



Program Name:	Business Administration
Education Level	Bachelor's
Language of Instruction:	English
Academic Degree/Qualification:	Bachelor of Business Administration (BBA)
Program Credit Value	The bachelor's program is structured upon the ECTS system, focusing on student-centered learning and tailored to meet the academic workload necessary for accomplishing program objectives. The undergraduate educational program comprises 180 ECTS credits, equating to 60 credits per year or 30 credits per semester. Consequently, the standard duration of the bachelor's program spans 3 years or 6 semesters. The number of credits per year may vary based on individual student workload, ranging from less than 60 to a maximum of 75, ensuring flexibility within academic progression.
Program Structure	
The structure of the bachelor's program adheres to the principles outlined in the construction of first-level educational programs of higher education, as specified by the current classifier of fields of study. Specifically, the program allocates 132 credits for mandatory study courses in business administration (the primary field of study), 24 credits for optional study courses in the same field, 12 credits for mandatory courses within the free component, and an additional 12 credits for optional courses within the free component. • Mandatory study courses in the primary field of study (business administration) totaling 132 credits aim to foster the essential competencies required for proficiency in business administration. • Optional study courses within the primary field of study (business administration) comprising 24 credits are designed to deepen the knowledge acquired in the field during the program. • Mandatory study courses within the free component, amounting to 12 credits, are dedicated to cultivating transferable skills. • Optional study courses within the free component, totaling 12 credits, provide students with a selection of courses focused on developing transferable skills, as well as the option to choose foreign language courses (German/French).	
Program Objectives	
The objectives of the undergraduate educational program are as follows: 1. To prepare competitive professionals capable of making swift and informed decisions within dynamic business landscapes, leveraging a comprehensive theoretical foundation in marketing, management,	

and finance, while considering the trends of both local and international job markets.

2. To foster the development of analytical, creative, and critical thinking skills among students, equipping them not only for effective business administration but also for proactive engagement in development-oriented initiatives within the realm of business administration, considering the context of internationalization.

Program Learning Outcomes

Knowledge and Understanding

Upon completion of the undergraduate educational program a student:

- 1.1. Describes the methods and principles for analyzing the legal, economic, cultural, and technological environment of contemporary business.
- 1.2. Explains the key domains of business, finance, accounting, marketing, management, and information technology, including theories, models, concepts, functions, principles, and tools, and discusses the significance of their application in effectively managing business organizations, while considering aspects of ethics and social responsibility, within the context of both local and international job markets.

Skills

Upon completion of the undergraduate educational program a student:

- 2.1. Analyzes the internal and external factors affecting business operations, including micro and macro forces, and assesses current business trends, evaluating their impact on organizational activities.
- 2.2. Selects and applies methods and models of planning, organization, motivation, and control within a company.
- 2.3. processes primary and secondary data through statistical tools in order to solve marketing and managerial problems.
- 2.4. Conducts analysis of corporate finance management processes, identifies financial and management accounting challenges of varying complexity, and devises solutions to address them.

Responsibility and Autonomy

Upon completion of the undergraduate educational program a student:

- 3.1. Navigates and undertakes management, financial, and marketing tasks within a complex and ambiguous business environment characteristic of the field, and justifies the decisions made based on thorough analysis.
- 3.2. Utilizes acquired theoretical and practical knowledge to identify personal strengths and weaknesses, subsequently devises a plan for continuous professional development.

Program Admission Preconditions

- ❖ A Georgian citizen holding a state certificate/attestation confirming completion of general education or an equivalent document is eligible to apply for enrollment in the undergraduate educational program of business administration based on the results of the unified national exams.
- ❖ Admission/enrollment of students to the undergraduate educational program of business administration without unified national exams follows the relevant legislation.
- ❖ Passing English is required as a foreign language on national exams. The minimum competency threshold is 60% + 1.
- ❖ Individuals authorized to enroll in the program without passing the unified national exams must demonstrate proficiency in English at a minimum of B1 level (IELTS-5.0; TOEFL-7,5; or another relevant international certificate at B1 level) or pass an appropriate B1 level exam as specified by the university.
- ❖ Enrollment in the undergraduate educational program of business administration on a mobility basis is permitted twice a year, within deadlines set by the Ministry of Education and Science of Georgia. This process must adhere to mandatory procedures and university-established rules.

