



Caucasus International University

Tbilisi, 2024

Faculty of Business and Technology

Bachelor's Educational Program

Business Administration in English

Approved at the session of the Academic Council

Minutes № 07-2024, 29 November, 2024

Resolution № 10-2024, 08 November, 2024

1. Name of the educational program

Bachelor's Degree Program in Business Administration

2. Cycle of higher academic education

Bachelor

3. Type of the educational program

Academic Higher Education Program

4. Broad field

Business, Administration and Law

5. Narrow field

Business and Administration

6. Detailed field

Management and Administration

7. Field of study

Business Administration

8. Program volume in credits

180 credits

9. Duration of studies

3 years, 6 semesters

10. Teaching form

On-site, Full-time

11. Language of instruction

English

12. Qualification to be awarded

Bachelor of Business Administration

13. Head of the program

Nino Rukhaia-Mosemgvdlishvili, Ph.D of Economics. Affiliated Associate Professor of the Faculty of Business and Technology of the Caucasus International University.

14. Prerequisite for admission to the program

Georgian citizens with a complete general education certificate are eligible to enroll in the **Bachelor of Business Administration English language program**, based on the results of the Unified National Exams.

and for the English exam passing 50% + 1 is the passing threshold.

Admission/enrollment of students to the university without passing Unified National Exams is allowed according to the rules established by the legislation of Georgia (Law of Georgia "On Higher Education", Article 52).

Enrollment in the Bachelor's Educational Program or transfer from a recognized higher educational institution of a foreign country is carried out based on the decision/consent of the Ministry of Education and Science of Georgia.

A prerequisite for a foreign citizen to enroll in the program is submitting a **certificate confirming knowledge of the English language at the B1 level**. Otherwise, the person must take a test at the Language Center of the Caucasus International University to confirm their English language proficiency at the B1 level.

After obtaining the status of a student of the Caucasus International University, a person is obliged to submit to the university a document confirming a complete general or equivalent education, and a person who is subject to military registration in the manner established by law should submit a document certifying military registration.

Enrollment in the Bachelor's Educational Program on the basis of mobility is allowed after the end of the first academic year of study. Mobility is possible twice a year, within the terms set by the Ministry of Education and Science of Georgia, following the mandatory procedures approved by the Act of the Director of the National Center for Educational Quality Enhancement and the rules established by the University.

15. Teaching period and volume

One academic year lasts for **38 weeks**;

The duration of the **I semester** is **19 weeks**;

The duration of the **II semester** is **19 weeks**.

Among which:

- a) The **1-15 weeks** is the study period, lectures-seminars, practical lessons, interim exams, presentations, preparation and defense of essays, and projects are held,
- b) The **16 - 18 week** is the period of final exams;
- c) During the **19th week** re-examinations are held.

16. The objectives of the educational program

The aim of the bachelor's program is to prepare:

- Competitive bachelors with an academic degree in Business Administration for the national and international labor market, who will have a wide range of knowledge relevant to the field of study, taking into account the functional and sectoral specifics of business, modern systematic and methodological approaches to its management concerning the sustainable development of the country, creative and critical thinking, which ensures their readiness for the changes under which they will have to work;
- Bachelors with academic degrees in Business Administration with a wide range of skills, who will be able to determine the right priorities in the field of study, analyze current processes in business, make

optimal decisions based on contentious conclusions and recommendations formed on their basis, presenting the results obtained with a team approach and using modern communication and information technologies;

- Graduates with an academic degree in Business Administration, who, with a wide range of acquired knowledge and skills, will evaluate the importance of social responsibility and business ethics norms of the organization, draw up an action plan for the study process and professional development according to their own needs and will be able to contribute to overcoming the challenges of sustainable development.

17. Learning Outcomes

- Consistent and full implementation of the objectives of the Bachelor's Program in **Business Administration** ensures the achievement of relevant learning outcomes (general and field competencies).

Knowledge and comprehension	<p>After completing the educational program, the graduate: Discusses the basic and contemporary theories, principles and concepts of the Business Administration field of study; Describes in detail the business environment, current events and business processes in its functional areas, considering sector specifics.</p>
Skill	<p>After completing the educational program, the graduate: Determines the identified risks related to this process and the ways of their administration using the methods of increasing the business value and its efficiency; Performs strategies for penetration and establishment in local and international markets using modern approaches of marketing behavior; Classifies the results of credit-financial, tax, currency, investment and accounting activities in order to make the right managerial decisions; Prepares practical projects specific to the field of study following predetermined guidelines; Develops recommendations related to the optimization of the activities of the functional areas of business based on the reasoned conclusions obtained as a result of the analysis conducted by quantitative and qualitative methods; Produces a professional report, both in written and oral forms, in Georgian and English languages using modern information and communication technologies.</p>
Responsibility and autonomy	<p>After completing the educational program, the graduate: Acts in compliance with social responsibility and business ethics norms of the business entity in the study and work environment, Contributes to overcoming sustainable development challenges; Plans learning and professional development process according to own needs.</p>

