

Digital Management Master's program Curriculum

Course code	Title of the course	Course status	Prerequisite for admission	ECTS credit/ Hours	student learning workload		semester credits distribution			
				120	Lecture / seminar / group work	Contact / Independent Hours	I	II	III	IV
							30	30	30	30
Compulsory courses of the program				100/2500						
D-ME-1.1	Digital Entrepreneurship	compulsory	NO	5/125	18/24	47/78	5			
D-ME-1.2	Digital Economy	compulsory	NO	5/125	18/24	47/78	5			
D-ME-1.3	Digital Innovation	compulsory	M-DM-1.1; M-DM-1.2	5/125	17/25	47/78		5		
D-ME-1.4	Digital media	compulsory	M-DM-1.1; M-DM-1.2	5/125	15/27	47/78		5		
D-ME-1.5	Digital transformation	compulsory	M-DM-1.1; M-DM-1.2; M-DM-1.3; D-ME-1.4	5/125	15/27	47/78			5	
D-ME-2.1	International Management	compulsory	NO	5/125	19/23	47/78	5			
D-ME-2.2	Leadership and strategy	compulsory	NO	5/125	14/28	47/78	5			
D-ME-2.3	Financial management	compulsory	M-DM-2.1; D-ME-2.2	5/125	20/22	47/78		5		
D-ME-2.4	Enterprise Finance	compulsory	M-DM-2.1; D-ME-2.2; D-ME-2.3	5/125	18/24	47/78			5	
D-ME-2.5	Management of the organization	compulsory	M-DM-2.1; D-ME-2.2; D-ME-2.3; D-ME-2.4	5/125	17/25	47/78			5	
D-ME-3.1	Behavioral models of decision making	compulsory	NO	5/125	19/23	47/78	5			
D-ME-3.2	Business Ethics	compulsory	NO	5/125	16/26	47/78	5			
D-ME-3.3	Case Study I - Management	compulsory	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2;	5/125	0/42	47/78		5		

			M-DM-3.1; M-DM-3.2							
D-ME-3.4	Case Study II - Entrepreneurship	compulsory	M-DM-1.1; M-DM-1.2; M-DM-1.3; M-DM-1.4; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-3.1; M-DM-3.2; M-DM-3.3	5/125	0/42	47/78			5	
D-ME-5.1	Case Study III - Business plan	compulsory	M-DM-1.1; M-DM-1.2; M-DM-1.3; M-DM-1.4; M-DM-1.5; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-2.4; M-DM-2.5; M-DM-3.1	10/250	0/42	47/78				10
D-ME-5.2	Master's thesis	compulsory	Compulsory and free components provided by the program	20/500						20
	Elective training courses for the program	Free		20/500				10	10	
D-ME-4.1	Sustainable management	Elective	M-DM-2.1; M-DM-2.2; M-DM-3.2	5/125	16/26	47/78		5		
D-ME-4.2	International Digital Law	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1	5/125	18/24	47/78		5		
D-ME-4.3	Consulting and marketing	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1	5/125	18/24	47/78		5		
D-ME-4.4	Social Media Management I	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	21/21	47/78		5		
D-ME-4.9	Research methods	Elective	NO	5/125	16/26	47/78		5		
D-ME-4.5	Sociology and Communication	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	14/28	47/78			5	
D-ME-4.6	E-commerce	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	18/24	47/78			5	
D-ME-4.7	Technical applications and data management	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2	5/125	15/27	47/78			5	
D-ME-4.8	Social Media Management II	Elective	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2; M-DM-4.4	5/125	21/21	47/78			5	

