



კავკასიის ბიზნესის სკოლა
Caucasus School of Business

Caucasus University

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Name of Educational Programme:	ბიზნესის ადმინისტრირების (სპეციალობები: ფინანსები, მარკეტინგი, მენეჯმენტი, საბუღალტრო აღრიცხვა) ინგლისურენოვანი საბაკალავრო პროგრამა
Name of Educational Programme in English:	Bachelor's Program in Business Administration (Specializations: Finance, Marketing, Management, Accounting) (delivered in English)
Level of Higher Education	Bachelor
Type of Educational Programme	Academic
Language of Instruction	English
Awarded Qualification, Code	0413
In Georgian:	ბიზნესის ადმინისტრირების ბაკალავრი
In English:	Bachelor of Business Administration
Date of Program Approval	05.12.2020
Date of Program Renewal	
Program Coordinator/Co-Coordinator	Coordinator: David Tsiklauri, Professor Co-coordinator: Elene Jgarakava, Associate Professor

Program Volume in Credits	
<p>The Bachelor's Degree Program in Business Administration comprises 240 credits. The first course with 60 ECTS, the second course 62 ECTS, the third course 58 ECTS, the fourth course 60 ECTS. Consequently, the standard official duration of the Bachelor's Degree Program is four years. Each academic year is based on the semester principle, with each semester comprising 20 academic weeks; hence, each academic year is scheduled for 40 weeks. 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).</p> <p>After expiration of the standard duration of the Bachelor's Degree 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 4) by retaining the student's status. The Bachelor's program is envisaged as the main field of study and free components learning courses:</p> <p>Learning courses of main field of study (158 ECTS credits):</p> <p>Mandatory learning courses of Business Administration-128/123 ECTS credits;</p>	

Mandatory learning courses of concentration-25 ECTS credits;
Optional learning courses of concentration-5 ECTS

Learning courses of free component (82 ECTS credits):
Mandatory learning courses of university- 62 ECTS credits;
Optional learning courses of university-5/10 ECTS credits;
Free credits- 15 ECTS credits.

77 ECTS of General Courses, 15 ECTS of university optional, 15 ECTS of components and 133 ECTS mandatory learning courses of business administration.

Part of foreign language subjects are presented by English language and second foreign language (Turkish, Spanish), from which student has to take one.

English language in the program is divided into general and professional modules. The share of both modules are 20 ECTS out of 240 ECTS.

The second foreign language (Turkish, Spanish) comprises 30 ECTS according to the program.

In case foreign students prove their knowledge of general English by any document, they can earn this credit studying Georgian language. In Case they know Georgian as well, they can earn credits based on free credits principle.

Program Admission Precondition

Any Georgian citizen who has completed full secondary education is entitled to enroll in Bachelor's program of business administration, based on the results of the Unified National Examinations. Passing the English Language as a foreign language at the Unified National Examinations is a mandatory requirement. Any exceptions to the Law on Enrolment at Higher Education Institutions are allowed only in the cases prescribed by Law.

Enrolment in the Bachelor's program of Business Administration through mobility is allowed according to rules established by Georgian Legislation. Prospective students eligible to the program without having passed the Unified National Examinations must attest English language B2 level of proficiency (IELTS-6.0; TOEFL-78; or other relevant international certificate confirming B2 level proficiency) or he/she has to pass a University administered English language B2 level exam.

Mobility to the program is allowed in accordance to procedures set by the relevant law.

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 training of competitive, highly qualified, morally perfect specialists, who follows democratic ideals on local and international labor markets and ensures satisfaction of the educational requirement of the society in this sphere.</p> <p>The program is drawn by considering needs and requirements of labor market of private and governmental sectors of Georgia and neighbouring markets. The program considers the experience of leading business schools of Georgian and foreign universities and shares the professional standards established in the business administration.</p> <p>The aim of the Bachelor's program of business administration of Caucasus School of Business are as follows:</p> <p>Obj. 1 - To give wide theoretical and practical skills of business administration as in basic, as well as in functional directions, such as finances, marketing, management, accounting and audit;</p> <p>Obj. 2 - To develop skills necessary for different level of managerial positions and prepare to effectively fullfill relevant functions (finansist, marketer, accountant-auditor and etc.) for local and internationl companies.</p> <p>Obj. 3 - To give theretical knowledge and improve skills necessary for entrepreneurial activity;</p> <p>Obj. 4 - To offer the program matching educational business programs of international universities, which helps him/her to deepen the knowledge in high educational institutions of Georgia and abroad.</p> <p>Obj. 5 - To establish worldvision and values, which makes him/her a competitive, high qualified, morally perfect person, loyal to the universal ideals, ethically responsible and with high public self-consciousness.</p>
<p>Program Learning Outcomes</p>	<p>After completing the bachelor's program of business administration graduate will be able:</p> <p>P.L.O.1. To define, describe and discuss the basic theories, concepts, models and approaches of business administration:</p> <ul style="list-style-type: none"> - P.L.O 1.1 For Finances concentration: describe and discuss the basic theories, concepts, models and approaches of finance; Plans, implements and evaluates the financial activities of the organization; Prepares financial reports; - P.L.O 1.2 For Marketing concentration: describe and discuss the basic theories, concepts, models and approaches of marketing; Plans, implements and evaluates the marketing activities of the organization; Maintains a business relationship with customers; - P.L.O 1.3 For Management concentration: describe and discuss the basic theories, concepts, models and approaches of management; Plans, implements and evaluates the activities of the organization's management; Manage human resources; - P.L.O 1.4 For Accounting concentration: describe and discuss the basic theories, concepts, models and approaches of accounting; Plans, implements and evaluates the activities of the organization's accounting department; Prepare tax reports; <p>P.L.O.2. Based on the task set before him/her</p> <ul style="list-style-type: none"> - Determine the business model for assessing business environment, idea and/or project, - Set goals to achieve - Plan the necessary steps - make relevant decisions; <p>P.L.O.3. To use necessary knowledge and skills for relevant managerial position;</p>

