



Business School

Programme Title

Business Administration

Qualification Awarded

Bachelor's in Business Administration

Programme Credits

240 ECTS

Language of Instruction

Georgian

Objectives of the programme

Developing and open economy of Georgia creates new challenges for the businesses, managers and employment market. Sectors such as tourism and hospitality business and local production are considered to have a high potential for economic development. Agribusiness is developing as niche but new technologies and knowledge content industry. The goal of bachelor programme in Business Administration of Agricultural University of Georgia is to prepare the broad-spectrum managers and analysts who will hold fundamental knowledge of instruments to assess and manage businesses and business-projects; graduates, who will be able to get employed in a such growing and dynamic industry as tourism, hospitality business, production and agribusiness are.

Career Options

Upon completion of the programme graduates will be able to work as in public as in private sector and also organize and manage own small business.

Admission Prerequisites

Admission to the programme is carried out in accordance with the Law of Georgia on Higher Education and in accordance with the provisions of the unified national examinations approved by Order N19/N of 18 February 2011.

To facilitate the mobility of high school graduates and prospective students, it is permissible to enrol in an educational programme without passing unified national examinations, in accordance with the rules and terms defined by the Ministry of Education and Science of Georgia, for those that are:



- foreign citizens or persons without citizenship, who received complete general education or its equivalent abroad;
- Georgian citizens who received complete general education abroad or its equivalent and during the last two years of complete general education had been studying abroad;
- foreign citizens, who have studied/ are studying and have received credits/qualifications abroad from a Higher Educational Institution recognized by the legislation of that country;
- Georgian citizens, who, for the term defined by the Ministry of Education and Science of Georgia, lived/are living, studied/are studying and have received credits/qualifications abroad from a Higher Educational Institution recognized by the legislation of that country.

Enrolment in educational programs is also possible through mobility, in accordance with the Rule of Transfer Between High Educational Institutions defined by the Order N10/N of February 4, 2010 by the Minister of Education and Science of Georgia.

Learning Outcomes

General Competences

Graduates will have:

- critical analysis and reasoning ability
- skills of professional communication within company and with company's partners
- ability to write and communicate professionally
- ability to write and communicate in a foreign language (English) professionally
- ability to adapt in unfamiliar and changing environments
- ability to work in a team
- ability to analyse tasks, identify and resolve problems
- skills of presentation, argumentation and debate
- ability to continuously learn and deepen the knowledge
- ability to judge and develop own opinion on: modern living and non-living world, fundamentals of economics, principles of law, modern political ideology, intercultural relationships, history of philosophic ideas and their use in modern society, main directions in psychology, sociology and anthropology
- mathematical and logical thinking ability
- ability to use mathematical methods



Specific Competences

Graduates will:

- understand the nature of businesses, business activities, opportunities, limitations and challenges
- have knowledge of the business-environment and factors affecting it
- understand the nature of business transactions and knowledge of its accompanying processes
- have knowledge of business supporting tools such as statistic methods, financial accounting, Microsoft Excel, data analysis, basic techniques for negotiation, leadership and decision making
- have knowledge of core business tools such as financial analysis, corporate finance, marketing management, operations management, managerial accounting and project management
- have knowledge of specific aspects of marketing, management, and financial management of different industries
- be able to use proper terminology
- be able to put theoretical knowledge to practice

Competences developed during the Bachelor programme in Business Administration are in accordance with the first level higher education six criteria set by the national qualification framework.

Knowledge and Understanding

Graduates will have knowledge of:

- fundamental principles, concepts, stages and terminology of financial accounting
- Georgian tax system and types of taxes
- modern economic theories, including principles of microeconomics and macroeconomics
- theories in finances and practical methods of financial management
- principles of financial markets and their role in the market
- fundamental principles of business law
- main functions of the management and modern paradigms of management field
- main principles of managing individuals and groups
- concepts and techniques of project management, operations design, planning and improvement
- concepts and principles of marketing theory

For specific concentrations:

- main principles of agronomy and animal husbandry;
- specifics of agricultural products marketing;



- specifics of management of agribusiness;
- specifics of cost structure of agribusiness, industrial production, restaurant and hotel businesses;
- specifics of agribusiness risk management;
- cost structure of agribusiness, industrial production, the restaurant and hotel;
- structure of supply chain and its importance;
- international standards of quality management;
- steps and methods of new product development;
- structure of tourism and hospitality market;
- main principles of hotel operation management;
- main principles of restaurant management;
- main principles of hospitality marketing.

