



Caucasus University

Caucasus School of Business

Name of Educational Programme	ბიზნესის ადმინისტრირების (ფინანსები, მენეჯმენტი, მარკეტინგი) ინგლისურენოვანი სამაგისტრო პროგრამა
Name of Educational Programme in English	Master's Program in Business Administration (Finance, Management and Marketing) (Delivered in English)
Level of Higher Education	Master
Type of Educational Programme	Academic
Language of Instruction	English
Awarded Qualification, Code	
In Georgian:	ბიზნესის ადმინისტრირების მაგისტრი, 0413
In English:	Master of Business Administration, 0413
Date of Program Approval	05 December, 2020
Date of Program Renewal	13 July, 2022
Program Coordinator/Co-Coordinator	Doctor of Finance, Professor Giorgi Natroshvili; Dotor of Marketing, Associate Professor Elene Jgarkava

Program Volume in Credits	
<p>The Master's program of Business Administration comprises 120 ECTS credits. The standard official duration of the Master's Degree Program is 2 years. After the expiration of the standard duration of the academic program, the students having academic debts, with the view of completing the program, are allowed to continue education through additional semesters (no more than 9) by retaining the student's status.</p> <p>Academic year is a unity of the semesters and a holiday period between them. Each academic year comprises 3 semesters, with each semester comprising academic weeks, including additional exams and period of assessing the student's achievement on additional exams.</p> <p>Master's program in Business Administration is envisaged as 90 ECTS credits of mandatory and optional courses, from which 60 ECTS credits are mandatory and 30 ECTS credits belong to 6 teaching courses of optional courses. The program offers 3 optional modules: marketing, finances, and management and allows students to choose 6 optional teaching courses from offered modules. 30 ECTS credits are for master's</p>	

thesis/project and the thesis/project should be relevant to chosen module/concentration.. In total student is obliged to cover 120 credits, including master's work/project.

1 ECTS equals to 25 hours, which includes class hours and time spent on independent work (midterm and final examinations, as well as homework assignments).

Program Admission Precondition

- Diploma confirming bachelor's academic degree
- Successfully passing of Unified Master's Examination
- All other admission without unified masters exam is regulated based on Georgian legislation
- Two years of work experience
- Passing the admission test relevant to the specification of Caucasus School of Business of Caucasus University (consists of realizing and writing component of English language-B2 level and general logic and quantitative discussion questions; In there is a document proving knowledge of the language, a person can be exempted from the exam (IELTS-6.0; TOEFL-78; other relevant international B2 certificates or considering other university regulations))
- Successfully passing the interview in the specialization with the admission commission of Caucasus School of Business
- Mobility is regulated by Georgian legislation.

Qualification Description of the Program

<p>Program Objective</p>	<p>The program corresponds to the vision of the Caucasus University and the Caucasus School of Business, ensures by implementing theory and practice oriented studies, training of competitive, high qualified, morally perfect managers of business administration, who follows democratic ideals, who with necessary skills based on modern theoretical knowledge developed by practical activity and democratic values acknowledged around the world and with deep recognition of Corporate Social Responsibility principles will manage to contribute to the successful administration of business.</p> <p>The objective of the masters program of business administration are as follows:</p> <ul style="list-style-type: none"> Obj.1 To give a knowledge based on research of business administration, which is directed to use this knowledge in practice and according to their choice of specialization give deep knowledge in one of the specializations (<u>Finances, Marketing or Management</u>); Obj.2 To develop skills necessary for middle and high managerial positions (financial manager, marketing manager, PR manager, HR manager, director or etc.) and prepare to fulfill functions and positions of leader in the company; Obj.3 To motivate for entrepreneurial and innovative start-ups; Obj.4 To support career development of students and graduates based on their knowledge and developed skills; Obj.5 To develop global civil world vision, democratic and human values and strengthen approaches of social responsibility and ethical behavior; <p>The main accents are on the development of individual entrepreneurial and strategic views to achieve original and comprehensive management. Specialists of masters program of business administration have opportunity to get a deep professional education in the art of management, with the disciplines of general specialization. The program is designed with theoretical and analytical methodologies and is full of business-situation analysis, which is additional pre-condition for the preparation and professional development. Above mentioned system of the master's program supports to the share of experience between qualified, experienced students and achievement of the program objectives.</p>
<p>Program Learning Outcomes</p>	<p>To fully control challenges of business in the modern environment, graduates of the program will receive high quality sectoral education, which is clearly oriented on the usage of management and is the base of the success on the way of future professional development and gives graduates various possibilities to synthesize theoretical and practical knowledge.</p> <p>The learning outcomes of the program are as follows:</p> <ul style="list-style-type: none"> P.L.O.1. To analyze and manage functional areas of commercial and non-commercial organizations, by concentration. In particular: <ul style="list-style-type: none"> P.L.O.1.1 To analyze functional areas of financial management, analysis, planning, asset valuation, and financial risk management for commercial and non-commercial organizations;

