

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Principles of Economics (Microeconomics)
Lecturer(s) :	Quji Bichia Email: q.bichia@iset.ge
ECTS credits:	5 Credits
Course contents:	During the course students will learn 10 principles of economics, which is bases for decision making of economic agents. They will also find out what factors determine supply-demand interactions and structure of a market. mechanisms of market functionality for perfect and imperfect competition and cases of government intervention in markets and its results will be discussed as well.
Language of instruction:	English
Semester (winter or spring)	I
Duration:	125 hours
Textbooks:	G. Mankiw, Principles of Economics, 5th edition, South-Western Cengage Learning, 2011 P. Heyne, P. Boettke & D. Prychitko, The Economic Way of Thinking, 13th ed., 2014

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Microeconomics 2
Lecturer(s) :	Quji Bichia Email: q.bichia@iset.ge
ECTS credits:	5 Credits
Course contents:	The course covers different types of markets and their specifics. How firms interact in these markets, how they set prices and how government may intervene in their activities. Also, the role of production factors and efficiency in their allocation. Finally, information asymmetries will be discussed and externalities will be addressed.
Language of instruction:	English
Semester (winter or spring)	III
Duration:	125 hours
Textbooks:	W. Nicholson, Intermediate Microeconomics and Its Application, 11th ed. 2010 A. Mas-Colell, M. Whinston & J. Green, Microeconomic theory, Oxford University Press, 1995 H. Varian, Microeconomic Analysis, 3rd ed., 1992 A. Tversky, Preference, Belief, and Similarity, Massachusetts Institute of Technology, 2004

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Principles of Economics (Macroeconomics)
Lecturer(s) :	Quji Bichia Email: q.bichia@iset.ge
ECTS credits:	5 Credits
Course contents:	Students will have an understanding of important macroeconomic indicators and ways of calculating them; instruments of macroeconomic policy making; characteristics of open economy models; role of savings and investments in economic growth; factors affecting changes in macroeconomic indicators of a country.
Language of instruction:	English
Semester (winter or spring)	II
Duration:	125 hours
Textbooks:	G. Mankiw, Principles of Economics, 5th edition, South-Western Cengage Learning, 2011 O. Blanchard and D. Johnson, Macroeconomics, 6th ed., 2012

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Pre-Calculus
Lecturer(s) :	Quji Bichia Email: q.bichia@iset.ge
ECTS credits:	5 Credits
Course contents:	The course will cover the introductory topics of calculus including functions, their characteristics and applications; methods of finding optimum points of functions; solutions to systems of linear equations; matrix algebra; unconstrained optimization problems; types and characteristics of limits and sets.
Language of instruction:	English
Semester (winter or spring)	I
Duration:	125 hours
Textbooks:	R. Larson, R. Hostetler & B. Edwards, Precalculus Functions and Graphs, 2004 C. Simon and L. Blume, Mathematics for Economists, 1994 I. Miller, Mathematical Statistics with Applications, 7th ed., 2003

Erasmus+ Coordinator : Dr Lasha Chakhvadze	
e-mail: international@eu.edu.ge	
Course title:	International Business
Lecturer(s):	Prof. Givi Bedianashvili, Doctor of Economic Sciences.
ECTS credits:	5
Course contents:	<ul style="list-style-type: none"> – Globalization and International Business – International Business and National Differences: National Differences Political, Economic and Legal Systems; National Differences in Economic Development; Difference in Culture; Ethics, Corporate Social Responsibility and Sustainability. – Global Trade and Investment Environment: International Trade Theory; Government Policy and International Trade; Foreign Direct Investment; Regional Economic Integration. – Global Monetary System: The Foreign Exchange Market; the International Monetary System; the Global Capital Market. – Strategy and Structure of International Business. – International Business Functions: Exporting, Importing and Countertrade; Global Production and Supply Chain Management; Global Marketing and R&D; Global Human Resource Management; Accounting and Finance in the International Business. – Integrative Cases.
Language of instruction:	ENGLISH
Semester (winter or spring)	Winter
Duration:	125 hours
Textbooks:	<ol style="list-style-type: none"> 1. International Business: Competing in the Global Marketplace (11th Edition). Charles W. L. Hill and G. Tomas M. Hult. New York, 2016. 2. International Business (16th Edition), John Daniels, Lee Radebaugh, Daniel Sullivan. Pearson, 2017. 3. Hill, C. International Business 8th Ed McGraw- Hill, New York, 2009.

