**Name of the Academic Program:**
Business Administration

**Stage of Higher Education:**
Bachelor’s Degree Course

**Language of Instruction:**
Georgian

**Program Prerequisites:**
Certificate of General Education, passing Unified National Examinations in Georgian, general skills, English language and an optional fourth subject, obtaining the status of a student of Kutaisi University and a pass grade in the module “Introduction to Economics and Business” in the Major program.

**Program Volume:**
Overall volume of the program is 60 credits or 1500 hours.

**Program Background**
The emergence of market economy in Georgia has created high demand for preparation of professionals for the purpose of increasing enterprise effectiveness. Business organizations play a leading role in the society and in economy. They create workplaces and provide the society with conditions for development; they pay taxes that are used to fund a variety of social projects; they reinvest their profits into the economy and consequently, ensure improvement of the standard and quality of life in the society. Thus, 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.

**The main aim of “Business Administration” Minor:**
The program aims to provide students with theoretical knowledge in a variety of disciplines as well as with practical skills that can define their competitive potential on the modern labor market and become the key factor in their professional self-assertion. The main aim is to produce specialists who are effective administrators of business processes and organizations, who have studied theoretical and practical aspects of managerial activities in depth, have skills required for making effective decisions while running a competitive business; specialists who are capable of managing financial aspects of a business efficiently, analyze the environment of a business organization and make adequate financial decisions, appropriately use the instruments of the functional spheres of business – finance and credit relations, analyze the possibilities of financial stimulation for companies entering the world market; specialists who are familiar with all the aspects of modern accounting and control activities and can apply this knowledge effectively in practice.
Learning Outcomes:

Knowledge and understanding:
- 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: general management, project management, marketing and sales, personnel management, finance and accounting; be aware of the links between these spheres;

Applying knowledge and understanding
Students 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 appreciate the global role and aims of management in an organization;
- describe the main directions, characteristics and prospects of business activity; research interrelation between risk factors and potential profit on entering foreign markets.

They will have developed

The main marketing skills: collecting and analysing marketing data, determining market potential and carrying out adequate actions, etc.

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.

Communication Skills
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;

Using information and communication technologies
They will 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 and broaden their knowledge.
Values

Students will be involved in the process of formation of ethical values in business and beyond this sphere. They will be able to 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.

Employment Opportunities

Minor in “Business Administration” is offered within the major program in “Economics”. Consequently, the modules taught as part of this program aim to refine the competencies developed within the Major program thus increasing the graduate’s competitive potential on the labor market and forming a foundation for a successful career.

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.

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

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.

1. Maghlakelidze Dezdemona – PhD in Economics, Associate Professor
2. Babunashvili Eka - PhD in Economics, Associate Professor
3. Shanidze Goderdzi - PhD in Economics, Associate Professor
4. Gurabanidze Vazha - PhD in Economics, Associate Professor
5. Chumburidze Gia - Invited staff
6. Svanadze Sergo - PhD in Economics, Associate Professor
7. Skhiladze Ekaterine - Invited staff
8. Konjaria Elguja - PhD in Economics, Associate Professor;
9. Ipshiradze Aza - KU PhD student, Assistant Professor;
10. Valishvili Tea - PhD in Economics, Assistant Professor
11. Kldiashvili Paata – PhD student, Assistant Professor