Ministry of Education and Science of Georgia

Kutaisi University

Faculty of Economics and Business
Economics Department

Approved at the meeting of the Academic Council
Minutes # 3       June 9, 2011

Rector:             L. Kelbakiani

Bachelor’s Degree Program

in

Business Administration

Program Supervisors

Vazha Gurabanidze, Doctor of Economics
Khatuna Shalamberidze, Doctor of Economics

Kutaisi 2011
Name of the Academic Program:
Business Administration

Stage of Higher Education:
Bachelor’s Degree Course

Type of the program
Academic

Language of Instruction:
Georgian

Qualification Conferred:
Bachelor of Business Administration

Admission requirements
Access to the course is granted to applicants who
- have a Certificate of General Education;
- have passed Unified National Examinations in Georgian, general skills, English language and an optional fourth subject;
- obtain the status of a student of Kutaisi University

Program Background
The emergence of market economy in Georgia has created high demand for preparation of professionals for the purpose of increasing enterprise effectiveness. Programs of business education aim to offer professional education and training to the people who, in the environment of market economy, set up, assist and manage organizations striving for viability and profitability considering the income, time-frame and risk factors. Thus, through preparing highly qualified, ethical managers with strategic thinking skills we strive to promote civilized competitive business environment in Georgia i.e. contribute to further development of the country.

Program volume in credits:
Credits indicate the amount of work required to cover any of the components of the academic program and achieve learning outcomes. Credit is obtained only if the outcomes specified in the syllabus are achieved i.e. a student obtains pass grade as specified in the Resolution #3 of 2007 of the Minister of Education and Science of Georgia and Kutaisi University Statute.

Credit system functioning in KU is based on the experience of American and European universities. Credits are calculated on the basis of the European system ECTS:
1 credit = 25 astronomical hours

The total volume of the Bachelor’s degree course is 243 credits, out of which

- General part of the program (University modules) - 60 credits, including 10 free credits.
- **Major**: 123 credits, including 15 free credits.
- **Minor**: 60 credits

**The Structure of the Program**

The analysis of the results of labour market survey carried out by the University has allowed us to develop a program that is adapted to the demands of the market. Flexible design of the program allows a student to design an individual academic program considering their own interests and inclinations and receive additional knowledge in areas outside their main area of specialization thus increasing their competitive advantage on the labour market and form a foundation for a successful career. For this purpose the University offers students 4 minors:

- economics
- information Technologies
- English
- applied mathematics

Work experience is a compulsory part of the program and it allows students to develop professional skills in prestigious institutions and enterprises under the supervision of highly qualified specialists.

**Aims of the Academic Program**

- develop students’ effective and creative thinking, reading and writing skills;
- develop their social, ethical and moral values that form the foundation of interrelation between an individual and a community;
- develop students’ analytical thinking, decision-making and communication skills as well as their self-confidence, responsibility and ability of self-development;
- provide students with all the necessary conditions for academic and career advancement;
- produce specialists who can assess business processes critically, have thorough knowledge of theoretical and practical aspects of business activities, and have mastery of all the necessary professional skills.

The program is oriented to organizing teaching and learning processes so that the demands of the labor market and students’ needs are fully incorporated and the objectives of major (including elective modules) and minor programs are achieved.

**Learning outcomes and competencies on completion of the course:**

Learning outcomes refer to a combination of competencies determining what a student is expected to know, understand and be able to do by applying this knowledge on completion of the academic process or any of its stages.
On completion of the Major students must have the following competencies:

**Knowledge and understanding:**

Students will have in-depth knowledge of the field of business and critical awareness of its theories and principles, be aware of complex issues in the field of business. They will

- have knowledge of foundations of business and management, understanding of concepts and main principles in the management of organizations and their environment;
- have knowledge of various functional spheres of business: operational management, project management, marketing and sales, personnel management, finance and accounting; be aware of the links between these spheres;
- be aware of the most important categories in finances, banking, credit and insurance this knowledge serving as a foundation for further development of students' knowledge and professional skills;
- be conscious of the global role and aims of management in an organization;
- have mastery of the relevant terminology as well as quantitative and statistical methods used in business sphere;
- have knowledge of national and global economic environment of organizations.

**Elective modules:**

**Management**

have knowledge of the optimum structure of an organization, its innovative management, competitiveness and economic viability of the innovation, supply program and logistic systems, mechanisms of sales management and running technological processes.

**Finances**

be aware of field specific characteristics of banking and credit relations, be able to use appropriate instruments and structural characteristics of organizations; have knowledge of investment relations and be able to distinguish them from fiscal relationships; have understanding of the main principles of insurance and reinsurance, basics of liability insurance, principles of setting up and using liability reserves and funds; be familiar with the legislative base for insurance regulation in the country.