Map of program goals and learning outcomes

Program Objectives	Learning Outcomes
<p>The goal of the Master of Digital Education program is:</p> <p>1 Gain in-depth and systematic knowledge of digital management models, strategies and systems and develop the ability to make creative managerial decisions in the face of digital transformation;</p>	<p>After completing the Digital Management Master's Educational Program, the student:</p> <p>1. Describes digital management models, approaches and systems in a comprehensive manner, discusses in depth the issues of entrepreneurship and startup formation, management, technological development and competitiveness in the digital economy;</p>
<p>The goal of the Digital Management Master's educational program:</p> <p>2 Develop practical skills for critical and creative thinking, leadership, digital change analysis, generating innovative ideas, planning, developing and implementing a digital business model;</p>	<p>After completing the Digital Management Master's Educational Program, the student:</p> <p>2. Systematically evaluates the mechanisms of functioning of digital markets, the process of formation of collective intelligence and social networks, identifies existing problems and develops the best ways to solve them;</p> <p>3. Critically analyzes the processes of digital entrepreneurship, digital marketing strategies, leadership, digital innovation and digital transformations, and uses methodological tools to formulate alternative scenarios for current and future opportunities and challenges;</p> <p>4. Develops an e-business development strategy in the face of digital challenges, selects and uses adequate digital business models for the successful positioning of the company in local and international markets;</p> <p>5. Systematically discusses the importance of an effective business financial control system in the context of digital transformation and analyzes the causal links between the company's financial control system and the organization's strategic and operational implementation processes;</p> <p>6. Interprets the legal aspects of digital management, including digital media, copyright, confidentiality and personal data, digital security and business ethics, and makes responsible managerial decisions while adhering to ethical aspects in identifying existing risks;</p>
<p>The goal of the Master of Digital Education program is:</p> <p>3 Develop the ability to identify, research, and conduct their own digital learning processes</p>	<p>After completing the Digital Management Master's Educational Program, the student:</p> <p>7. Systematically analyzes various sources of information about the business, comprehensively</p>

independently in a multidisciplinary environment;	<p>evaluates the research prospects of a particular problem, plans research processes, uses relevant research methods, and develops a research project.</p> <p>8. Discusses his / her findings and arguments with the academic and professional community, modifies business decisions in a complex and changing digital environment based on personal responsibility and professional standards, assesses personal competencies and professional skills in order to independently plan their own learning.</p>
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	Program Objectives	Learning Outcomes							
		I	II	III	IV	V	VI	VII	VII I
1	Gain in-depth and systematic knowledge of digital management models, strategies and systems and develop the ability to make creative managerial decisions in the face of digital transformation;	√							
2	Develop practical skills for critical and creative thinking, leadership, digital change analysis, generating innovative ideas, planning, developing and implementing a digital business model;		√	√	√	√	√		
3	To develop the ability to identify, research and conduct own digital learning processes independently in a multidisciplinary environment;							√	√

Map of compulsory courses, learning outcomes assessment methods and learning outcomes

learning course	Semester	Prerequisites	Methods for assessing learning outcomes	Learning Outcomes								
				I	II	III	IV	V	VI	VII	VIII	
Digital Entrepreneurship	I Semester	NO	Case study, test, project preparation	1/2		1/2	1/2					
Digital Economy	I Semester	NO	Literature analysis, test, project preparation	1/2	1/2		1/2			1/2		
Digital Innovation	II Semester	M-DM-1.1; M-DM-1.2	Presentation, case study, open test, project preparation	1/2	2	2						
Digital media	II Semester	M-DM-1.1; M-DM-1.2	Presentation, case study, open test.	2		2				2		
Digital transformation	III Semester	M-DM-1.1; M-DM-1.2; M-DM-1.3; D-ME-1.4	Presentation, case study, open test, project preparation	2	2	2				2		
International Management	I Semester	NO	Literature analysis, test, case study.	1/2			2					
Leadership and strategy	I Semester	NO	Presentation, case study, open test	1/2	2	2	2			2		
Financial management	II Semester	M-DM-2.1; D-ME-2.2	Presentation, case study, open test, project preparation	1/2				1				
Enterprise Finance	III Semester	M-DM-2.1; D-ME-2.2; D-ME-2.3	Case study, test, project preparation	2				2				
Management of the organization	III Semester	M-DM-2.1; D-ME-2.2; D-ME-2.3; D-ME-2.4	Presentation, case study, test, project presentation	2			2	2				
Behavioral models of decision making	I Semester	NO	Presentation, case study, test.	1/2						2		
Business Ethics	I Semester	NO	Presentation, case study, test, project presentation	1/2						2		
Case Study I - Management	II Semester	M-DM-1.1; M-DM-1.2; M-DM-2.1; M-DM-2.2; M-DM-3.1; M-DM-3.2	Project preparation and presentation	2		2	2				2	2

