

**Bachelor Educational Program  
Business Administration**

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

<b>Compulsory component</b>	<b>195 credit</b>
A free component focused on developing general, transfer skills	24 credit
Compulsory learning courses in the field of basic educational courses	162 credit
Bachelor project	9 credit
<b>Elective component</b>	<b>45 credit</b>
Elective courses in the main field of study	9 credit
Elective Courses / Program's Free 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 free<sup>1</sup> 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

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<sup>1</sup> 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. Midterm 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 customer 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.

## Programme evaluation system

The student knowledge assessment system complies with the rules for calculating credits of higher education programs approved by the Order N3 of the Minister of Education and Science of Georgia of January 5, 2007. Which allows:

A) Five positive grading:

Aa) (A) Frequent - 91-100 grading points;

Ab) (B) Very good - 81-90 points of maximum grading;

Ac) (C) Good - 71-80 points of maximum grading;

Ad) (D) Satisfactory - 61-70 points of maximum grading;

Ae) (E) Sufficient - 51-60 points for maximum grading.

B) Two types of negative grading:

Ba) (FX) Failed to pass - 41-50 points of maximum grade, which means that the student needs more work to pass and is given the right to take the additional exam once with independent work;

Bb) (F) Failed - 40 points or less of the maximum grade, which means that the work done by the student is not enough and he / she has to re-study the subject.

If a student receives a negative grade (FX), he / she is entitled to take an additional exam in the same semester. The interval between the final and the relevant additional exam should be not less than 5 days after the announcement of the results.