**Accounting**

be acquainted with current taxation laws and appreciate the role and importance of taxes for the state, their influence on functioning of economic units; is aware of the basic principles of developing state financial, tax and duties policy; be conscious of the difference between types of taxes and the role of each in the functioning of the state; have understanding of the basics of international taxation and duties systems and the main trends in this area; have thorough understanding of the rules of accounting in accordance state standards, theoretical and practical aspects of auditing, such as collecting information, grouping, analyzing, preparing intermediary reports, etc.
Tourism
be familiar with national and international experience in hotel industry and technologies, resort and spa tourism, qualifying requirements for hotel staff; be aware of the main challenges in hotel and restaurant businesses, etiquette for behavior; know typology of resorts, characteristics of national and international resorts, particularities of health tourism, organizational structure and specific features of service in various types of catering businesses, main functions of management, principles of developing marketing strategy and tactics, technology of designing standard recipes and menus, categories of pricing, concepts of healthy nutrition and customer satisfaction, operations of purchasing, storing and producing food products and beverages, the importance of sanitation and hygiene; be familiar with information technologies and financial management in catering, methods of destination development.

Marketing
be aware of the importance of branding, trademark, brand name, brand style and advertising in marketing; know how to register a trade mark, methods of creating and promoting strong brands and strategies of branding, forms and methods of advertising, its influence on customers, principles of advertisement budgeting, systems of internet marketing and principles of its use; understand how to manage customer relations in service, characteristics, principles and strategies of pricing in service businesses, international and global strategies in service marketing.

Applying knowledge and understanding
On completion of the program students will have the ability to use field specific and general methods for problem solving, to carry out a research project in accordance with previously agreed recommendations/instructions. They will be able to
- analyze the functions of organizations and the effects of the main components influencing them, study their interaction, interdependence and mutual influences;
- understand and take part in financial, banking and insurance activities, etc;
- describe the main directions, characteristics and prospects of business activity; research interrelation between risk factors and potential profit on entering foreign markets.
- outline ways for neutralizing the effects of undesirable events for the firm, conflict resolution, take part in outlining financial section of a business plan and its realization;
- analyze activities of a business, motivation theories, financial plans, budget, accounts, bank balance, etc.
- discuss financial relations, peculiarities of their development, their manifestations, main trends and future prospects in the country and internationally.

A student will have developed
- basic organization management skills: process identification, effectiveness measurement, determining participants of the business process, etc.;
- general marketing skills: marketing data collection and analysis, determining market possibilities and implementing appropriate actions, etc.;
• basic financial skills: preparing and presenting reports, interpreting financial documents, analyzing financial documents and reporting, using accounting systems, budgeting, etc.;
• project management skills: goal-setting; establishing correlation between tasks and outcomes; determining the time frames and time management; managing tasks within their responsibility; resource identification and management.;
• ability to make decisions at operational and tactical level, formulate the aims and principles of decision-making.

**Elective modules:**

**Management**

On completion of the program students will be able to formulate and evaluate organizational structure; select innovative strategies; take part in logistic planning of the processes of production and selling, in customer service processes and managing sales staff.

**Finances**

They will be able to apply their theoretical knowledge in practice, identify problems in the field of banking and credit and find their solutions; select the best of several investment possibilities and make optimal decisions; develop a business plan and outline future strategies; diversify incomes and optimize expenditures; calculate investment volume that would ensure desirable current income in the future; formulate and explain the main financial indicators of insurance companies, micro and macro economic effects of insurance activities, etc.

**Accounting**

They will be able to carry out their practical activities in accordance with current tax law, conduct research, analyze taxation and duties data, design charts, diagrams and tables; read and analyze a budget, record assets, liabilities, capital flow of a government-financed organization; classify expenses according to their functional and economic purpose; carry out bookkeeping tasks, prepare financial reports of government-financed organizations; read and analyze the information provided in a financial report ; take part in the activities of an audit team and carry out specific tasks under the supervision of a certified auditor; be involved in planning, conducting and preparing a report of an audit.

**Tourism**

They will be able to take part in hotel planning, develop a quality management system for small hotels, create an electronic database of guests, observe norms of professional ethics and solve problems in various areas of hotel and restaurant business; organize resort and health promotion tours; analyze and evaluate critically various aspects of managing catering businesses, making optimal decisions with the purpose of improving food production and services; identifying trends and dynamics of tourism development,
planning programs at the destination and defining criteria that ensure the success of a trip.

**Marketing**
They will be able to develop a branding strategy, create brand image, develop strategies for stimulation communications, carry out an effective promotion campaign, marketing activities on the internet; plan service processes.

