

European University

Catalog of educational programs

Faculty of Business and Technology

2020-2021 Academic year



1. Bachelor programs

Bachelor Educational Program Business Administration

<i>Higher education level:</i>	Bachelor
<i>Language of instruction:</i>	Georgian / student has the opportunity to master several courses in English
<i>Type of educational program:</i>	Academic / Basic
<i>Name and code of the detailed field:</i>	0413 Management and administration
<i>Qualification to be awarded:</i>	Bachelor of Business Administration
<i>Duration of study:</i>	8 Semester
<i>Bachelor program length:</i>	240 credit
<i>Head of the Program:</i>	Dr. Ekaterine Natsvlishvili

Prerequisite for admission to the bachelor's program

- A) a person with a complete general education certificate or a document equivalent to him / her, who acquires the right to study at European University Ltd. on the basis of ranking the coefficients of the scores obtained in the Unified National Examinations.
- B) Compulsory subjects for enrollment in the program are: **Georgian language and literature, foreign language (English), mathematics / history.**
- C) Minimum competency threshold for the Unified National Examinations - overcoming the minimum threshold defined by the legislation.

They have the right to study at the program without passing the Unified National Examinations:

- A) Foreign nationals and stateless persons who have received full general or equivalent education in a foreign country;
- B) Georgian citizens who have received a full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;
- C) For foreign nationals (except students participating in the joint higher education program and students participating in the exchange educational program) who have studied / are studying and have obtained credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.
- D) For Georgian citizens (except for students participating in the joint higher education program and students participating in the exchange educational program) who lived in a foreign country during their studies at a foreign higher education institution for at least 75 days during one of the semesters and have received credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

The persons specified in paragraphs "a", "b" and "c" are obliged to pass the interview organized by European University in order to determine the knowledge of the program language. Persons referred to in paragraph "d" shall be eligible to continue their studies at European University if they have successfully passed the General Skills Test organized by the LEPL National Examination and Assessment Center.

On the program also allowed:

The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules.

Program structure

The Bachelor of Business Administration program includes 240 credits, including:

Compulsory component	195 credit
A free component focused on developing general, transfer skills	24 credit
Compulsory learning courses in the field of basic education	162 credit
Bachelor project	9 credit
Elective component	45 credit
Elective courses in the main field of study	9 credit
Elective Courses / Free Program Credits	36 credit

Note: Within the specialty learning courses, a number of learning courses are offered as an alternative in English according to the student's wishes. Prerequisite for studying these courses is knowledge of English at least B2 level (along with other admission prerequisites, if any).

To complete the program, it is compulsory to achieve, pass the English language level B2 (the program provides teaching at the B2 level of the English language) or to document it within the program. Knowledge of English at B2 level can also be verified by an internal university exam. A student is exempted from learning English if he or she takes an internal university exam or documents the knowledge of English at B2 level. In this case, the English language credits in the program can be mastered by the student in the same way as the free credits, through the existing learning courses within the relevant level programs at the university, in accordance with the prerequisites for admission to the learning course. Under the program, the student's level of English language proficiency is determined by an internal university exam or on the basis of a submitted document, and the student begins learning English at the appropriate level. A student who needs to start at an early level of English learns these levels (A1, A2, B1.1 and B1.2) by mastering the free credits provided by the program.

The student has the opportunity to create his / her own profile by combining compulsory, elective or free¹ learning courses in the specialty.

One academic year includes 40 weeks. One semester consists of 20 weeks, including 15 weeks of learning and 5 weeks of session. In particular, the 17th and 18th week of the final exam period, the 19th and 20th week of the additional final exam period. The interval

¹ The student is able to choose free study courses based on the conditions of admission to the relevant educational programs operating at the university.

between the final and the relevant additional exam shall be not less than 5 days after the announcement of the final exam results. Intermediate exams are held on the 8th week.

The learning courses provided by the bachelor program are aimed at achieving the goals set in the program and the development of relevant competencies for the qualifications acceptable as a result of the study. The logical sequence of the formation of the competencies to be achieved determines the content, structure and curriculum of the bachelor program.

The content of the program is, for the most part, in line with the bachelor's degree programs in general business administration at Georgian or foreign universities.

The flexible structure of the program allows students to continue their mobility and / or study for a master's degree at a higher education institution in Georgia or abroad.

The purpose of the program

European University Ltd. mission, vision and values, as well as the main goals and objectives of the Faculty of Business and Technology are reflected in the learning program of Business Administration.

The purpose of the Bachelor of Business Administration program is - prepare a competitive bachelor's degree in business administration with a competency standard that meets modern standards of higher education and meets the competencies of the local and international labor market, qualified specialists with social responsibility, who will be able to carry out entrepreneurial activities, conduct business processes and / or perform managerial functions in various branches of management.

