

Program Title:	Business Administration
Level of Study	Undergraduate (Bachelor's Level)
Language of Instruction	Georgian
Awarded Academic Degree	ბიზნესის ადმინისტრირების ბაკალავრი Bachelor of Business Administration (BBA)
Program Volume in Credits:	The undergraduate program is based on the European Credit Transfer and Accumulation System (ECTS). It is student-centered and is structured according to the academic workload required to achieve the learning outcomes of the educational program. The program comprises 180 ECTS credits, which typically equals 60 credits per year and 30 credits per semester. Thus, the standard duration of the program is 3 years (6 semesters). A student's individual workload may vary slightly from this standard, allowing up to 75 credits per year.
Program Structure	
The structure of the undergraduate program is developed in accordance with the principles established for the design of first-cycle higher education programs, as defined by the official classifier of fields of study. Specifically, the program includes: • 132 ECTS credits allocated to compulsory courses in Business Administration (major field of study), which ensure the development of competencies necessary for mastering the specialization in business administration; • 12 ECTS credits allocated to elective courses within the major field, aimed at deepening the subject-specific knowledge acquired through the program; • 24 ECTS credits allocated to compulsory courses within the free component, focused on the development of transferable skills; • 12 ECTS credits allocated to elective courses within the free component, offering students additional opportunities to enhance their transferable skills through a flexible selection of courses.	
Program Goals	
The goal of the Bachelor's Educational Program is to: 1. Prepare competitive specialists who, based on comprehensive knowledge acquired in the fields of marketing, management, and finance, will be able to make quick and effective decisions within their competence in a dynamic business environment, taking into account the trends of both local and international labor markets; 2. Develop students' analytical, creative, critical thinking, and practical skills that will support successful, development-oriented activities in the field of business management, including in the context of internationalization.	
Learning Outcomes	

Knowledge and Understanding	Upon completion of the Bachelor's Educational Program, the student will be able to: 1.1 To prepare competitive specialists who will be able to make quick and effective decisions in the fields of marketing, management, and finance based on broad knowledge acquired in these areas, taking into account the trends of the local and international labor markets; 1.2 To develop students' analytical, creative, critical thinking, and practical skills, which will contribute to the successful implementation of development-oriented activities in the field of business management, including in the context of internationalization.
Skills	Upon completion of the Bachelor's Educational Program, the student will be able to: 2.1 Analyzes internal and external environmental factors of the business, specifically assesses current business trends and evaluates their impact on the organization's activities; 2.2 Selects and practically applies methods and models for planning, organizing, motivating, and controlling within a company; 2.3 In order to solve marketing and managerial problems, collects, processes, and interprets primary and secondary data using statistical methods; 2.4 Carries out the analysis of corporate finance management processes, identifies financial and managerial accounting problems of varying complexity, and finds ways to solve them.
Responsibility and Autonomy	Upon completion of the Bachelor's Educational Program, the student will be able to: 3.1 Within their competence conducts managerial, financial, and marketing activities in the complex and dynamic environment characteristic of the business sector and provides justification for the decisions made. 3.2 Based on acquired theoretical and practical knowledge, identify their own strengths and weaknesses and plan the process of continuous professional development.
Program Admission Preconditions	
• A Georgian citizen who holds a state certificate/attestation of complete general education or an equivalent document is eligible for admission to the Bachelor's Educational Program in Business Administration based on the results of the Unified National Examinations; • Without passing the Unified National Examinations, admission/enrollment to the Bachelor's Educational Program in Business Administration is carried out in accordance with the applicable legislation. In such cases, the applicant is required to demonstrate B2 level proficiency in the Georgian language, according to the university's established procedure. The following individuals are exempt from the requirement to prove language proficiency: a) Those who have received complete general education in the Georgian language; b) Those who have completed a Georgian language preparatory program, confirmed by the relevant certificate. • Admission through mobility to the Bachelor's Educational Program in Business Administration is possible twice a year, within the timeframes set by the Ministry of Education and Science of Georgia, following the mandatory procedures and the rules established by the university. • A student applying for or admitted through mobility, who obtained the right to study at the previous university without passing the Unified National Examinations, is subject to B2 level language assessment	

to confirm that they possess the language competency required to achieve the learning outcomes of the program.

