

## Curriculum of Bachelor of Business Administration

Course code	Name of the course	Course status	Prerequisite for admission	ECTS credit / hour	Student workload		Course code							
					Lecture /Working in a group		I	II	III	IV	V	VI	VII	VIII
				240		30	30	30	30	30	30	30	30	30
	<b>Mandatory Courses in Business Administration</b>			<b>162</b>			<b>24</b>	<b>24</b>	<b>24</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>18</b>
UNB 001	Fundamentals of Academic Writing	Mandatory	No	6/150	26/16	47/103	6							
UNB 002	Information Technologies	Mandatory	No	6/150	0/42	48/102	6							
BBA 001	Mathematics for Business1	Mandatory	No	6/150	15/27	47/103	6							
BBA 002	Principles of Economics 1	Mandatory	No	6/150	20/22	47/103	6							
BBA 003	Excel and Access for business	Mandatory	No	6/150	14/28	47/103		6						
BBA 004	Entrepreneurship	Mandatory	No	6/150	19/23	47/103		6						
BBA 005	Mathematics for Business 2	Mandatory	BBA 001	6/150	15/27	47/103		6						
BBA 006	Principles of Economics 2	Mandatory	BBA 002	6/150	21/21	47/103		6						
BBA 007	Principles of Management	Mandatory	No	6/150	21/21	47/103			6					
BBA 008	Business Statistics	Mandatory	BBA 006	6/150	15/27	47/103			6					
BBA 009	Financial accounting I	Mandatory	No	6/150	14/28	47/103			6					
BBA 010	Basics of marketing	Mandatory	BBA 004	6/150	15/27	47/103			6					
BBA 011	Financial accounting II	Mandatory	BBA 009	6/150	14/28	47/103				6				
BBA 012	Business Law	Mandatory	No	6/150	14/28	47/103				6				
BBA 025	Organizational Behavior (Introductory Course)	Mandatory	BBA 007	6/150	18/24	47/103				6				

BBA 015	Consumer behavior	Mandatory	BBA 010	6/150	14/28	47/103					6			
BBA 014	Managerial accounting	Mandatory	BBA 011	6/150	14/28	47/103					6			
BBA 030	Digital Marketing	Mandatory	BBA 010	6/150	15/27	47/103					6			
BBA 026	Project Management (Introductory Course)	Mandatory	BBA 007	6/150	19/23	47/103						6		
BBA 022	Financial Institutions and Markets	Mandatory	No	6/150	13/29	47/103						6		
BBA 023	Fundamentals of Corporate Finance	Mandatory	BBA 011	6/150	14/28	47/103						6		
BBA 016	Human Resource Management	Mandatory	BBA 007	6/150	14/28	47/103							6	
BBA 018	Basics of Operations Management	Mandatory	BBA 007	6/150	19/23	47/103							6	
BBA 019	Fundamentals of Strategic Management	Mandatory	BBA 007	6/150	15/27	47/103							6	
BBA 020	Industrial practices	Mandatory	Mandatory disciplines	8/200		150/50								8
BBA 021	Bachelor Project	Mandatory	Mandatory disciplines	10/250	0/14	19/131								10
	<b>Elective courses in business administration</b>			<b>54</b>			0	0	0	6	12	12	12	12
BBA 035	Banking	Elective	BBA 006	6/150	14/28	47/103								
BBA 024	Fundamentals of Investment	Elective	BBA 022	6/150	15/27	47/103								
BBA 019	Export Management	Elective	BBA 007	6/150	21/21	47/103								
BBA 028	Advertising and stimulation	Elective	BBA 010	6/150	15/27	47/103								
BBA 032	International Finance	Elective	BBA 023	6/150	19/23	47/103								
BBA 033	International Marketing	Elective	BBA 010	6/150	13/29	47/103								
BBA 034	Intercultural Management	Elective	No	6/150	19/23	47/103								
BBA 036	Brand Management	Elective	BBA 010	6/150	18/24	47/103								
BBA 037	Economic dynamics	Elective	BBA 006	6/150	15/27	47/103								

BBA 038	Tourism management	Elective	No	6/150	19/23	47/103								
BBA 039	Business in action	Elective	BBA 004	6/150	14/28	47/103								
BBA 013	Business Ethics	Elective	No	6/150	19/23	47/103								
BBA 040	Business English 1	Elective	No	6/150	0/42	48/102								
BBA 041	Business English 2	Elective	Business English 1	6/150	0/42	48/102								
UNB 009	Introduction to Philosophy	Elective	No	6/150	23/16	48/102								
UNB 010	Introduction to Psychology	Elective	No	6/150	26/16	48/102								
UNB 015	Fundamentals of Sociology	Elective	No	6/150	26/16	48/102								
	<b>Foreign Language Component (German / French)</b>	<b>Mandatory</b>		<b>24</b>			<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
UNB 003	Foreign Language- 1	Mandatory	No	6/150	0/63	70/80								
UNB 004	Foreign Language- 2	Mandatory	Foreign Language- 1	6/150	0/63	70/80								
UNB 005	Foreign Language- 3	Mandatory	Foreign Language- 2	6/150	0/63	70/80								
UNB 006	Foreign Language- 4	Mandatory	Foreign Language- 3	6/150	0/63	70/80								