The purpose of the bachelor program is for the student:

- (1) Provide thorough knowledge of the main functional areas of the business (economics, finance, accounting, management, marketing), master the analytical tools needed to solve problems in the business; To acquire entrepreneurial activities and business leadership skills.
- (2) Deepen theoretical knowledge and strengthen practical skills **in any specific functional area of business administration** (finance / marketing / management); To develop the skills necessary for successful management in a managerial position, to prepare local and / or international companies for employment in various areas of governance and to perform relevant functions effectively.

- (3) To strengthen **general competencies**: oral and written communication (in Georgian and English), project / report preparation-presentation, use of information technology, data retrieval-processing, analysis, synthesis, understanding of cause-and-effect relationships, problem identification, solution, critical Ability to think, reason, evaluate, justify, conduct small-scale research, work in a team, plan and organize work, and manage time, responsibility, and behavior in an organization, civic competencies, and values.
- (4) **The practical component** of the educational program (business / role-playing games, business simulations, study projects; business practice; bachelor's project; professional practice in the organization) to facilitate the student's use of knowledge acquired in practical learning situations in practical situations and organization-management and strengthening the practical skills necessary for organizational-administrative, administrative-economic, information-analytical, entrepreneurial activities.

Learning Outcomes

Learning outcomes are a set of competencies that determine what a student needs to understand and what a student / graduate should be able to do using this knowledge as a result of completing a learning process, or its individual stage as a result of completion.

Upon completion of the educational program, the graduate will develop the following competencies:

Knowledge and understanding

Extensive and thorough **knowledge** in the field of business administration, on the basis of which:

- (1) Describes the national and global economic environment of business organizations, explains and evaluates current processes in the economy and business as a result of critical understanding of modern theories and models of economic functioning and decision-making by economic agents; Understands complex economic policy issues.
- (2) Analyzes and discusses the theoretical, methodological and organizational bases for the implementation of business and entrepreneurship, complex issues related to the activities of business entities; Determines the place of the business sector in the economic system, the role of entrepreneurial activity for the sustainable and secure development of the country.
- (3) Defines and describes the theoretical and methodological bases of the main functional areas of business (organizational and strategic management, human resources, production operations and projects, marketing and sales, logistics, financial and management

accounting, accounting); Principles of organizational behavior and methods of implementation; Quantitative and statistical methods necessary for business research and management; Discusses complex issues related to the functional areas of business management.

- (4) Describe the company's financial planning and management activities: financial infrastructure, basic principles of financial system operation, and management mechanisms; Methods and tools for analyzing the financial condition of a company, evaluating the effectiveness of processes and financial decision making; Ways to define an action strategy; Discusses complex issues related to the company's financial activities.
- (5) Describes the theoretical-methodological and organizational bases of the company's marketing activities: the principles of marketing and sales management; Methods and procedures for planning and conducting market marketing research; Methods of studying and managing consumer behavior; Effective communication, negotiation and sales strategies and selection techniques; Understand the relationship between marketing, branding and sales; Discusses complex issues in the field of marketing.
- (6) Discusses the areas of legal regulation of business and entrepreneurship: current issues of business law; The basic principles governing tax legal relations; Levers for legal regulation of labor relations; Critically understand the importance of law as a tool for business development and the need to use it.

Skill:

The graduate **can**:

- (7) Identifying ongoing changes in the business sector, assessing the results of economic processes and economic policy; Analysis of the determinants of economic relations and the behavior of economic agents; Defining short-term and long-term prospects for economic development.
- (8) Assess the attractiveness of the business environment and the potential of the business entity, select the type of business; Determining market opportunities taking into account the specifics of the business; Analysis of economic, financial, insurance, marketing, innovative, industrial, personnel processes in the organization of entrepreneurial activity / business; Identifying the strengths and weaknesses of the business, assessing the risks; Evaluate functional strategies and change projects; Analysis of the company's strategic and financial portfolio; Implementing company management Preparation of financial documents, accounting reports. Conducting business /

entrepreneurial activities in accordance with the requirements of the norms established by the legislation of Georgia, taking into account ethical and social responsibilities and observing the principles of organizational behavior.

Responsibility and autonomy

The graduate **can**:

- (9) Perform work independently under minimum management or collegial assistance in accordance with pre-agreed recommendations / instructions; Be responsible for the work done by him, evaluate the results and set improvement measures. To plan and implement a research / practical project related to business administration / business function (business project / business plan / program / other) under minimal leadership, based on a combination of theoretical and practical aspects of management activities, standard method, information and information typical for business administration Using communication technologies. To present the work / project to the interested parties, to establish effective communication (in Georgian and English), to participate in the discussion and to substantiate one's position.