- In the Unified National Examinations, the designated foreign language is English, and the minimum competency threshold is 60% + 1;
- Admission or transfer from a recognized foreign higher education institution to the Bachelor's Educational Program in Business Administration is carried out based on the decision of the Ministry of Education and Science of Georgia.

Teaching and Learning Methods and Activities

Each course syllabus within the Bachelor's Educational Program in Business Administration outlines the methods (approaches) for achieving the course objectives, which are based on student-centered teaching principles. The teaching and learning methods and activities included in each course syllabus are aimed not only at knowledge acquisition but also at the development of practical skills and competencies.

The courses offered within the Bachelor's Educational Program in Business Administration incorporate teaching and learning methods and activities appropriate to the specific nature of the subject matter. These methods correspond to the level of study and align with the objectives and content of each course, ensuring the achievement of the learning outcomes defined in the syllabus, and collectively, the overall learning outcomes of the program.

When selecting teaching methods, the course objectives and expected outcomes—what the student should know and be able to do—are taken into consideration. To implement the educational components of the program, a variety of teaching and learning methods are employed, including lectures, group work, seminars, practical activities, and more. These involve corresponding activities such as discussions, debates, presentations (projects/homework), quizzes, case studies, oral questioning of the learning material, etc.

The teaching and learning methods and activities specified in the course syllabi support the mastery of specific content and contribute to the development of students' transferable skills.

Student Knowledge Assessment System

Mastering the educational component within the undergraduate educational program of business administration necessitates active student engagement in the teaching process and adheres to the principle of continuous evaluation of acquired knowledge. Assessment of students' learning outcomes throughout the implementation of the bachelor's educational program follows the evaluation system endorsed by the Minister of Education and Science of Georgia through Order No. 3 dated January 5, 2007, titled "On the Method of Calculating Credits for Higher Education Programs."

In the Bachelor's Educational Program in Business Administration, the assessment of the level of achievement of the student's learning outcome in a study component includes midterm (once or multiple times) and final evaluations, the sum of which represents the final grade (100 points).

The intermediate and final assessments encompass assessment components that define the methods for evaluating students' knowledge, skills, and competencies (e.g., oral/written exams, surveys, homework, practical/theoretical work). These assessment components encompass various uniform assessment methods (e.g., tests, essays, demonstrations, presentations, discussions, practical/theoretical tasks, group work, participation in discussions, case study solutions, simulated processes), each measured against specific assessment criteria or measurement units to determine the level of achievement of learning outcomes.

Each evaluation form and component contributes a specific portion to the final evaluation score (out of 100 points), as delineated in the respective syllabi and communicated to students at the commencement of the academic semester.

Credit is only awarded to students who receive a positive assessment, with both intermediate and final assessments required for credit attainment.

Throughout the implementation of the undergraduate educational program of business administration, the specific share of the minimum competency threshold for students' midterm and final assessments is outlined in the respective syllabi and communicated to students at the beginning of the semester. Students assessment system allows:

Five types of positive evaluation:

- (A) Excellent – 91-100 points;
- (B) Very good – 81-90 points;
- (C) Good – 71-80 points;
- (D) Satisfactory – 61-70 points;
- (E) Sufficient – 51-60 points.

Two types of negative evaluation:

- (FX) Failed – 41-50 points. This indicates that the student requires further effort to achieve a passing grade and is permitted to undertake one additional examination accompanied by independent study;
- (F) Failed – 40 points or less. This signifies that the student's performance is inadequate, necessitating a comprehensive review of the course material.

In case of acceptance of FX in the study component of the educational program, an additional exam is scheduled at least 5 days after the announcement of the results of the final exam. In addition, the number of points obtained in the final assessment is not added to the grade received by the student in the additional exam. The grade obtained on the additional exam is the final grade and is reflected in the final grade of the training component of the educational program.

In case of receiving 0-50 points in the final evaluation of the educational component, taking into account the evaluation received at the additional exam, the student is assigned an F-0 score.

Area of Employment

Upon completion of the Bachelor of Business Administration educational program, graduates will have the opportunity to pursue employment in both the public and private sectors. They will be qualified to hold positions as lower and middle managers across various functional areas of business.