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Strategic Management
Lecturer(s) :	Doctor, David Nizharadze
ECTS credits:	5 ECTS
Course contents:	<p>Teaching of theoretical and practical topics necessary for strategic management. The course contains the main terms, basic concepts, tasks, methodological bases, general and strategic conception of management, methods of a business-company's situation analysis, micro- and macro-economic and environment analysis, and opportunities of analysis' results using for the tasks of strategic management, the general – universal procedure of strategic planning and management, especially – cases of strategic management of various business companies.</p> <p>To achieve the students ability to develop and implementation the methods of strategic planning, analyzing, management, monitoring and feedback in order to organize competitive functioning and development of a company.</p>
Language of instruction:	English
Semester (winter or spring)	VII
Duration:	125 hours
Textbooks:	<p>Basic literature</p> <p>1. Carpenter,M., Sanders,W. Strategic management: Dynamic perspective: Concepts and cases-2nd ed., 2009</p> <p>Auxiliary literature</p> <p>1. Thompson A.A.Jr., Strickland A.J. III. Strategic Management. Concept & Cases, (1994). Irwin, 9th edition, Boston</p> <p>2. Fred R. David, Strategic Management: Concept and Cases, 13th ed., Pearson, UK, (2012)</p> <p>3. Heller R., & Hindle T. Essential Manager's manual. (1998), DK Publishibg, Inc. Singapore</p> <p>4. Lynch R., Strategic Management, Sixth edition, Pearson, UK, (2013)</p> <p>5. Richard L. Daft, Management, Ninth edition, South-Western Cengage</p>

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Brand management
Lecturer(s) :	Tornike Khoshtaria
ECTS credits:	5 credits each with corresponding contact hours.
Course contents:	Brand management The objective of this course is to supplement basic marketing courses by focusing on problems related to branding and brand management. Best modern brand management methods and practices will be provided and problems commonly encountered in branding will be addressed. In the process of teaching great attention will be paid to work on practical cases and application of the course material into practice.
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours
Textbooks:	Kelvin Keller: "Strategic Brand Management" Fourth Edition, Pearson Education Limited, 2013

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Business research methods
Lecturer(s) :	Tornike Khoshtaria
ECTS credits:	5 credits each with corresponding contact hours.
Course contents:	Business research methods Teaching of theoretical and practical topics necessary for business research and research design. The course contains the basic concepts, tasks, methodological bases, qualitative, quantitative and mixed methods of business research, methods of data collection, data proceeding and data analyzing. Practical issues of business research and research design are in detail formulated.
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours
Textbooks:	Mark N.K. Saunders and Philip Lewis "Research Methods for Business Students" 7th Edition, 2015

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Marketing management
Lecturer(s) :	Tornike Khoshtaria
ECTS credits:	5 credits each with corresponding contact hours.
Course contents:	Marketing management The purpose of this course is to teach students to identify the strategic scope in marketing; explain the strategic environmental and internal corporate factors which influence consumer and organizational decision-making processes; outline a marketing plan; and interpret marketing research data to forecast industry trends and meet customer demands for profit maximisation purpose.
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours
Textbooks:	Kotler P. (2014) <i>Marketing Management</i> , 14 th edition, Prentice Hall, Pearsons, Millenium Edition

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Principles of marketing
Lecturer(s) :	Tornike Khoshtaria
ECTS credits:	5 credits each with corresponding contact hours.
Course contents:	Principles of marketing The purpose of this course is presented in understanding of basic concepts of modern marketing discipline. Students will grasp a strong understanding of theoretical as well as practical aspects of the phenomena, starting from creating the value through communication channels to delivering the value to the end users.
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours
Textbooks:	Kotler P. (2014) <i>Marketing Management</i> , 14 th edition, Prentice Hall, Pearson, Millennium Edition.

Academic year : 2018/2019

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	Strategic marketing
Lecturer(s) :	Tornike Khoshtaria
ECTS credits:	5 credits each with corresponding contact hours.
Course contents:	Strategic marketing The purpose of this course is to explore the challenge of creating and evaluating a sales force, outline the advantages and limitations of the strategic implications as a tool of success, recognize that direct marketing can be very effective in certain situations for certain product types.
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours
Textbooks:	C. Gilligan and M.S. Willson (2003) <i>Strategic Marketing Planning</i> , Genesis Typesetting, Rochester, Kent Printed and bound in Italy C. Gilligan and M.S. Willson W.C. Kim and R. Mauborgne (2013) <i>Blue ocean strategy</i> , Harvard Business Review, International Publication.