Field of employment

Possible areas of employment for graduates of the Bachelor of Business Administration program are state, public and / or private and various profile organizations (public organizations, manufacturing and business structures, foreign Georgian joint ventures). Based on the branch and general competencies acquired within the program, the graduate can: occupy the position of a specialist and / or manager of various fields; Practically perform the main professional functions (management-administrative, administrative-economic, information-analytical) in the field of management, marketing and / or finance both independently and while working in a group. The graduate will also be able to engage in entrepreneurial activities and lead micro and small businesses in a variety of industries.

Bachelor Educational Program

Informatics

<i>Higher education level:</i>	Bachelor
<i>Language of instruction:</i>	Georgian
<i>Type of educational program:</i>	Academic / Basic
<i>Name and code of the detailed field:</i>	0613 Software and application development and analysis
<i>Qualification to be awarded:</i>	Bachelor of Informatics
<i>Duration of study:</i>	8 Semester
<i>Bachelor program length:</i>	240 Credit
<i>Head of the Program:</i>	Besik Tabatadze, affiliated associate professor

Prerequisite for admission to the bachelor's program

- A) A person with full general education or a document equivalent to him / her, who acquires the right to study at European University Ltd. on the basis of the ranking of the coefficients of the scores obtained in the Unified National Examinations.
- B) Compulsory subjects for enrollment in the program are: **Georgian language and literature, foreign language, mathematics.**
- C) Minimum competency threshold for the Unified National Examinations - overcoming the minimum threshold defined by the legislation.

They have the right to study at the program without passing the Unified National Examinations :

- A) Foreign nationals and stateless persons who have received full general or equivalent education in a foreign country;
- B) Georgian citizens who have received a full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;

C) For foreign nationals (except students participating in the joint higher education program and students participating in the exchange educational program) who have studied / are studying and have obtained credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

D) For Georgian citizens (except for students participating in the joint higher education program and students participating in the exchange educational program) who lived in a foreign country during their studies at a foreign higher education institution for at least 75 days during one of the semesters and have received credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

The persons specified in paragraphs "a", "b" and "c" are obliged to pass the interview organized by European University in order to determine the knowledge of the program language. Persons referred to in paragraph "d" shall be eligible to continue their studies at European University if they have successfully passed the General Skills Test organized by the LEPL National Examination and Assessment Center.

On the program also allowed:

The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules.

Program structure

The Bachelor program of Informatics includes 240 credits, of which:

- | | |
|------------------------------------|-------------------|
| <i>Compulsory component</i> | 188 credit |
|------------------------------------|-------------------|
- Free component focused on general transfer skills development - 34 credits
 - Compulsory learning courses in the field of basic education - 134 credits
 - Practice - 5 credit

- Bachelor's thesis - 15 credit

Elective component

52 credit

- Elective courses in the field of basic education - 23 credits
- Program free credits - 29 credit

Free credits are acquired through the relevant learning courses within the relevant levels of the university, in accordance with the prerequisites for admission to the learning course.

To complete the program, it is compulsory to achieve, pass the English language level B2 (the program provides teaching at the B2 level of the English language) or to document it within the program. Knowledge of English at B2 level can also be verified by an internal university exam. A student is exempted from learning English if he or she takes an internal university exam or documents the knowledge of English at B2 level. In this case, the English language credits in the program can be mastered by the student in the same way as the free credits, through the existing learning courses within the relevant level programs at the university, in accordance with the prerequisites for admission to the learning course. Under the program, the student's level of English language proficiency is determined by an internal university exam or on the basis of a submitted document, and the student begins learning English at the appropriate level. A student who needs to start at an early level of English learns these levels (A1 and A2) by mastering the free credits provided by the program.

One academic year includes 40 weeks. One semester consists of 20 weeks, including 15 weeks of learning and 5 weeks of session. In particular, the 17th and 18th week of the final exam period, the 19th and 20th week of the additional final exam period. The interval between the final and the relevant additional exam shall be not less than 5 days after the announcement of the final exam results. Intermediate exams are held on the 8th week.

The learning courses provided by the bachelor program are aimed at achieving the goals set in the program and the development of relevant competencies for the qualifications acceptable as a result of the study. The logical sequence of the formation of the competencies to be achieved determines the content, structure and curriculum of the bachelor program.

The purpose of the program

The goal of the Informatics Bachelor program is to release a graduate who:

- ✓ Has competence in the field of informatics; Conducts research, builds, develops or implements computer science projects in various fields;
- ✓ Aware of ethical and social aspects in the field of informatics while fulfilling his professional obligations;
- ✓ Independently continues to master new technologies in the field of informatics or receives education at a later stage of teaching.

Learning Outcomes

Sectoral and general competencies

Consistent and complete implementation of the goals set by the bachelor's program will ensure the achievement of the relevant learning outcomes of the first level (bachelor's) qualification description of the higher education qualifications framework:

Knowledge and understanding

The student knows the theoretical foundations of informatics and the technologies needed to create / develop software.