18. Bachelor's Educational Program in Business Administration

180 credits

Mandatory components: 156 credits, including:

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| • University mandatory study courses | 22 credits; |
| • Faculty mandatory study courses | 28 credits; |
| • Field of study mandatory study courses | 91 credits; |
| • Concentration (Management/Marketing/Finances/Accounting) | 15 credits; |

Elective components: 24 credits, including:

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| • University elective study courses | 5 credits; |
| • Faculty mandatory study courses | 4 credits; |
| • Field of study elective study courses | 10 credits; |
| • Free component study courses | 5 credits. |

19. Teaching methodology

The organization of the teaching process aims to use such a methodology, which as a result of the practical implementation in the bachelor's program ensures the achievement of knowledge, skills, and competencies corresponding to the bachelor's academic degree.

The following methods are used in the teaching-learning process: Verbal or oral method, Discussion/debate, Demonstration method, Presentation, Practical teaching method, Group work, Learning-by-doing, Case studies, Problem and project-based learning, Electronic learning method, etc. These methods to their end consider the following activities: method of working on the book independently, practical examples, compiling the professional report, preparing responses to the questions, conducting written assignments, preparing work/project/thesis individually and learning through fulfilling practical work, etc.

Using the mentioned teaching-learning methods students get used to:

- Independent individual and teamwork;
- Setting goals and using adequate ways and methods to achieve them; step-by-step planning of the work to be done and time management;
- Active use of information and communication technologies and the library fund to find the necessary information and to analyze the information found; Forming and justifying conclusions and opinions, verbal / written communication, preparing-making presentations, self-presentation of knowledge and competence, argumentative defense of conclusion and opinions;
- In the learning process, it is possible to give priority to one or another method depending on the structure of the learning group, because, during the teaching process, the selection of study methods is aimed at the activation of learning, the development, and stimulation of scientific activity, at the active participation of students in the educational process.

It should also be noted that the teaching process will take into account the peculiarities of the field and the field of study itself, and the following forms of teaching-learning will be used:

- **Theoretical teaching:** In the study format of study disciplines, students are tasked with independently processing books/handbooks, preparing seminars, i.e. answering questions, participating in discussions/debates, completing written assignments, analyzing case studies, preparing and presenting papers/projects/theses. It should also be noted that students should be actively involved in scientific life, participating in the scientific-practical conferences at our university as well as in other ones.
- **Practical teaching:** while working in a group, methods and activities used in study courses are the following: discussion/debates, learning-by-doing, practical work, compiling a professional report, case analysis, etc.

20. Student knowledge evaluation system

The university has a 100-point student evaluation system.

The final evaluation of the work performed by the student includes the results of the interim assessments and the final exam. Interim assessment includes weekly assessments and midterm exam assessments. Each element has its percentage share in the general system of evaluation.

Students can get a weekly assessment by actively participating in group works, seminars and practical classes, by writing quizzes, completing homework, participating in the solution of a specific situational problem, completing written tests, preparing and presenting individual or group works and projects, etc.

The midterm exam in each subject is held once a semester.

- Depending on the specifics of a certain study course, it is possible to specify the components included in the midterm assessment element: the content and the share of the components are determined by the leading lecturer of the study course;
- **In the interim assessments, the student can score a maximum of 60 points;**
- **The minimum competence threshold for interim assessments is equal to 25 points;**
- **The final exam is mandatory, its share in the evaluation system is a maximum of 40 points.**
- **The minimum competence threshold of the final exam is equal to 16 points;**
- **The student is considered to have passed the final exam if the sum of the interim assessments and the final exam equals to minimum of 51 points;**

The evaluation components and their specific share are outlined in the syllabus of each study course. Information about the evaluation system and components is available to students.

Forms and criteria of knowledge assessment:

- 1. Work during lectures and working groups;**
- 2. Midterm exam;**
- 3. Final exam;**
- 4. Final assessment.**

The performance in each discipline is evaluated according to the **European Credit Transfer and Accumulation System (ECTS)** and the following evaluation system, approved by the order N3 of January 5, 2007, of the Minister of Education and Science of Georgia on the **"Rules for calculating credits for higher education programs"**.

Positive Grades:

- (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

Negative Grades:

- (FX) Fail – 41–50 points

The student needs additional work and is allowed one additional attempt to retake the final exam after independent preparation.

- (F) Fail – 40 points or less

The student's performance is unsatisfactory, and the course must be retaken.

The maximum positive grade is 100 points, the minimum positive grade is 51 points;

Note: A student who failed the final exam and earned an FX grade has the right to sit for an additional exam in the same semester, no later than 5 days after the announcement of the results of the main exams.