**Making judgments:**
Students will be able to collect and process business data, arrive at valid conclusions using general and specific methods of analysis of the new and abstract data and/or situations; receive and process new information, self-analyze; interpret data, identify and diagnose complex problems, find alternative solutions to problems, provide arguments for the decision-making principles adopted.

**Communication Skills**

*In the native language*
Students will be able to produce a detailed written report on a problem and its solutions, make an oral presentation for specialist and non-specialist audiences, take part in a discussion with specialists and produce an academic paper or a business document using appropriate business terms;

*In a foreign language*
They will be able to formulate a complex issue in oral or written form in one of the major European languages (English, French, German), understand the main ideas of complex text on both concrete and abstract topics, including technical discussion in his/her field of specialisation; interact with a degree of spontaneity that makes regular interaction with native speakers quite possible without strain for either party; read texts on a variety of topics independently and at high speed; use various sources of information; may have difficulty with certain rare idioms; be able to express his/her opinions clearly on a variety of topics in writing; produce a report or an essay providing arguments for and against various viewpoints.

**Using information and communication technologies**
They will be familiar with and able to use modern information and communication technologies, have skills needed to work with electronic documents, spreadsheets, presentations and data bases.

**Learning skills**
Students will be able to conduct complex and consistent evaluation of their own learning process, determine future learning needs, continue learning independently using a variety of sources, including academic and scientific literature, broaden their knowledge and stay informed on the most recent development in the field.
Values

Students will be involved in the process of formation of ethical values in business and beyond this sphere and will strive to implement these values; appreciate the differences, be able to conduct negotiations in the professional context and take part in conflict resolution, be involved in reaching group decisions, demonstrate enthusiasm and initiative, operate effectively within a work/study group, have the ability to identify, analyze and find solutions to ethical problems emerging in the field of accounting, human resource management and marketing, be conscious of legal, ethical and cross-cultural responsibility to the organization and community, have professional responsibility and be aware of the main principles of ethics and sustainable development.

Employment Opportunities

A degree in Business Administration opens up the most diverse and promising career prospects in the whole world. Businesses large and small, public and private, are the heart of any country’s economy. The right choice in education is the key to success in this world. There’s no end to the diversity of industries the graduates might work in: energy, healthcare, pharmaceuticals, technology, advertising, finance and many others. No matter what aspect of business they are interested in, there is a career in business that will make the most of their skills and abilities.

The degree of Bachelor of Business Administration allows its holders to occupy positions at bottom and middle management level in public as well as private sector, business organizations, non-governmental organizations, various financial institutions, higher educational institutions, etc. This includes employment in the offices of company directors, operational management, sales and marketing, personnel management, finances, accounting, administration, management information systems and other functional spheres of business.

Teaching Methodology

Teaching within the program will be conducted using modern methodology of teaching and learning as described in the didactic concept of KU. Applying independent, competitive and cooperative approaches in teaching, facilitating student interaction and planning a variety of academic activities ensures high level of student motivation, effectiveness of knowledge acquisition and development of social skills. This approach makes the academic process more enjoyable, varied and interesting (quality of knowledge acquisition, critical thinking) and comprehensive (skill building, information coverage). Alongside with traditional lectures practical trainings, group work, projects, case studies and other active methods of teaching are used. Integration of theory and practice is ensured through providing opportunities for internship in relevant enterprises, visits to companies and involving practicing managers in the academic process.

Assessment

Assessment implies measuring an object, event or a process against pre-defined criteria. The main purpose of assessment is to determine the quality and results of student learning with regard to the aims and parameters of the academic program. For measuring students’ success the program uses the criteria of assessment that determine whether the students have developed
skills necessary to solve problems in the business context, whether they are capable of formulating prerequisites and conditions, research questions, conclusions and recommendations, if they can organize their own work, report on their findings and conclusions and provide arguments in their defense. Summative as well as formative (providing feedback) assessment is used.

The system of assessment aims to provide a qualitative descriptor of students' results as measured against the aims and parameters of the academic program.

The structure of assessment in each module/discipline comprises two elements – intermediate and final assessment – with certain percentage attached to each of them. Intermediate assessment may also contain several components each carrying certain percentage. A grade is calculated from the sum of both elements of assessment considering their percentage. Minimum pass grade is 51.

An examination is an instrument of assessing students' knowledge and it aims to reveal the degree to which students have familiarized themselves with the given module or course.

All tests are administered in written form.

Prerequisites for allowing students to take a final examination:
- Students are allowed to take examinations if sum total of mid-semester exams and maximum grade of the final exam is 51 points minimum.
- Preparing papers, presentations, etc. This implies that students who have not handed in their papers or any coursework are not allowed to take the final examination until they complete all these assignments even if in other components they have reached the pass grade.
- Complying with the requirements of the KU Statute and conditions of contracts.