The student understands the importance of using basic concepts of informatics and other related disciplines in the process of software development.

Skill:

The student is able to design and implement complex, computational tasks using appropriate technologies.

The student is able to analyze a complex, computational task. Evaluate the appropriateness of using the principles of informatics and relevant subject areas to determine the way to solve a given task.

The student is able to communicate effectively on professional matters; Can engage effectively in a group within program disciplines.

Students can master new technologies independently; Can independently acquire basic knowledge in the subject area covered by the software.

Responsibility and autonomy

The student has a professional responsibility based on ethical principles in the field of informatics.

Field of employment

A graduate of this educational program can be employed in a web studio, an Internet company, an advertising agency, any company in which there is a specialized department for software development. The competency level of the graduates corresponds to positions such as: programmer, developer, etc.

The profession meets modern challenges, is one of the highest paid fields, and also provides long-term employment opportunities both within the country and abroad.

bachelor educational program

Tourism Administration

<i>Higher academic education level:</i>	Bachelor
<i>Language of instruction:</i>	Georgian / student has the opportunity to master several courses in English
<i>Type of educational program:</i>	Academic / Basic
<i>Name and code of the detailed field:</i>	1015 Travel, tourism and recreation
<i>Qualification to be awarded:</i>	Bachelor of Business Administration in Tourism
<i>Duration of study:</i>	8 Semester
<i>Bachelor program length:</i>	240 credit
<i>Head of the Program:</i>	Prof. Maia Azmaiparashvili

Prerequisite for admission to the bachelor's program

- A) a person with a complete general education certificate or a document equivalent to him / her, who acquires the right to study at European University Ltd. on the basis of ranking the coefficients of the scores obtained in the Unified National Examinations.
- B) Compulsory subjects for enrollment in the program are: **Georgian language and literature, foreign language (English), mathematics / history.**
- C) Minimum competency threshold for the Unified National Examinations - overcoming the minimum threshold defined by the legislation.

They have the right to study at the program without passing the Unified National Examinations:

- A) Foreign nationals and stateless persons who have received full general or equivalent education in a foreign country;

B) Georgian citizens who have received a full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;

C) For foreign nationals (except students participating in the joint higher education program and students participating in the exchange educational program) who have studied / are studying and have obtained credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

D) For Georgian citizens (except for students participating in the joint higher education program and students participating in the exchange educational program) who lived in a foreign country during their studies at a foreign higher education institution for at least 75 days during one of the semesters and have received credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

The persons specified in paragraphs "a", "b" and "c" are obliged to pass the interview organized by European University in order to determine the knowledge of the program language. Persons referred to in paragraph "d" shall be eligible to continue their studies at European University if they have successfully passed the General Skills Test organized by the LEPL National Examination and Assessment Center.

On the program also allowed:

The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules.

Program Structure

The Bachelor of Tourism Administration program includes 240 credits, of which:

- Free Component for General, Transfer Skills Development (Required) - 59 credits
- Compulsory / elective courses in the field of basic education - 138 credits, including practice - 10 credits
- Free component, which can be freely chosen within any educational program - 43 credits

Note: The courses within the free component are selected in accordance with the prerequisites from the existing courses within the relevant level programs operating at the University.

One academic year includes 40 weeks. One semester consists of 20 weeks, including 15 weeks of learning and 5 weeks of session. In particular, the 17th and 18th week of the final exam period, the 19th and 20th week of the additional final exam period. The interval between the final and the relevant additional exam shall be not less than 5 days after the announcement of the final exam results. Intermediate exams are held on the 8th week.

The undergraduate curriculum aims to achieve the goals set in the program and to develop the appropriate competencies for the qualifications to be obtained as a result of the study. The logical sequence of the formation of the competencies to be achieved determines the content, structure and curriculum of the bachelor program. The content of the program is, for the most part, in line with the bachelor's degree programs in general business administration at Georgian or foreign universities. The flexible structure of the program provides students with mobility in Georgia or abroad and / or allows to continue their studies for a master's degree.

The purpose of the program

The purpose of the Bachelor of Tourism Administration program is to prepare a Bachelor of Business Administration in Competitive, Socially Competent, Qualified Specialist in Social and International Labor Market Quality, offering a bachelor's degree in Business Administration, which will be equipped with a broad knowledge of modern concepts and principles in the field of tourism, functional areas of business and their interrelationships, at the same time, with the necessary skills for professional activities in the field of tourism, professional and personal responsibility and motivation to engage in business and socio-economic processes for the development of tourism in the country.