Teaching-Learning Methods and Activities

The syllabi of each study course within the undergraduate educational program of business administration outline methods for achieving the course objectives, emphasizing student-centered teaching principles. Teaching-learning methods and activities specified in the syllabi focus on not only knowledge acquisition but also skill development.

Each study course within the program incorporates tailored teaching-learning methods and activities aligned with the subject matter, teaching level, and objectives of the course. These methods ensure the attainment of learning outcomes outlined in the syllabus, thereby contributing to the overall program objectives.

In selecting teaching methods, consideration is given to the purpose of the course and the desired outcome - what students should know and be capable of. Teaching and learning methods such as lectures, group work, seminars, and practical exercises are employed to deliver the educational component of the program. These methods include associated activities such as discussion, debate, presentations (projects/homework), quizzes, case discussions, and oral examinations of study material. The teaching-learning methods and activities outlined in the study course syllabi facilitate the comprehension of specific material and enhance 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."

Evaluation of student achievement within the study component of the undergraduate educational program of business administration encompasses both intermediate (single or multiple) and final assessments, with the aggregate representing the final evaluation (out of 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

The implementation of the program engages the university's academic staff along with guest lecturers possessing suitable qualifications. These individuals have the requisite competencies to achieve the learning outcomes of the bachelor's program, bolstered by relevant professional experience aligned with the program's profile, academic credentials, and a background in teaching and research. A significant portion of the faculty actively collaborates with foreign higher educational institutions, contributing to both scientific and academic endeavors.

Material Resources

The bachelor's program is conducted at Eastern European University, which boasts essential material and technical resources for program implementation. These resources include a university library stocked with mandatory literature and electronic resources specified in the program syllabus, two computer resource centers offering students free access to computers and the Internet, as well as a conference hall and auditoriums. The learning environment is furnished with appropriate equipment, ensuring conducive conditions for quality.

Double-degree possibility

Students enrolled in the Bachelor of Business Administration educational program have the opportunity to pursue an additional academic degree, Bachelor of Management, at the Warsaw University of Economics and Humanities. To avail themselves of this opportunity, students must complete two years (4 semesters) of study in the program at East European University and accrue the credits outlined in the program's curriculum. Subsequently, during the final academic year (5th and 6th semesters), students will undertake studies at the Warsaw University of Economics and Humanities, following a predetermined curriculum. Selection for continuation of studies at Warsaw University of Economics and Humanities will be conducted through an open competition, adhering to the requirements outlined in the seventh chapter, "Exchange Program and Recognition of Education," of the "Regulating Rule of the Educational Process" at East European University.

Program Leader/s

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Business Administration Bachelor's Program
Study Plan/Curriculum

Course Code	Course Name	Status	Prerequisites	ECTS credits/ 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 study courses			132			30	24	24	24	24	18
BBA 001	Mathematics for Business 1	Compulsory	N/A	6/150	15/27	47/103	6					
BBA 002	Principles of Economics 1	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	Basics of Marketing	Compulsory	N/A	6/150	15/27	47/103		6				
BBA 010	Mathematics for Business 2	Compulsory	BBA 001	6/150	15/27	47/103		6				
BBA 011	Principles of Economics 2	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	Entrepreneureship	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	Basics of Operations Management	Compulsory	BBA 003	6/150	19/23	47/103				6		
BBA 019	Digital Marketing	Compulsory	BBA 005	6/150	15/27	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	Industrial Practice	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 of the Field of Study			24			0	6	6	6	6	12
BBA 026	Fundamentals of Human Resources Management	Elective	BBA 003	6/150	14/28	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	Tourism Management	Elective	N/A	6/150	19/23	47/103						
BBA 035	Business in Action	Elective	BBA 014	6/150	14/28	47/103						
BBA 036	Business Ethics	Elective	N/A	6/150	19/23	47/103						
	Mandatory Training Courses of the Free Component¹:			12								
UNB 001	Basics 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					
	Elective Training Courses of the Free Component¹:			12								

¹To expand their knowledge in areas of interest, students have the option to select any course(s) from the undergraduate educational programs offered by the university and other accredited higher educational institution, subject to prerequisites, in lieu of the optional courses of the free component. However, the total credits for such courses should not exceed 12.