	<p>P.L.O.1.2 To analyze functional areas of Advertising and Public Relations, Marketing Strategy, Product Development, Sales & Distribution, Customer Relationships, Digital Marketing, and New Product Management Functions for Commercial and non-commercial Organizations;</p> <p>P.L.O.1.3 To analyze functional areas of operational planning, strategic planning, human resources, change planning, innovation, leadership, strategic management, manufacturing and service operations in commercial and non-commercial organizations.</p> <p>P.L.O.2. To evaluate and use deep and systematic knowledge of theories and principles of business management, synthesize different approaches based on these identifications of the problem, planning of the ways of solving them on the local and international scale;</p> <p>P.L.O.3. To gain skills of independent work and independently implementation of the research using the latest methods and approaches;</p> <p>P.L.O.4. To systematize issues that characterize the business sector in the different functional areas of the organization. Integrate business-specific issues in the various business areas of the organization, evaluate, develop recommendations for action, and predict possible outcomes by concentration. In particular:</p> <p>P.L.O.4.1. To systematize financial statements, cost management, budgeting, taxes, financial risks, and financial assets, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.</p> <p>P.L.O.4.2. To systematize marketing data, marketing strategy, marketing activities, customer behavior, and competitive forces, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.</p> <p>P.L.O.4.3. To systematize organizational changes, value chain, human resource management, operational activities, organizational structure, and culture, integrate with certain features, evaluate, develop recommendations for actions to be taken and predict possible outcomes.</p> <p>P.L.O.5. To use new ways of decision-making, solving issues and problems related to the management and functioning of the organization;</p> <p>P.L.O.6. To gain the skill of developing new ideas, innovations, creativity and systemic thinking on the basis of critical analysis of the information;</p> <p>P.L.O.7. To demonstrate skills of conclusion, argumentation and communication of research methods and results in the English language in front of professionals;</p> <p>P.L.O.8. To take part in the evaluation of the value dependence of international societies, act accordingly and implement new values.</p>
<p>Areas of Employment</p>	<p>Graduates of the Master's program of the Caucasus School of Business can open and manage their own business, and occupy middle and high managerial positions according to their specializations in private, public and non-governmental organizations. Graduates are employed in any sector of the business:</p>

	<ul style="list-style-type: none"> ➤ Banking and Finance Service Industry ➤ Insurance Industry ➤ Retail andWholesalee Industry ➤ Heavy and Light Manufacturing Industry ➤ Different Types of Service Industry ➤ Different Governmental Structures ➤ Non-Governmental Sector and etc.
Possibility to Continue Studies	The Program graduates are entitled to pursue education at PhD Programs

Other Resouces of the Program	
<p>To ensure the compliance of current and planned academic programs to international standards, Caucasus school of Business of Caucasus University is a member of international organizations, has signed memorandum of understanding with Georgian and Foreign higher education institutions, as well as governmental and non-governmental organizations:</p> <p>Member of International Organizations:</p> <ul style="list-style-type: none"> ➤ Member of AACSB (Association to Advance Collegiate Schools of Business) ➤ Member of Central and East European Management Development Association (CEEMAN); ➤ Member of Network of International Business and Economic Schools (NIBES); ➤ International Association of University Presidents(IAUP) ➤ United Nations Academic Impact (UNAI) 	

