters	10	250					1		28	221						X
28	Artificial Intelligence in Business	Information technologies	5	125	16		23	3.5		2.5	45	80						X
3. Elective courses in the main field of study (15-25 credits)																		
29	Product design	Entrepreneurship Program	5	125	14	26		2	3	2	47	78				X		

30	Investing Basics	Corporate Finance	5	125	14	26		2		3	45	80						X
31	Fintech Basics	N/A	5	125	14	26		2	2	2	46	79						X
32	Branding	Marketing Basics	5	125	14	26		2	2	2	46	79				X		
33	User behavior	Marketing Basics	5	125	14	26		2		2	44	81				X		
34	Financial Markets and Institutions	Corporate Finance	5	125	14	26		2	2	2	46	79						X
35	Principles of business models	Entrepreneurship Program	5	125	14	26		2	2	2	46	79					X	
36	Design thinking	Entrepreneurship Program, English 2 (C1.1 Business English)	5	125	14	24		2	2	2	44	81			X			
37	Power BI analytics	Data analysis in business	5	125	14	26		2	2	2	46	79				X		
38	International Marketing	Marketing Basics	5	125	14	26		2	2	2	46	79			X			
39	Circular economy and sustainable development	Macroeconomics	5	125	14	26		2		2	44	81			X			

4. Free study courses (10-20 credits)

40	Free training course							X	X	X	X
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Total credits:											180
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Note: Within the framework of the elective courses of the free component, a student can choose courses from any bachelor's program operating at the university, subject to compliance with the relevant prerequisites.