Ongoing professional development possibilities

A graduate of the bachelor's degree program in business administration is eligible to further their studies at higher educational institutions in Georgia or other countries, pursuing a master's program in any discipline, provided that admission requirements to the program do not exclusively mandate a bachelor's degree in another specialty.

Human Resources Required for Program Implementation

The implementation of the program involves the university's academic staff and invited lecturers with relevant qualifications, who possess the competencies necessary for achieving the learning outcomes of the Bachelor's program. They have professional experience aligned with the program profile, academic degrees, and experience in teaching and research. A significant portion of the human resources actively collaborate with foreign higher

education institutions in both academic and scientific contexts.

Material Resources Required for Program Implementation

The Bachelor's program is implemented at East European University, which is equipped with the material and technical resources necessary for its delivery. Specifically, the university hosts a library (providing access to the mandatory literature and electronic resources specified in the course syllabi), two computer resource centers (with free access to computers and the internet for students), a conference hall, and classrooms. The learning environment is well-organized and furnished with appropriate equipment. The university's material and technical infrastructure provides the necessary conditions for delivering quality education.

Opportunity to Obtain a Double Degree

Bachelor's students of the Business Administration educational program have the opportunity to participate in international mobility at partner higher education institutions of the university, including: Aschaffenburg University of Applied Sciences (Germany), University of Bremen (Germany), Bucharest University of Economic Studies (Romania), University of Economics and Humanities in Warsaw (Poland), Panteion University (Greece), University of Coimbra (Portugal), University of Łódź (Poland), Sorbonne University (France), among others.

Program Leader(s)

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Curriculum of the Bachelor's Program in Business Administration

Course Code	Course Name	Status	Prerequisites	ECTS credit/hours	Student Workload		Semester-based allocation of credits					
				180	Lecture/seminar/ group work	Contact/ Independent Hours	I	II	III	IV	V	VI
							30	30	30	30	30	30
	Compulsory Courses in the Major Field of Study			132			30	24	24	24	24	18
BBA 001	Mathematics for Business I	Compulsory	N/A	6/150	15/27	47/103	6					
BBA 002	Principles of Economics I	Compulsory	N/A	6/150	20/22	47/103	6					
BBA 003	Fundamentals of Management	Compulsory	N/A	6/150	21/21	47/103	6					
BBA 004	Excel for Business	Compulsory	N/A	6/150	14/28	47/103		6				
BBA 005	Fundamentals of Marketing	Compulsory	N/A	6/150	15/27	47/103		6				
BBA 010	Mathematics for Business II	Compulsory	BBA 001	6/150	15/27	47/103		6				
BBA 011	Principles of Economics II	Compulsory	BBA 002	6/150	21/21	47/103		6				
BBA 012	Statistics for Business	Compulsory	BBA 010	6/150	15/27	47/103			6			
BBA 013	Financial Accounting I	Compulsory	N/A	6/150	14/28	47/103			6			
BBA 014	Entrepreneurship	Compulsory	N/A	6/150	19/23	47/103			6			
BBA 015	Business Law	Compulsory	N/A	6/150	14/28	47/103			6			
BBA 016	Financial Accounting II	Compulsory	BBA 013	6/150	14/28	47/103				6		
BBA 017	Consumer Behavior	Compulsory	BBA 005	6/150	14/28	47/103				6		