UNB 003	Introduction to Philosophy	Free	N/A	6/150	23/16	48/102						
UNB 004	Basics of Psychology	Free	N/A	6/150	26/16	48/102						
UNB 005	Basics of Sociology	Free	N/A	6/150	26/16	48/102						
UNB 006	Foreign Language 1	Free	N/A	6/150	0/63	70/80						
UNB 007	Foreign Language 2	Free	Foreign Language 1	6/150	0/63	70/80						
UNB 008	Foreign Language 3	Free	Foreign Language 2	6/150	0/63	70/80						
UNB 009	Foreign Language 4	Free	Foreign Language 3	6/150	0/63	70/80						
UNB 010	English Language (B2)	Free	English Language (1)	6/150	0/63	70/80						

Map of Program Objectives and Learning Outcomes

Program Objectives	Learning Outcomes
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	Program Objective	Learning Outcomes							
		1.1	1.2	2.1	2.2	2.3	2.4	3.1	3.2
1	To prepare competitive professionals capable of making swift and informed decisions within dynamic business landscapes, leveraging a comprehensive theoretical foundation in marketing, management, and finance, while considering the trends of both local and international job markets.	√	√						
2	To foster the development of analytical, creative, and critical thinking skills among students, equipping them not only for effective business administration but also for proactive engagement in development-oriented initiatives within the realm of business administration, considering the context of internationalization.			√	√	√	√	√	√

Curriculum map of the specialty's mandatory study courses

Study Course	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								
Basics of Academic Writing	I				I			I
Information Technologies		I						
Mathematics for Business 1						I		
Fundamentals of Management	I	I	I	I			I	I
Principles of Economics 1	I	I	I					
Excel for Business		D						
Basics 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 2			D			D		
Principles of Economics 2	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
Digital Marketing		D					D	D
Basics 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
Industrial Practice	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-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 analysis (Case study)			√	√	√	√		
5	Independent work			√	√	√	√	√	√
6	Learning by Doing (LBD)			√	√	√	√		
7	Team (collaborative) work			√	√	√	√		
8	Discussion/debate	√	√						
9	Project development and presentation (oral, PowerPoint, and others)			√	√	√	√	√	√
10	Oral presentation of educational material	√	√						

Information about the Human Resources of the Business Administration (ENG) Bachelor's program			
1.	Marine Chagelishvili - Urumashvili	Professor	Basics of academic writing
2.	Davit Sikharulidze	Professor	- Basics of marketing - Bachelor project
3.	Avtandil Gagnidze	Professor	- Statistics for business - Mathematics for business 1 - Mathematics for business 2
4.	Mikheil Tokmazishvili	Professor	- Financial institutions and markets - International finance - Basics of corporate finance
5.	Temur Maisuradze	Professor	Business in action
6.	Giorgi Tavadze	Professor	Introduction to Philosophy
7.	Vasil Kikutadze	Professor	- Principles of economy 1 - Principles of economy 2
8.	Givi Gujaraidze	Guest Lecturer	
9.	Nino Shoshitaishvili	Associate Professor	- Fundamentals of strategic management - Brand management - Organizational behavior (introductory course) - Basics of operations management
10.	Nino Lomidze	Associate Professor	- Financial accounting I - Financial accounting II - Managerial accounting
11.	Natia Daghelishvili	Associate Professor	- International marketing - Export management - Cross-cultural management - Fundamentals of human resources management
12.	Vakhtang Charaia	Associate Professor	Basics of investments
13.	Tamta Lekishvili	Associate Professor	- Industrial practices - Project management (introductory course)
14.	Irakli Khtisiashvili	Associate Professor	Digital Marketing
15.	Tinatin Rodonaya	Assistant Professor	- Entrepreneurship - Fundamentals of management - Business ethics
16.	Nino Zavrashvili	Assistant Professor	- Advertising and promotion - Consumer behavior
17.	Ana Mikeladze	Assistant Professor	Basics of sociology
18.	Mariam Kvaratskhelia-Zirakashvili	Assistant Professor	Basics of psychology
19.	Giorgi Merabishvili	Guest Lecturer	- Information technologies - Excel for business
20.	Maia Meladze	Guest Lecturer	Tourism management
21.	Nika Sergia	Guest Lecturer	Business law
22.	Nino Geguchadze	Guest Lecturer	German language
23.	Giuli Kalatozishvili	Guest Lecturer	French Language