The goal of the bachelor program is to:

- (5) Provide extensive knowledge of the functional areas of business administration, including critical understanding of theories and principles; On the tourism industry, tourism business, tourism enterprise management, tourism marketing; Give a thorough knowledge of the theoretical and practical aspects of tourism management; Master the analytical tools needed to solve problems in the tourism business;

- (6) Deepen theoretical knowledge and develop practical skills in analyzing the main characteristics of tourist resources, features of tourist markets and segments, creating an attractive tourist product, planning tours, calculating their cost and determining the price; Be able to analyze empirical data related to current economic processes and trends in the field of tourism and draw appropriate conclusions;
- (7) To strengthen general competencies: to communicate with business administration and tourism specialists, to express an opinion, to participate in the discussion and to substantiate one's position, to present a research paper / project of a research or practical nature, compilation of business documents using the terminology of tourism, development of complex issues of the field, both orally and in writing, in Georgian and English, use of modern information and communication technologies in the work process;
- (8) To promote the use of the knowledge acquired by the student in the practical situations acquired within the framework of a separate learning course with the practical component of the educational program; Respect the established ethical norms in the implementation of professional activities, observing the principles of civic responsibility.

Consistent and complete implementation of the goals set by the undergraduate program ensures the achievement of the relevant learning outcomes of the first level (bachelor's) qualification description of the higher education qualifications framework.

Learning Outcomes

Learning outcomes are a set of competencies that determine what a student needs to understand and what a student / graduate should be able to do using this knowledge as a result of completing a learning process, or its individual stage.

Upon completion of the educational program, the graduate will develop the following competencies:

Knowledge and understanding:

- (1) Describes the theoretical and methodological foundations of the main functional areas of business and their interrelationships; Business environment regulation theories, complex issues of concepts and basic principles; Ways to increase the peculiarities and efficiency of tourism business;

- (2) Critically understand the economic and financial indicators of tourism; Methods of effective functioning of the tourism economy; The national and global economic environment of tourism; The role of consumption, savings and investment in the development of the tourism economy; Solves issues of the need for the state to solve macroeconomic problems; The main aspects of accounting and financial accounting in organizations, travel firms; Discusses the issues of tourism industry, tourism business, tourism marketing;
- (3) Determine the main characteristics of tourism resources and development potential; Describes modern methods of optimal management of tourist resources; Classification and evaluation of tourism and recreational resources; Types of hosting industry services; Peculiarities of organization and management of a travel enterprise (firm);

Skill:

The graduate can:

- (4) **The interconnection and application of the theoretical and practical aspects** of business administration and tourism; Determining short-term, long-term prospects for economic development using microeconomic analysis and macroeconomic models in the process of cognition of theoretical concepts;
- (5) **Assess and link trends** in global and local tourism markets; Showing the perspective directions of tourism activities; Creating and demonstrating new tourism products; Selection, classification and analysis of marketing data, research of the tourism market (segmentation, determination of the target market, forecasting of the demand, development of the marketing complex);
- (6) **Collecting and analyzing important data for the functional areas of the business, explaining, as well as analyzing the discarded data and / or situations, drawing up a reasoned conclusion using standard and some distinctive methods;** Collecting, analyzing and drawing conclusions from tourism statistics and information;
- (7) Communication with business administration and tourism specialists, clarification of position, defense, presentation of a thematic paper, compilation of business documents using tourism terminology, formation of a complex issue, both orally and in writing in Georgian and English; Use of modern information and communication technologies in the work process, preparation of projects, reports and presentations; Identify the need for consistent and multifaceted assessment of the learning process, further learning needs; Expanding the area of knowledge in professional activities according to the needs of career advancement.

Responsibility and autonomy

The graduate can:

- (8) Conducting activities focused on development in a complex unpredictable educational and / or work environment and taking responsibility for it. Carrying out professional activities in compliance with established ethical norms and principles of civic responsibility. Planning and promoting your own and others' continuous professional development. Identify your own further learning needs and implement a high degree of independence.

Field of employment

Graduate of the Bachelor of “Tourism Administration” program – “Bachelor of Business Administration” - will be able to carry out qualified activities in any organizational-legal form of tourism enterprise or in the administrative position of small and medium-sized structural subdivisions in the organization - tourist company-tour operator, travel agencies, hotel industry, marketing and sales, tourism business administration and other functional areas of the tourism business.

Bachelor educational program

Finance and Banking

<i>Higher education level:</i>	Bachelor
<i>Language of instruction:</i>	Georgian
<i>Type of educational program:</i>	Academic / Basic
<i>Name and code of the detailed field:</i>	0412 Finance, banking and insurance
<i>Qualification to be awarded:</i>	Bachelor of Business Administration in Finance
<i>Duration of study:</i>	8 Semester
<i>Bachelor program length:</i>	240 credit
<i>Head of the Program:</i>	Dr. Lana Sulakadze

Prerequisite for admission to the bachelor's program

- A) a person with a complete general education certificate or a document equivalent to him / her, who acquires the right to study at European University Ltd. on the basis of ranking the coefficients of the scores obtained in the Unified National Examinations.
- B) Compulsory subjects for enrollment in the program are: **Georgian language and literature, foreign language (English), mathematics / history.**
- C) Minimum competency threshold for the Unified National Examinations - overcoming the minimum threshold defined by the legislation.