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	The art of international negotiations
Lecturer(s) :	Michael Kiknadze, Ph.D business administration e-mail: international@eu.edu.ge m_kiknadze@mail.ru tel: +995 558581250
ECTS credits:	5
Course contents:	<p>Negotiations are an important element of international relations as states regularly engage in negotiations to resolve conflicts and develop international cooperation. This course introduces students to the theory and practice of international negotiations, also as different variables that impact the process.</p> <p>First of all, the course provides an introductory overview of the major approaches and theories of international negotiations. In addition to theoretical knowledge, the course observes the practice of international negotiations, compares specific real cases of negotiation or mediation efforts such as: Syria, Irish Peace Process, Nagorno-Karabakh, Georgia-Abkhazia, etc. Furthermore, we use the analytical tools to assess several current and historical examples of international negotiations. To consolidate these skills and knowledge, students engage in a simulations of an international negotiation process. Teaching and learning tools include lectures, case studies, classroom discussions and debates, interactive negotiation simulations, presentations, and various types of assessment. The general goal of the course is to provide students with an overview of the theoretical and practical skills needed to participate in negotiations at all levels.</p> <p>By the end of the course, students will be able to explain and describe the nature of the bilateral and multilateral international negotiations and their principles. They will be able to define the reasons behind others' behavior during negotiations, goals and strategies of the negotiating parties, and to apply in practice the different negotiating techniques.</p>
Language of instruction:	English
Semester (winter or spring)	
Duration:	125 hours

Textbooks:	The principal textbooks: 1) Fisher, Roger, und William L. Ury. 2003. Getting to Yes: Negotiating an agreement without giving in. 2. Aufl. Random House UK 2) G. R. Berridge, Diplomacy: Theory and Practice, 5th edition. (New York: Palgrave, 2015) 3) Kremenyuk, Victor A. 2002. International Negotiation: Analysis, Approaches, Issues. 2. Aufl. John Wiley & Sons.
-------------------	--

Erasmus+ Coordinator : Dr Lasha Chakhvadze e-mail: international@eu.edu.ge	
Course title:	International criminal law
Lecturer(s) :	Tatia Dolidze (Doctor of Juridical Science)
ECTS credits:	4
Course contents:	<p>The course “International Criminal Law” deals with the issues of contemporary international criminal law and procedure. It comprises the topics on the sources of the international criminal law, criminal jurisdiction of states and immunities, mutual legal assistance in criminal matters and extradition, international criminal justice, individual criminal responsibility for genocide, crimes against humanity, war crimes and the crime of aggression.</p> <p>Main Issues of this course are:</p> <ol style="list-style-type: none"> 1. Notion and General Features of the International Criminal Law 2. History of International Criminal Law 3. Sources of the International Criminal Law 4. International Criminal Law and National Legal Systems 5. Criminal Jurisdiction of States. Immunities 6. Mutual Legal Assistance in Criminal Matters and Extradition 7. International Criminal Justice. International Criminal Courts and Tribunals 8. International Criminal Court 9. Individual Criminal Responsibility in International Criminal Law 10. War Crimes 11. Crimes against Humanity 12. Genocide 13. Crime of Agression
Language of instruction:	English
Semester (winter or spring)	
Duration:	100 hours

Textbooks:	<p>Compusory:</p> <ol style="list-style-type: none">1. Cassese A. International Criminal law, Oxford University Press, May, 15 2003;2. Satzger H., International and European Criminal Law, München, 20123. Robert Cryer, Håkan Friman, Darryl Robinson, Elizabeth Wilmshurst, Introduction to the International Criminal Law and Procedure, 3d Edition, 2014.4. Rome statute of the international criminal court; <p>Optional:</p> <ol style="list-style-type: none">1. Commentary on the Rome Statute of the International Criminal Court. Ed. by O. Triffterer. Second Edition, Baden Baden, 2008;2. Gerhard Werle and Florian Jeßberger, Principles of International Criminal Law. 3d Edition, Oxford, 2014.
-------------------	--