## Map of program goals and learning outcomes

Program Objectives	Learning outcomes
<p>The purpose of the Bachelor of Business Administration is:</p> <ol style="list-style-type: none"> <li>1. <b>Prepare competitive specialists who will be able to make quick and effective decisions in changing business environment based on broad theoretical knowledge acquired in marketing, management and finance</b></li> </ol>	<p>After completing the Bachelor of Business Administration, the student:</p> <ol style="list-style-type: none"> <li>1.1 Describes the methods and principles of analysis of the legal, economic, cultural, technological environment of modern business;</li> <li>1.2 Explains the main areas of business, finance, accounting, marketing, management, information technology, theories, models, concepts, functions, principles, tools and considers the importance of using them in the process of effective management of business organizations, taking into account the ethical and social responsibility aspects;</li> </ol>
<p>The purpose of the Bachelor of Business Administration:</p> <ol style="list-style-type: none"> <li>2. <b>Develop students' analytical, creative, critical thinking and practical skills that will help them not only to successfully manage business processes, but also to develop business-oriented activities in the field of Business Administration.</b></li> </ol>	<p>Upon completion of the Bachelor of Business Administration, the student will;</p> <ol style="list-style-type: none"> <li>2.1 Can analyze the internal and external business factors of the business, in particular considering the micro and macro forces, assessing and forecasting the current business trend, assessing their impact in the broader context of the organization and corporate governance;</li> <li>2.2 Can select and implement in practice the methods and models of planning, organizing, motivating and controlling the company;</li> <li>2.3 Can collect and analyze primary and secondary data using a marketing information system, identify a targeted market segment to introduce, stimulate existing and new products, and solve other marketing problems;</li> <li>2.4 Can analyze corporate finance management processes, identify problems of financial and managerial accounting complexity, and identify ways to solve them;</li> <li>3.1 Is able to independently conduct managerial, financial and marketing activities in a complex and uncertain environment characteristic of the business sector in accordance with the principles of professional ethics;</li> <li>3.2 Can assess strengths and weaknesses based on the analysis of theoretical and practical knowledge to plan and implement professional development; Planning and facilitating the continuous professional development of their own and others'</li> </ol>

	Program Objectives	Learning outcomes							
		1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
1	To prepare competitive specialists who will be able to make quick and effective decisions in a changing business environment based on broad theoretical knowledge acquired in marketing, management and finance	√	√						
2	Develop students' analytical, creative, critical thinking and practical skills that will help them not only in successful business process administration and in building personal careers in relevant functional areas of both private and public sector business.			√	√	√	√	√	√

## Map of the curriculum of mandatory specialty courses / modules

module / subjects	Learning outcomes							
	1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
<b>Mandatory Courses in Business Administration (Major Field)</b>								
Fundamentals of Academic Writing			I	I	I	I		
Information Technologies		I						
Mathematics for Business1			I		I	I		
Principles of Economics 1	I							
Excel and Access for business		D						
Entrepreneurship	I	I						
Mathematics for Business 2			I		I	I		
Principles of Economics 2	I							
Principles of Management		I						
Business Statistics			D		D	D		
Financial accounting I						I		
Basics of marketing		I	D		D			
Financial accounting II						D		
Business Law	D							
Managerial Accounting						D		
Consumer behavior					D			
HUMAN RESOURCE management				D				
Basics of Operations Management				D				
Fundamentals of Strategic Management			D	D				
Fundamentals of Corporate Finance						D		
Financial Institutions and Markets						D		
Organizational Behavior (Introductory Course)			D	D				
Project Management (Introductory Course)			D	D				
Industrial practice	M	M	M	M	M	M	M	M
Bachelor's Project	M	M	M	M	M	M	M	M

<b>I - Introducing</b>	<b>D - Deepening</b>	<b>M – strengthening</b>
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Activities used in learning-learning methods		Knowledge and understanding		Skills				Responsibility and autonomy	
		1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
1	Written work (quiz, combined test, theoretical question)	√	√						
2	Verbal explanation;	√	√						
3	Demonstration;	√	√						
4	Case study			√	√	√	√		
5	Independent work;			√	√	√	√	√	√
6	Problem-based learning (PBL);			√	√	√	√		
7	Action-based teaching (IBD);			√	√	√	√		
8	Collaborative work			√	√	√	√		
9	Discussion / debate;	√	√						
10	Problem-based learning (PBL);			√	√	√	√		
11	Project Development and Presentation (Oral, Power Point, etc.);			√	√	√	√	√	√
12	Oral presentation of study material	√	√						