They have the right to study at the program without passing the Unified National Examinations:

- A) Foreign nationals and stateless persons who have received full general or equivalent education in a foreign country;

B) Georgian citizens who have received a full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;

C) For foreign nationals (except students participating in the joint higher education program and students participating in the exchange educational program) who have studied / are studying and have obtained credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

D) For Georgian citizens (except for students participating in the joint higher education program and students participating in the exchange educational program) who lived in a foreign country during their studies at a foreign higher education institution for at least 75 days during one of the semesters and have received credits / qualifications in a higher education institution recognized in a foreign country in accordance with the legislation of this country.

The persons specified in paragraphs "a", "b" and "c" are obliged to pass the interview organized by European University in order to determine the knowledge of the program language. Persons referred to in paragraph "d" shall be eligible to continue their studies at European University if they have successfully passed the General Skills Test organized by the LEPL National Examination and Assessment Center.

On the program also allowed:

The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules.

Program Structure

The Bachelor Program in Finance and Banking includes 240 credits, of which:

Compulsory component **189 credit**

Free component compulsory learning courses focused on the development of general,

transfer skills	35 credit
Compulsory / elective courses in the field of basic education	154 credit
<i>Of which:</i>	
• <i>Elective courses in the main field of study</i>	<i>25 credit</i>
• <i>Practice</i>	<i>5 credit</i>
• <i>Bachelor's thesis</i>	<i>10 credit</i>
Elective component	51 credit
A free component that can be freely chosen within any educational program	<i>51 credit</i>

Note: Free elective courses are selected on the basis of the prerequisites of the existing learning courses within the framework of the relevant level programs at the University.

One academic year includes 40 weeks. One semester consists of 20 weeks, including 15 weeks of learning and 5 weeks of session. In particular, the 17th and 18th week of the final exam period, the 19th and 20th week of the additional final exam period. The interval between the final and the relevant additional exam shall be not less than 5 days after the announcement of the final exam results. Intermediate exams are held on the 8th week.

The learning courses provided by the bachelor program are aimed at achieving the goals set in the program and the development of relevant competencies for the qualifications acceptable as a result of the study. The logical sequence of the formation of the competencies to be achieved determines the content, structure and curriculum of the bachelor program.

The purpose of the program

The mission, vision and values of European University Ltd. are reflected in the educational program of "Finance and Banking".

The purpose of the bachelor's degree program in Finance and Banking is to prepare a Bachelor of Business Administration in Finance with a degree in Business Administration by offering learning in accordance with modern standards of higher education, competitively equipped with competencies relevant to the requirements of the local and international labor market, qualified specialists with social responsibility, who will be able to carry out activities related to finance and banking.

The purpose of the bachelor program is for the student:

- (1) Provide thorough knowledge of the main functional areas of the business (economics, finance, accounting, management, marketing), master the analytical tools needed to solve problems in the business;
- (2) Deepen theoretical knowledge and strengthen practical skills in any specific functional area of business administration (finance); To develop the skills necessary for successful management in a managerial position, to prepare local and / or international companies for employment in various areas of governance and to perform relevant functions effectively.
- (3) Strengthen **general competencies** such as analysis, synthesis, problem solving, communication, report preparation, critical thinking, group work, work planning and time management, responsibility and organizational behavior.
- (4) The practical component of the educational program (business / role-playing games, business simulations, training projects, bachelor's thesis, professional internship in the organization) will help the student to apply the practical skills acquired in the separate learning course and strengthen the practical skills necessary for the activity.

Learning Outcomes

Learning outcomes are the set of competencies that determine what a student needs to know, and what a student / graduate should be able to do with this knowledge as a result of completing the learning process, or its individual stage.

Upon completion of the educational program, the student will develop the following competencies:

Knowledge and understanding

Extensive and thorough **knowledge** of finance and banking, on the basis of which:

1. Explains theories, concepts and basic principles of business environment, finance and banking regulation, as well as terminology related to business administration and finance;
2. Recognizes the need to carry out professional activities in finance and banking sector: Fundamentals of Business, Management, Marketing, Economics, Statistics, Probability Theory, Banking and Taxation, International Financial and Credit Relations, Business and Financial Law, accounting and Financial Accounting, Audit Basics, Corporate Finance, Financial Management, basic principles and features of management accounting;
3. Discusses the state, local self-government bodies and peculiarities of corporate finance organization and management; Lending mechanisms and types of modern banking services; The role, place, importance of financial activities in the functioning of the organization;
4. Describes in detail the essence and importance of public finance and financial markets; Peculiarities of development and functioning of the country's economy;
5. Understands modern methods of optimal management of financial resources; Bank specifics, forms of credit services and modern technology of money circulation; The role of consumption, savings and investment in economic development;
6. Understands the importance of financial situation analysis and evaluation in the financial sector, methods of optimizing the financial characteristics and indicators of the organization, the company's financial performance, peculiarities of Corporate Finance Management and Investment Risk Characteristics.