Case Study II - Entrepreneurship	III Semester	M-DM-1.1; M-DM-1.2; M-DM-1.3; M-DM-1.4; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-3.1; M-DM-3.2; M-DM-3.3	Project preparation and presentation	2						2	2
Case Study III - Business plan	IV Semester	M-DM-1.1; M-DM-1.2; M-DM-1.3; M-DM-1.4; M-DM-1.5; M-DM-2.1; M-DM-2.2; M-DM-2.3; M-DM-2.4; M-DM-2.5; M-DM-3.1	Project preparation and presentation	3	3	3	3	3	3	3	3
Master's thesis	IV Semester	Compulsory and free components provided by the program	Master's thesis defense	3	3	3	3	3	3	3	3

1 - Introduced	2 – developed	3 - Master

Map of compulsory courses, and learning outcomes

courses	Learning Outcomes							
	Knowledge and understanding	Skill					Responsibility and autonomy	
		I	II	III	IV	V	VI	VII
Digital Entrepreneurship	√		√	√				
Digital Economy	√	√		√		√		
Digital Innovation	√	√	√					
Digital media	√		√			√		
Digital transformation	√	√	√			√		
International Management	√			√				
Leadership and strategy	√	√	√	√		√		
Financial management	√				√			
Enterprise Finance	√				√			
Organization Management	√			√	√			
Behavioral decision making	√					√		
Business Ethics	√					√		
Case Study I - Management	√		√	√			√	
Case Study II - Entrepreneurship	√						√	
Case Study III - Business plan	√	√	√	√	√	√	√	√
Master's thesis	√	√	√	√	√	√	√	√

Information on Human Resources in the Digital Management Master's Program

1.	Shalva Machavariani	Professor	<ul style="list-style-type: none"> • Case Study I - Management • Case Study III - Business plan
2.	Richard Geibel	Invited Lecturer	<ul style="list-style-type: none"> • Case Study I - Management • Case Study II - Entrepreneurship • Case Study III - Business plan
3.	Avtandil Gagnidze	Professor	<ul style="list-style-type: none"> • Behavioral models of decision making • Research methods • Technical applications and data management • Case Study II - Entrepreneurship
4.	Lili Bibilashvili	Professor	<ul style="list-style-type: none"> • Management of the organization • Business ethics
5.	Temur Maisuradze	Professor	<ul style="list-style-type: none"> • Digital innovation
6.	Mikheil Tokmazishvili	Professor	<ul style="list-style-type: none"> • Sustainable management
7.	Arian Matin	Invited Lecturer	<ul style="list-style-type: none"> • Digital media • Digital transformation
8.	Robin Tim Johannes Kracht	Invited Lecturer	<ul style="list-style-type: none"> • E-commerce
9.	Irakli Khvtisiashvili	Associate Professor	<ul style="list-style-type: none"> • Digital Entrepreneurship
10..	Vakhtang Charaia	Associate Professor	<ul style="list-style-type: none"> • Digital economy
11.	Gela Grigolashvili	Associate Professor	<ul style="list-style-type: none"> • International Management
12.	Ekaterine Natsvlashvili	Professor	<ul style="list-style-type: none"> • Leadership and strategy
13.	Ioseb Mamukelashvili	Invited Lecturer	<ul style="list-style-type: none"> • Financial Management • Enterprise Finances
14.	Shalva Kvinikhidze	Professor	<ul style="list-style-type: none"> • International Digital Law
15.	Mamuka Gaganidze	Invited Lecturer	<ul style="list-style-type: none"> • Consulting and marketing
16.	Jose Romero kordova	Invited Lecturer	<ul style="list-style-type: none"> • Social media management I • Social media management II
17.	Ana Mikeladze	Assistant professor	<ul style="list-style-type: none"> • Sociology and communication
18.	Aleksandre Dvali	Associate Professor	<ul style="list-style-type: none"> • Technical applications and data management