BBA 018	Fundamentals of Operations Management	Compulsory	BBA 003	6/150	19/23	47/103				6		
BBA 019	Fundamentals of Human Resource Management	Compulsory	BBA 003	6/150	14/28	47/103				6		
BBA 020	Managerial Accounting	Compulsory	BBA 016	6/150	14/28	47/103					6	
BBA 021	Fundamentals of Corporate Finance	Compulsory	BBA 016	6/150	14/28	47/103					6	
BBA 022	Project Management (Introductory Course)	Compulsory	BBA 003	6/150	15/27	47/103					6	
BBA 023	Fundamentals of Strategic Management	Compulsory	BBA 003	6/150	15/27	47/103					6	
BBA 024	Internship	Compulsory	Compulsory courses of the program	8/200		150/50						8
BBA 025	Bachelor's Project	Compulsory	Compulsory courses of the program excluding BBA 024 Industrial Practice	10/250	0/14	19/131						10
	Elective Courses in the Major Field of Study			12			0	6	6	6	6	12
BBA 026	Digital Marketing	Elective	BBA 005	6/150	15/27	47/103						
BBA 027	Organizational Behavior (Introductory Course)	Elective	BBA 003	6/150	18/24	47/103						
BBA 028	Financial Institutions and Markets	Elective	N/A	6/150	13/29	47/103						
BBA 029	Export Management	Elective	BBA 003	6/150	21/21	47/103						
BBA 030	Advertising and Promotion	Elective	BBA 005	6/150	15/27	47/103						
BBA 031	International Marketing	Elective	BBA 005	6/150	13/29	47/103						

BBA 032	Cross-Cultural Management	Elective	N/A	6/150	19/23	47/103						
BBA 033	Brand Management	Elective	BBA 005	6/150	18/24	47/103						
BBA 034	Business in Action	Elective	BBA 014	6/150	14/28	47/103						
BBA 035	Business Ethics	Elective	N/A	6/150	19/23	47/103						
	Mandatory Courses in the Free Component			24								
UNB 001	Fundamentals of Academic Writing	Compulsory	N/A	6/150	26/16	47/103	6					
UNB 002	Information Technologies	Compulsory	N/A	6/150	0/42	47/103	6					
UNB 009	English Language (B2)	Compulsory	English Language (B1)	6/150	0/63	70/80						
BBA 036	Business English	Compulsory	English Language (B2)	6/150	0/39	48/102						
	Elective Courses in the Free Component			12								
UNB 003	Introduction to Philosophy	Free	N/A	6/150	23/16	48/102						
UNB 004	Fundamentals of Psychology	Free	N/A	6/150	26/16	48/102						
UNB 005	Fundamentals of Sociology	Free	N/A	6/150	26/16	48/102						
UNB 007	English Language (A2)	Free	N/A	6/150	0/62	62/88						
UNB 008	English Language (B1)	Free	English Language (A2)	6/150	0/63	70/80						

Map of Program Objectives and Learning Outcomes

Program Objectives	Learning Outcomes
The goal of the Bachelor's Educational Program in Business Administration is to: 1. Prepare competitive specialists who, based on comprehensive knowledge acquired in the fields of marketing, management, and finance, will be able to make quick and effective decisions within their competence in a dynamic business environment, taking into account the trends of both local and international labor markets;	Upon completion of the Bachelor's Educational Program in Business Administration, the student will be able to: 1.1 Describe the methods and principles for analyzing the legal, economic, cultural, and technological environment of modern business; 1.2 Explain the theories, models, concepts, functions, principles, and tools of the main fields of business—finance, accounting, marketing, management, and information technologies—and discuss their significance in the effective management of business organizations, considering aspects of ethics and social responsibility within the context of local and international labor markets.
2. Develop students' analytical, creative, critical thinking, and practical skills that will support successful, development-oriented activities in the field of business management, including in the context of internationalization.	2.1 Analyze internal and external factors of the business environment, specifically assess current business trends and evaluate their impact on organizational activities, considering micro and macro forces; 2.2 Select and practically apply methods and models of planning, organizing, motivating, and controlling within a company; 2.3 Process primary and secondary data using statistical tools to solve marketing and managerial problems; 2.4 Analyze corporate financial management processes, identify financial and managerial accounting problems of varying complexity, and determine solutions; 3.1 Within their competence Manage managerial, financial, and marketing activities in a complex and uncertain business environment and justify the decisions made; 3.2 Based on the analysis of acquired theoretical and practical knowledge, identify personal strengths and weaknesses and plan the process of continuous professional development.