Skills:

The graduate **can**:

7. Establish a connection between the theoretical and practical aspects of the basics of business administration and finance; Select and use a variety of methods to organize, plan, organize, and control the business activities of the organization, analyze and evaluate business activities;
8. Analyze the financial situation of the company using financial indicators, as well as issues related to the formation of the state budget and budget policy issues; To collect financial, accounting information, systematize, comprehensive analysis, conduct activities in compliance with the norms established by the legislation of Georgia.

Responsibility and autonomy

The graduate **can** :

9. To perform independently in the conditions of minimal leadership or collegial assistance in accordance with the previously agreed recommendations / instructions; Be responsible for the work done by him/her, evaluate the results and take improvement measures. To plan and implement a research / practical project related to the field of finance and banking (analysis of financial indicators, analysis of investment projects, etc.). To formulate their own approaches to the problems of modern finance and banking and to participate in the discussion using the acquired knowledge in practical activities and to substantiate their position.

Field of employment

A graduate of the Bachelor of Finance and Banking program - a Bachelor of Business Administration in Finance will be able to work in the public and private sectors; Work in any position that does not require a master's degree and be employed in non-governmental, local and international organizations and business structures, including government agencies, the banking sector and insurance companies, financial and accounting departments, administration and various functional areas of business.

2. Master's programs

Master's degree program

managment

<i>Higher education level:</i>	Master's degree
<i>Language of instruction:</i>	Georgian
<i>Type of educational program:</i>	Academic
<i>Name and code of the detailed field:</i>	0413 Management and administration
<i>Qualification to be awarded:</i>	<i>Master of Business Administration in Management</i>
<i>Duration of study:</i>	4 semester
<i>Program length:</i>	120 credit
<i>Head of the Program</i>	Dr. Ekaterine Natsvlishvili

Prerequisite for admission to the Master's degree

A person with a bachelor's or equivalent academic degree who is enrolled on the basis of the results of general master's exams / international exams, or on the basis of internal / external mobility, or without passing general master's exams in accordance with the rules established by the legislation of Georgia has the right to enroll in the Master's degree program.

Additional conditions for admission to the Master's program at the University of Europe are: **Internal University exams** in the specialty and English language - B2 level (see "Rules for Determining the Linguistic Competence of a European University Student").

Issues of internal university exams and criteria for assessing the knowledge of the examinees will be posted on the website of the University (www.eu.edu.ge) at least one month before the exams.

Confirmation of B2 level is also possible with a document proving knowledge at the appropriate level of English.

(Guidance information is provided in the form of a table when determining the level of English language proficiency).

It is allowed to study without passing the general master's exams:

- (1) For candidates for master's degree who have received a document certifying the academic degree of relevant higher education in a foreign country;
- (2) For individuals (other than students from the Joint Higher Education Program and exchange students) who have lived in a foreign country for the past 1 year or more, are studying / studied and have received credits / qualifications in a foreign country in a higher education institution recognized in accordance with the legislation of that country.
- (3) For master's degree candidates who have been enrolled in a higher education institution in accordance with Article 52, Paragraph 3 of the Law of Georgia on Higher Education.
- (4) Studying in a higher education institution without passing the general master's exams in accordance with the rules established by the Ministry of Education and Science of Georgia and within the established timeframe is allowed for foreign citizens, who have gained the

English language	CEFR B2
	IELTS exam – 5
	BEC exam and CELS exam –
	Cambridge exam – FCE
	Pritman ESOL International
	TOEIC – 600
	TOEFL – 510 (paper - based) 173 (computer - based) 61 (internet - based)

right to continue their studies in a higher education institution of Georgia before the enactment of this law and have a document certifying higher education recognized by a state issued in Georgia.

- (5) Studying in a higher education institution without passing the general master's exam is allowed for a person who has exceeded the relevant threshold in the exam provided by the list of international exams approved by the Ministry of Education and Science of Georgia.

The program will also allow:

The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules.

The right to mobility and internal mobility arises in the student only in the field of educational software that corresponds to the type of general master's exam passed by him.