	<p>P.L.O.4. To analyse current situations based on relevant models and analytical methods, identify core issues and make applicable decisions.</p> <p>P.L.O.5. Effective written and oral communication related to the sphere of basic and business administration topics in local and international environment.</p> <p>P.L.O.6. To define and be aware of the meaning of worldvision, human values, social responsibility and ethical behavior.</p>
<p>Areas of Employment</p>	<ul style="list-style-type: none"> - In Marketing/Public Relations/Communication/and other marketing departments on different professional and managerial positions of various profile and industry companies - Various professional and managerial positions in the advertaising or marketing research organization - Consulting Sector - Accounting Department of privete and public institutions. - Audit Companies - Small, medium and large enterprises; - Banking and non-banking financial institutions; - Governmental, public and budgetary organizations - Non-governmental Organizations
<p>Possibility to Continue Studies</p>	<p>The Program graduates are entitled to pursue education at Master's Degree Programs</p>

<p>Other Resouces of the Program</p>	
<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>Membership 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	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
Mandatory Learning Courses of University												
1.	ACWR 0007E		Academic Writing	5								
2.	HIST 0003E		History of Georgia	5								
3.	GENGF 0001/ GEO 0001		General English Language Skills B2+ (Part I)/Georgian Language A1	2.5/5								
4.	GENF 0002/GEO 0002	GENGF 0001/GEO 0001	General English Language Skills B2+ (Part II)/ Georgian Language A2		2.5/5							
5.	GENG 0005E/GEO 0003	GENGF 0002/GEO 0002	C1.0 General English Language/ Georgian Language B1.1			2.5/ 5						
6.	GENG 0006/GEO 0004	GENG 0005E/GEO 003	C1 General English Language/ Georgian Language B1.2				2.5/5					
7.	TURK 0001E/ ESP 0001E/ GERM 0001E		Turkish Language A1.0 /Spanish Language A1.0/ German Language A1.0	5								
8.	TURK 0002E/ ESP 0002E/ GERM 0002E	TURK 0001E/ ESP0001E/ GERM 0001E	Turkish Language A1 /Spanish Language A1/ German Language A1		5							
9.	TURK 0003E/ ESP 0003E/ GERM 0003E	TURK 0002E/ ESP 0002E/ GERM 0002E	Turkish Language A2.0/ Spanish Language A2.0/ German Language A2.0			5						
10.	TURK 0004E/ ESP 0004E/ GERM 0004E	TURK 0003E/ ESP 0003E/ GERM 0003E	Turkish Language A2 /Spanish Language A2/ German Language A2				5					
11.	TURK 0005E/ ESP 0005E/	TURK 0004E/ ESP 0004E/	Turkish Language B1.0 /Spanish Language B1.0/ German Language B1.0					5				