Program Curriculum

№	Course Code	Prerequisite	Course/Module	ECTS Credits								
				I Year			II Year					
				I semester	II semester	III semester	IV semester	V semester	VI semester			
Mandatory learning courses of Master												
1	MBA 5111	NA	Economic for Managers	5								
2	MBA 5112	NA	Statistical Analyse for Managers	5								
3	MBA 5113	NA	Finacial Accounting for Financial Decisions	5								
4	MBA 5115	NA	Leadership	5								
5	MBA 5212	NA	Business Modeling		5							
6	MBA 5511	NA	Organizational Behavior		5							
7	MBA 5512	MBA 5113	Managerial Accounting and Control		5							
8	MBA 5412	NA	Marketing Management		5							
9	MBA 5414	NA	Project Management			5						
10	MBA 5611	MBA 5512	Finance for Managers			5						
11	MBA 5515	NA	Seminar in Master's Thesis			5						
12	MBA 5910	MBA 5511 MBA 5611 MBA 5412	Strategic Management				5					
<p>Remark: After completing mandatory learning courses student chooses from the following modules: Finance, Marketing and Management. Student takes 6 learning courses.</p>												

№	Course Code	Prerequisite	Course/Module	ECTS Credits								
				I Year			II Year					
				I semester	II semester	III semester	IV semester	V semester	VI semester			
Optional learning courses of Management Modules												
(From these courses student takes 6 learning course in case he/she chooses management specialization. Three learning course in IV semester, three learning course in V semester)												
1.	MBA 5310	MBA 5112	Systems and Operation Management									
2.	MGS 5711	MBA 5511	Entrepreneurship and Enterprise									
3.	MGS 5712	MBA 5511	HR Management									
4.	MGS 5910	MBA 5511	Organizational Theory									
5.	MGS 5611	MBA 5511	Innovation Management				15	15				
6.	MBA 5114	NA	Negotiations									
7.	MGS 5612	MBA 5511	Employer Brand Development									
8.	MGS 5613	MBA 5511	Change Planning and Management									
Optional learning courses of Finance Modules												
(From these courses student takes 6 learning course in case he/she chooses finance specialization. Three learning course in III semester, three learning course in IV semester) One learning course Corporate Finances is mandatory, remained four learning course can be completed from two different modules.												
1.	MBA 5110	NA	Taxation									
2.	FI 5811	MBA 5611	Corporate Finances (Advanced Course)									
3.	FI 5711	MBA 5611	Evaluation of Financial Assets									
4.	FI 5911	MBA 5611	Financial Institutions Management									
5.	FI 5712	FI 5811	Evaluation of Financial Assets									
6.	FI 5611	FI 5811	Financial Planning and Budgeting									
7.	FI 5612	FI 5712	Merge, Acquisition, Reorganization									
8.	FI 5613	FI 5811	Entrepreneurial Finances									
9.	FI 5516	FI 5911	Commercial Bank Management									
10.	FI 5914	FI 5911	Financial Risk Management				15	15				
11.	FI 5713	FI 5711	Global Portfolio Management									
12.	FI 5913	FI 5711	Financial Markets and Institutions									

№	Course Code	Prerequisite	Course/Module	ECTS Credits							
				I Year			II Year				
				I semester	II semester	III semester	IV semester	V semester	VI semester		
Optional learning courses of Marketing Modules											
(From these courses student takes 6 learning course in case he/she chooses finance specialization. Three learning course in IV semester, three learning course in V semester)											
Consumer Behavior, Strategic Marketing and Marketing Planning and Strategic Brand Management are Mandatory											
1.	MK 5711	MBA 5412	Consumer Behavior				15	15			
2.	MK 5912	MBA 5412	Strategic Marketing and Marketing Planning								
3.	MK 5823	MBA 5412	Strategic Brand Management								
4.	MK 5813	MBA 5412	New Product Management								
5.	MK 5611	MBA 5412	Pricing Strategy and Tactics								
6.	MK 5612	MBA 5412	Advertisement and Public Relations								
7.	MK 5613	MBA 5412	Digital Marketing Strategy								
Master's Thesis/Project											
The topic should have been chosen according to the concentration											
	FMP 5957		Master's Thesis							30	
ECTS Credits in a Year				60			60				