Program structure

The Master of Education program in Management includes 120 credits, of which:

- | | |
|--|-----------|
| • Compulsory learning courses on relevant content in the main field of study | 75 credit |
| • professional practice | 10 credit |
| • Master's Master's thesis | 20 credit |
| • Elective learning courses on relevant content in the main field of study | 15 credit |

One academic year includes 40 weeks, one semester 20 weeks, including 15 weeks of study, the remaining 5 weeks of session. In particular, the 17th and 18th week of the final exam period, the 19th and 20th week of the additional final exam period. The interval between the final and the relevant additional exam must be at least 5 days after the announcement of the results.

The present program combines mandatory and elective components and forms the appropriate competencies for the Master of Business Administration academic degree in Business Management based on the synthesis of knowledge and skills achieved through the study of various study components of the Master's program. Taking into account the competencies of the master defined in the framework of higher education qualifications and the requirements of the employment market for the master of business administration in management, the master's training is carried out through the basic components of knowledge (specialty / concentration). Key knowledge issues include compulsory components related to the field of business administration and management in order to generate the necessary competencies for the professional activities of a Master of Business Administration in management: **learning courses, professional practice and master's thesis.**

In the elective components of the program, the learning courses aimed at deepening the specialty are considered, and the master can choose them from the elective component of the curriculum of the educational program. In addition, two concentrations are offered for masters: Finance and Marketing. Each concentration includes five courses - 25-25 credits, of which the master can choose 15 credits. The combination of learning courses included in the concentrations is allowed based on the interests of the master.

The above structure of the program - by combining the basic (mandatory) and elective components - gives the graduate the opportunity to form an individual profile. The components of the Master's program are aimed at achieving the goals set in the program and the development of the competencies of the Master of Business Administration in Management as a result of the study. The sequence and development of the formation of the competencies to be achieved determine the content, structure and curriculum of the master's program.

The purpose of the program

The Master of Education program in Management reflects the mission, vision and values of European University Ltd., as well as the main goals and objectives of the Faculty of Business and Technology.

The Master of Management program is focused on offering training to highly qualified, socially responsible professionals with a Master of Management degree, competing with the relevant competencies in the labor market, who will be able to be employed in various management circles in **local** and / or international companies and to perform the managerial functions delegated to them effectively and efficiently.

In view of the above, **the purpose** of the Master of Management program is:

To give the student a **deep and systematic knowledge of the economic environment of business organizations** in the field of management and complex issues related to the management of organizational processes;

Learning Outcomes

Consistent and complete implementation of the goals set within the master's program will ensure the achievement of the relevant learning outcomes of the seventh level of higher education qualifications (second level of higher education - master's degree).

Successful completion of the learning courses offered by the curriculum will help the graduate to develop / strengthen his / her field competencies (as well as general skills that are transparently reflected in the syllabi of individual courses).

As a result of the above, the graduate:

- (1) Analyzes the main challenges facing modern organizations, complex **environmental business organizations (PESTEL)** and **complex organizational management issues** based on a critical understanding of the latest research findings in the field of management scientific research and business processes;
- (2) Complexly discusses the problems in the functional areas of the organization (operations, projects, financial accounting, human resources, strategic management, marketing), identifies relevant methods of research and forecasting of business processes;
- (3) Uses modern business management concepts, approaches, models, standard or innovative methods of business research to study the current processes in the business environment of the organization, research organizational processes and identify risk factors, illustrate existing complex or specific problems and find new ways to solve them;
- (4) Forms reasoned conclusions based on the results of research on the business environment / organization's activities, as well as finding and processing relevant information, critical analysis and innovative synthesis on the actual / expected results of the impact of current processes in the economy and business, business development trends and the impact of macro / micro factors on the business activities of the organization;
- (5) Based on the attractiveness of the business environment and the assessment of the potential of the organization, develop a business strategy for a specific business situation, as well as functional strategies for a particular functional area of business (projects and business

operations, finance, risks, marketing, human resources) and understands strategy implementation-assessment, organizational process management measures;

- (6) Based on the search and processing of field scientific literature and other information resources, independent research activities, in accordance with the standard of academic honesty, will develop a scientific-research project and results of their research, in the form of scientifically substantiated original conclusions, will be submitted in writing and orally to the academic and professional community.
- (7) Analyzes the ethical results of managerial activities or scientific research; When making business decisions, it is guided by the standards of international economic, legal, social and moral responsibility, international principles of corporate governance, international accounting and financial reporting (thus facilitating / participates in their establishment).

Field of employment

Graduates of the Master of Management program can be employed in state structures (National Bank of Georgia, Ministry of Finance, Ministry of Economy and Sustainable Development, etc.), as well as in organizations of any organizational-legal form, in entrepreneurial and consulting firms, occupy the positions of middle and senior management manager and carry out managerial-financial, administrative-economic-analytical, scientific research and educational activities.