	Program Objectives	Learning Outcomes							
		1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
1	Prepare competitive specialists who, based on comprehensive knowledge acquired in the fields of marketing, management, and finance, will be able to make quick and effective decisions within their competence in a dynamic business environment, taking into account the trends of both local and international labor markets;	✓	✓						
2	Develop students' analytical, creative, critical thinking, and practical skills that will support successful, development-oriented activities in the field of business management, including in the context of internationalization.			✓	✓	✓	✓	✓	✓

Curriculum map of the specialty's mandatory study courses

Study Courses	Learning Outcomes							
	1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
Major Field of Study (Business Administration) Compulsory Study Courses								
Fundamentals of Academic Writing	I				I			I
Information Technologies		I						
Mathematics for Business I						I		
Fundamentals of Management	I	I	I	I			I	I
Principles of Economics I	I	I	I					
Excel for Business		D						
Fundamentals of Marketing	I/D	I	I	I/D	I		I	I
Entrepreneurship	D	I/D	I/D	I/D	I/D		I/D	I/D
Financial Accounting I		I		I/D		I	I	I
Mathematics for Business II			D			D		
Principles of Economics II	D	D	D					
Statistics for Business				D	D			
Financial Accounting II		D	D	D		D	D	D
Business Law	D	D	D					
Managerial Accounting		D	D	D		D	D	D
Consumer Behavior		D		D	D		D	D
Fundamentals of Human Resource Management	D	D	D	D			D	D
Fundamentals of Operations Management		D		D			D	D
Fundamentals of Strategic Management	D	D	D	D	D		D	D
Fundamentals of Corporate Finance	I/D	I/D	D	D		D	I/D	I/D
Project Management (Introductory Course)	D	D	D	D		D	D	D
Internship	M	M	M	M	M	M	M	M
Bachelor's Project	M	M	M	M	M	M	M	M

I-Introduction	D - Deepening	M - Mastering

Activities Used in Teaching and 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, mixed test, theoretical questions)	√	√						
2	Verbal explanation	√	√						
3	Demonstration	√	√						
4	Case analysis (Case Study)			√	√	√	√		
5	Independent work			√	√	√	√	√	√
6	Learning by Doing (LBD)			√	√	√	√		
7	Team-based (collaborative) work			√	√	√	√		
8	Discussion/Debates	√	√						
9	Project development and presentation (oral, PowerPoint, etc.)			√	√	√	√	√	√
10	Oral presentation of learning material	√	√						

Human Resources of the Bachelor's Program in Business Administration			
1.	Davit Sikharulidze	Professor	- Fundamentals of Marketing - Bachelor's Project
2.	Kakha Kakhaia	Associate Professor	- Mathematics for Business I - Mathematics for Business II
3.	Avtandil Gagnidze	Professor	- Statistics for Business - Fundamentals of Operations Management
4.	Mikheil Tokmazishvili	Professor	- Financial Institutions and Markets - Fundamentals of Corporate Finance
5.	Temur Maisuradze	Professor	Business in Action
6.	Giorgi Tavdade	Professor	Introduction to Philosophy
7.	Vasil Kikutadze	Professor	- Principles of Economics I - Principles of Economics II
8.	Nino Shoshitaishvili	Associate Professor	- Fundamentals of Strategic Management - Organizational Behavior (Introductory Course) - Brand Management - Fundamentals of Operations Management
9.	Nino Lomidze	Associate Professor	- Financial Accounting I - Financial Accounting II - Managerial Accounting
10.	Natia Daghlisvili	Associate Professor	- International Marketing - Export Management - Cross-Cultural Management - Fundamentals of Human Resource Management
11.	Tamta Lekishvili	Associate Professor	- Internship - Project Management (Introductory Course)
12.	Irakli Khvtisiashvili	Associate Professor	Digital Marketing
13.	Tinatin Rodonaia	Associate Professor	- Entrepreneurship - Fundamentals of Management - Business Ethics
14.	Nino Zavrashvili	Assistant Professor	- Advertising and Promotion - Consumer Behavior - Fundamentals of Marketing
15.	Ana Mikeladze	Assistant	Fundamentals of Sociology
16.	Nana Gogichashvili	Professor	Fundamentals of Psychology

17.	Giorgi Merabishvili	Associate Professor	• Information Technologies • Excel for Business
18.	Nika Sergia	Invited Lecturer	• Business Law
19.	Rusudan Chikovani	Associate Professor	• Fundamentals of Academic Writing
20.	Marine Chagelishvili-Urushadze	Associate Professor	• English Language A2 • English Language B1 • English Language B2 • Business English