**The System of Assessment**

Student performance is assessed on a scale of points, maximum final grade in each module being 100 points. A student’s overall grade is not based only on the results of the final exam. It is derived from the results throughout the course.

This system of assessment recognizes 5 types of passing grade.

- 91% of maximum grade and over – A (excellent)
- 81% of maximum grade and over – B (very good)
- 71% of maximum grade and over – C (good)
- 61% of maximum grade and over – D (average)
- 51% of maximum grade and over – E (satisfactory)

There are 2 fail grades:
- 41-50% of maximum grade – FX (unsatisfactory), means that some more work is required to pass and the student has the right to retake the exam once after independent study. In this case the student must retake the examination in the same semester within 1 month but not earlier than in 10 days after the end-of-semester examination.
- 41% and lower of the maximum grade – F (fail) means that considerable further work is required and the student has to study the module again.
The program at KU is considered completed if the student accumulates the number of credits required by the program and successfully defends Bachelor’s dissertation.

GPA Calculation at Kutaisi University

<table>
<thead>
<tr>
<th>GPA</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>higher than 91%</td>
</tr>
<tr>
<td>3.7</td>
<td>85 - 91%</td>
</tr>
<tr>
<td>3.3</td>
<td>81 - 84.9%</td>
</tr>
<tr>
<td>3.0</td>
<td>75 - 80.9%</td>
</tr>
<tr>
<td>2.7</td>
<td>71 - 74.9%</td>
</tr>
<tr>
<td>2.3</td>
<td>61 - 70.9%</td>
</tr>
<tr>
<td>2.0</td>
<td>51 - 60.9%</td>
</tr>
<tr>
<td>1.7</td>
<td>41 - 50.9%</td>
</tr>
<tr>
<td>1.3</td>
<td>30 - 39.9%</td>
</tr>
<tr>
<td>1.0</td>
<td>20 - 29.9%</td>
</tr>
<tr>
<td>0.0</td>
<td>0.0 - 19.9%</td>
</tr>
</tbody>
</table>

GPA for individual modules:
GPA for individual modules is calculated according to the table above. For instance, if a student has accumulated 88 points, their GPA is 3.7

Calculating Cumulative GPA
At the end of the term or an academic year a student’s cumulative GPA is calculated according in the following way
Cumulative GPA= total number of grade points/ accumulated number of credits
Total number of grade points = individual GPA * course credit
For example, if you did 2 3-credit courses earning 88 points (GPA 3.7) and 78 points (GPA 3.0) for them, cumulative GPA for these two courses will be:
Total number of grade points= (3.7*3credits) + (3.0*3) =11.1+9.0=20.1
Cumulative GPA = 20.1 / 6 =3.33

Issuing Degree Certificates
On completion of the whole course a student’s cumulative GPA is calculated and based on the results, the following categories of degree certificates are issued:
- GPA 3.7 and above - Certificate of Distinction: high level of competence and the ability to apply knowledge creatively;
- pass grades in every module and GPA below 3.7 - average certificate:

In order to obtain a higher category certificate, students may retake exams in up to 3 modules. In this case they pay for these modules according to the rate established for the time of retaking the courses.
**Material and Technical Resources**

The university has adequate material and technical resources for implementation of the academic program: lecture rooms, a library, offices of the academic personnel, information and communication technologies, all the facilities and equipment needed for the program.

**Human Resources**

- Niko Chikhladze – Full Professor
- Tsitsino Davituliani – Associate Professor
- Tea Kordzadze - Associate Professor
- Rusudan Gvilava - Associate Professor
- Maia Beradze - Associate Professor
- Davit Shavianidze - Associate Professor
- Dezi Maghlakelidze - Associate Professor
- Khatuna Shalamberidze - Associate Professor
- Elguja Konjaria - Associate Professor
- Akaki Bakuradze - Associate Professor
- Naira Virsaladze - Associate Professor
- Goderdzi Shanidze - Associate Professor
- Vazha Gurabanidze - Associate Professor
- Eka Babunashvili - Associate Professor
- Sergo Svanadze - Associate Professor
- Nino Khazaradze - Associate Professor
- Paata Kldiashvili – Assistant Professor
- Aza Ishiradze - Assistant Professor
- Tea Valishvili - Assistant Professor
- Otar Shengelia – Teacher
- Elguja Deisadze – Invited staff
- Gia Chumburidze - Invited staff
- Eka Skhiladze - Invited staff
- Roland Bregvadze - Invited staff
- Davit Iobidze - Invited staff
- Ermalo Lanchava - Invited staff, Doctor of Psychology
- Nana Lukhutashvili - Invited staff, Doctor of Technology, Master of Business Administration
• Nestan Kutivadze - Invited staff, Doctor of Philology
• Badri Porchkhidze - Invited staff, Doctor of Philosophy