21. Grade Point Average (GPA)

The level of academic performance of a student at the university is determined both by the points received in the study courses and by the 4-point equivalent of the mentioned points - **the Grade Point Average (GPA)**.

22. Academic degree/qualification to be awarded

Qualifications for graduates of the Bachelor's Educational Program in Business Administration are granted following the "National Qualifications Framework" and "Classifier of Fields of Study" approved by Order No. 69/N of April 10, 2019, of the Minister of Education, Science, Culture and Sports of Georgia.

The graduate of the educational program is awarded the **qualification/academic degree of Bachelor of Business Administration** and is given a diploma of the state model confirming the completion of the relevant bachelor program, together with the Diploma Supplement of the model established by the state.

The prerequisite for awarding the qualification/academic degree is the accumulation of 180/185 ECTS credits by the student.

23. Issuance of a diploma confirming qualification/degree

To determine the Diploma category of graduates of bachelor degree programs, after completing the entire educational program, the cumulative GPA is calculated, according to which the university awards graduates with the following categories of diplomas:

GPA 3.5 and above – Diploma with Honors: with a high level of competence and the ability to use knowledge creatively;

Positive assessments in all subjects and GPA less than 3.5 - regular diploma.

In order to change the category of the diploma, the student can use the right to retake the subjects, but not more than three subjects.

24. Field of employment

A graduate of the bachelor's program in Business Administration can work in a position relevant to the field of study in the state, international, and local commercial structure, where the academic degree of Master of Business Administration is not required.

25. The possibility of continuing the education

A graduate of the Bachelor's Degree Program in Business Administration is entitled to continue his/her studies in the higher educational institutions of Georgia or other countries on a Master's level in the field of Business Administration studies, which is focused on the training of a specialist and a researcher of a next level.

Graduates can also continue their studies in a Master's Degree program in any field if the prerequisite for admission to this program is not limited to a Bachelor's Degree in another specialty.

26. Material resources for the implementation of the Bachelor's Program:

In order to achieve the learning outcomes envisaged by the Bachelor's Educational Program of Business Administration, the infrastructure and material and technical resources of the university, which are available to students without any restrictions, are used, in particular:

- Auditoriums and conference halls equipped with appropriate inventory and means of information-communication;
- Computer classes equipped with the latest computers, computer equipment connected to the Internet and internal network, and adequate computer programs for the learning/teaching process;
- Modern multimedia center equipped with the latest technology;
- Business-media laboratory;
- Business incubator;
- Simulated bank;
- Students' project space;
- Modern library equipped with latest standards, with reading rooms, free access to library funds, isolated meeting rooms, a conference room, and librarian workspace.



Map of competencies

Study Course	Competencies		
	Knowledge and awareness	Skill	Autonomy and Responsibility
1. Georgian Language – 1 for Foreign students / Foreign Language – 1 (German, French, Russian) for Georgian students	X	X	
2. Georgian Language – 2 for Foreign students / Foreign Language – 2 (German, French, Russian) for Georgian students	X	X	
3. Georgian Language – 3 for Foreign students / Foreign Language – 3 (German, French, Russian) for Georgian students	X	X	
4. Writing Skills	X	X	
5. Computer Skills	X	X	X
7. Calculus 1	X	X	
8. Fundamentals of Microeconomics	X	X	
9. Business Administration	X	X	
10. Calculus 2	X	X	
11. Fundamentals of Macroeconomics	X	X	
12. Fundamentals of Management	X	X	X

13. Introduction to Financial Accounting	X	X	
14. Financial Markets and Institutions	X	X	
15. Introduction to Marketing	X	X	
16. Business Communications	X	X	
17. Business Information Systems	X	X	
18. Business English	X	X	
19. Statistics in Economic and Business	X	X	X
20. Personnel Management	X	X	X
21. Financial Accounting	X	X	
22. Marketing Internationalization	X	X	
23. Corporate Finance	X	X	
24. Operational Management	X	X	X
25. Business Ethics and Legal Regulation	X	X	X
26. Project Management	X	X	X
27. Managerial Accounting	X	X	
28. International Business and Sustainable Development	X	X	X
29. Practice	X	X	X

30. Bachelor's project	X	X	X
Management Concentration			
31. Strategic Management	X	X	X
32. Logistics Management	X	X	
33. Entrepreneurship	X	X	
Marketing Concentration			
34. Branding	X	X	
35. Consumer Behaviour	X	X	X
36. Digital Marketing	X	X	
Finance Concentration			
37. Banking	X	X	
38. Insurance	X	X	
39. Public Finances	X	X	X
Accounting Concentration			
40. Financial Reporting	X	X	
41. Audit	X	X	X
42. Economic Analysis	X	X	