### Information on the human resources of the Bachelor of Business Administration program

Information on the human resources of the Bachelor of Business Administration program			
1.	Marine Chagelishvili-Urumashvili	Professor	<ul style="list-style-type: none"> <li>• Fundamentals of Academic Writing</li> <li>• Business English 1</li> <li>• Business English 2</li> </ul>
2.	Aleksandre Dvali	Associate Professor	<ul style="list-style-type: none"> <li>• Information technologies</li> <li>• Excel and Access for Business</li> <li>• Managerial accounting</li> </ul>
3.	Gela Grigolashvili	Associate Professor	<ul style="list-style-type: none"> <li>• Entrepreneurship</li> <li>• Basics of Operations Management</li> <li>• Project Management (Introductory Course)</li> </ul>
4.	Vasil Kikutadze	Associate Professor	<ul style="list-style-type: none"> <li>• Principles of Economics 1</li> <li>• Principles of Economics 2</li> </ul>
5.	Tamta lekishvili	Assistant professor	
6.	Nino Shoshitaishvili	Associate Professor	<ul style="list-style-type: none"> <li>• Principles of Management</li> <li>• Consumer behavior</li> <li>• Fundamentals of Strategic Management</li> <li>• Brand Management</li> </ul>
7.	Avtandil Gagnidze	Professor	<ul style="list-style-type: none"> <li>• Business Statistics</li> <li>• Economic dynamics</li> <li>• Mathematics for Business 1</li> <li>• Mathematics for Business 2</li> </ul>
8.	Vakhtang Charaia	Associate Professor	<ul style="list-style-type: none"> <li>• Fundamentals of Investment</li> </ul>
9.	Nino lomidze	Associate Professor	<ul style="list-style-type: none"> <li>• Financial Accounting I</li> <li>• Financial Accounting II</li> </ul>
10.	Ioseb Mamukelashvili	Guest lecturer	
11.	Natia Daghelishvili	Associate Professor	<ul style="list-style-type: none"> <li>• Basics of Marketing</li> <li>• International Marketing</li> <li>• Export Management</li> <li>• Intercultural Management</li> </ul>
12.	Lasha Tsertsvadze	Associate Professor	<ul style="list-style-type: none"> <li>• Business Law</li> </ul>
13.	Tinatin Rodonaia	Assistant professor	<ul style="list-style-type: none"> <li>• Business Ethics</li> </ul>
14.	Temur Maisuradze	Professor	<ul style="list-style-type: none"> <li>• Business in action</li> </ul>
15.	Nino Nanikashvili	Guest lecturer	<ul style="list-style-type: none"> <li>• Human Resource Management</li> </ul>
16.	Davit Cherkezishvili	Associate Professor	<ul style="list-style-type: none"> <li>• Industrial practice</li> </ul>
17.	Tamta Lekishvili	Assistant professor	
18.	Mikheil Tokmazishvili	Professor	<ul style="list-style-type: none"> <li>• Financial Institutions and Markets</li> <li>• Public finances</li> </ul>
19.	Archil Tsertsvadze	Invited lecturer	<ul style="list-style-type: none"> <li>• Introduction to Corporate Finance</li> <li>• Banking</li> </ul>
20.	Lili Bibilashvili	Professor	



21.	Murtaz Kvirikvaia	Invited lecturer	<ul style="list-style-type: none"> <li>Organizational Behavior (Introductory Course)</li> </ul>
22.	Nino Zavrashvili	Invited lecturer	<ul style="list-style-type: none"> <li>Advertising and stimulation</li> </ul>
23.	Irakli Khvtisiashvili	Associate Professor	<ul style="list-style-type: none"> <li>Digital Marketing</li> </ul>
24.	Tamar Gamsakhurdia	Invited lecturer	<ul style="list-style-type: none"> <li>International Finance</li> </ul>
25.	Giorgi Tavadze	Professor	<ul style="list-style-type: none"> <li>Introduction to Philosophy</li> </ul>
26.	Mariam Kvaratskhelia-Zirakashvili	Invited lecturer	<ul style="list-style-type: none"> <li>Introduction to Psychology</li> </ul>
27.	Ana Mikeladze	Assistant professor	<ul style="list-style-type: none"> <li>Fundamentals of Sociology</li> </ul>
28.	Eka Narsia	Invited lecturer	<ul style="list-style-type: none"> <li>German language</li> </ul>
29.	Giuli Kalatozishvili	Invited lecturer	<ul style="list-style-type: none"> <li>French Language</li> </ul>