Applying Knowledge to Practice

Graduates will be able to:

- create main financial statements;
- calculate taxes according to the Georgian tax system;
- analyse and contextualize of micro and macroeconomic data;
- participate in business-transactions;
- analyse financial information;
- evaluate financial assets;
- transform business-ideas into projects;
- participate in planning of business transactions;
- present ideas and projects, prepare argumentation and participate in discussion;
- identify legal problems;
- use marketing principles in business decisions;
- participate in developing a business idea and preparation of the business plan;
- participate in the full cycle of project management and to manage its individual elements;

For specific concentrations:

- manage small agribusiness
- plan and conduct marketing strategies and activities for the agribusiness
- analyse cost structure and make appropriate conclusions
- participate in the process of new product development
- participate in the quality standards implementation process

Ability to Make Conclusion

Graduates will be able to:

- use micro and macroeconomic theories for market analyses and managerial decisions;



- apply mathematical methods;
- use relevant computer programs;
- apply decision making methods in the managing process;
- apply critical analysis.

Communication Skills

Graduates will be able to:

- professionally communicate in a native language;
- communicate in a foreign language (English);
- work in team;
- use modern information and communication technologies;
- manage conflict situations and participate in negotiation process;
- react to problematic situations and search for constructive solutions;
- manage interpersonal relations;
- prepare and presents financial, marketing and other managerial reports;
- communicate with the specialists of the industry;
- participate in negotiation process;
- use proper terminology.

Ability to Learn

Graduates will be able to:

- learn and constantly improve the knowledge;
- adapt and act in unfamiliar environment;
- search for available resources and sources.

Values

Graduates will:

- acknowledge and share free market ideas;
- share private ownership principles;
- share principles of liberal democracy;
- appreciate differences and cultural diversity;
- have professional responsibility;
- acknowledge and share principles of business and corporate ethics.

Learning and Teaching Methods

In order to achieve the learning outcomes following methods are used:

- discussion and debate;
- working with books;



- verbal;
- cooperative learning;
- teamworking;
- problem-based learning;
- heuristic method;
- case study;
- role-playing and situational games method;
- demonstration method;
- induction;
- deduction;
- analyses;
- synthesis;
- practical;
- descriptive and other methods.

For measuring learning outcomes formative and summative methods are used, such as: homework, tests, oral and written exams, presentations, essays, written analyses and discussions of case studies, reports and so on.

Students Assessment System

Credits can be obtained only after the student has achieved the results planned by the syllabus. It is reflected in one of the positive assessments.

The students will get the credited only if they have overcome the minimum thresholds defined for the intermediate and final examination and received one of the positive assessments.

1. Five types of positive assessment:

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

2. Two types of negative assessment:

(FX) Fail to pass – score between 41-50, which means that student needs to work more and he or she is able to redeliver exam after the independent preparation;



(F) Fail – score 40 and below, which means that work done by students is not sufficient and he or she must study the course over again.

During the assessment of study outcomes, forming and summary assessment forms are used.

Study Plan (Curriculum)

Components	ECTS
University general education	50
General subjects of business	34
Basic subjects of business	28
Practical subjects of business	13
Fundamental subjects of business	68
Concentration-specific subjects	30
Selective subjects	17
ECTS total	240

Curriculum and semester plan are available. The description of the study components is described in the syllabi.

Human and Material resources

Agricultural University of Georgia employs outstanding academic and invited personnel with successful experience (see annex) for its educational programmes. Educational programmes are financially and materially supported. For implementation of the programmes university allocates relevant financial resources. Programmes are also supported materially. Educational programmes are taught at Kakha Bendukidze University Campus, which is equipped with all the necessary inventory and other resources needed for high quality education.