N°	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits	
				I		II		III		IV			
				ECTS Credits									
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
	GERM 0005E	GERM 0004E											
12.	TURK 0006E/ ESP 0006E/ GERM 0006E	TURK0005E/ ESP0005E/ GERM 0005E	Turkish Language B1 /Spanish Language B1/ German Language B1						5				
13.	INTE 1110E		InformationTechnologies 1	2.5									
14.	INTE 1210E	INTE 1110E	Information Technologies 2		2.5								
15.	INTE 2110E	INTE 1210E	Information Technologies 3			3.5							
16.	INTE 2210E	INTE 1210E	Information Technologies 4				3.5						
University Optional Learning Courses (5 ECTS Credits)													
17.	HIST 0001E/ SOCI 0004E		History of World Civilization / Introduction to Sociology		5								
18.	POLS 0002E/ PSYC 0006E/ PHIL 0005E		Introduction to Political Sciences / Introduction to Psychology / Introduction to Philosophy			5							
Mandatory Courses of Business Administration (128 ECTS Credits)													
19.	MATH 0001 ¹ E		Precalculus	5									
20.	MATH 0003E	MATH 0001E	Calculus 1		5								
21.	MATH 0004E	MATH 0003E	Calculus 2			5							
22.	MATH 0002E	MATH 0004E	Linear Algebra				5						
23.	ECON 2110E		Principles of Microeconomics	5									
24.	ECON 2210E	ECON 2110E	Principles of Macroeconomics		5								
25.	PENGF 0001E		P1 Professional English Language	2,5									
26.	PENGF 0002E	PENGF 0001	P2 Professional English Language		2,5								

¹ For students, who were enrolled without passing the maths, they can take only one elective course, to ensure fully completing the courses of maths direction (precalculus, calculus 1, calculus 2, linear algebra).

Nº	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits	
				I	II	III	IV						
				ECTS Credits									
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester		
27.	PENGF 0003E	PENGF 0002	P3 Professional English Language			2,5							
28.	PENGF 0004E	PENGF 0003	P4 Professional English Language				2,5						
29.	ACCT 2110E		Financial Accounting			5							
30.	BUSA 2110E		Business Law			5							
31.	ACCT 2210E	ACCT 2110E	Managerial Accounting				5						
32.	MK 2210E		Basic Marketing				5						
33.	MNG 3110E		Fundamentals of Management				5						
34.	BCOM 3110E		Business Communication					5					
35.	STAT 3110E		Business Statistics					5					
36.	FI 3111E	ACCT 2110E	Introduction to Finance					5					
37.	CSR 3110E		Corporate Social Responsibility					3					
38.	MNG 3213E	MNG 3110E	Organizational Behavior					5					
39.	FI 3213E	ACCT 2110E	Taxation						5				
40.	FI 3110E	FI 3111E	Corporate Finances						5				
41.	DATA 3210E	STAT 3110E, INTE 2110E	Data Analysis and Business Modeling						5				
42.	LEAD 3210E	MNG 3110E	Leadership						5				
43.	MK 4212E	MK 2210E	Strategic Marketing						5				
44.	STRAT 4110E	MNG 3110E	Strategic Management							5			
45.	MGS 4213E		Project Management								5		
46.	BPD 4210E	MNG 3110E, FI 3111E, MK 4212E	Business Plan Development									5	
Mandatory Courses of Finance Module													
47.	FI 3214E	ACCT 2110E	Financial Reporting									5	
48.	FI 4114E	FI 3111E	Investments									5	
49.	FI 4112E	FI 3110E	Banking									5	

Nº	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
50.	FI 4115E	FI 3214E	Financial Statement Analysis									5
51.	FI 4216E		Financial Markets and Institutions									5
Optional Courses of Finance Module												
52.	FI 4111E	FI 3110E	International Finance									5
53.	FI 4219E		Monetary Policy									5
54.	FI 4213E		Financial Institution Management									5
55.	FI 4217E		Merge, Acquisition, Reorganization									5
56.	FI 4211E	FI 4114E	Global Portfolio Management									5
57.	INT 4210E		Practice									5
Mandatory Courses of Accounting and Audit												
58.	ACCT 3214E	ACCT 2110E	Introduction to Audit									5
59.	ACCT 3213E	ACCT 2110E	Financial Reporting 1									5
60.	ACCT 4118E	FI 3213E	Tax Administration									5
61.	ACCT 3117E	ACCT 3213E	Financial Reporting 2									5
62.	ACCT 4116E	ACCT 3214E	Advanced Course of Audit									5
Optional Courses of Accounting and Audit												
63.	FI 4114E	FI 3111E	Investments									5
64.	ACCT 4212E	ACCT 2110E	Accounting Information Systems-ORIS Accounting									5
65.	BALA 4111E	ACCT 2110E	Accounting Program -Balance									5
66.	ACCT 4215E	ACCT 3213E	International Financial Reporting Standards									5
67.	ACCT 4214E	ACCT 3213E	International Financial Reporting Standards and Small and Medium									5
68.	INT 4210E		Practice									5
Mandatory Courses of Marketing Module												
69.	MK 3211E	MK 2210E	Consumer Behavior									5
70.	MK 3212E	MK 2210E	Marketing Research									5
71.	MK 4110E	MK 4212E	Brand Management									5
72.	MK 4111E	MK 4212E	Integrated Marketing Communications									5
73.	MK 4216E		Digital Marketing and E-Commerce									5
Optional Courses of Marketing Module												
74.	MK 4113E		Service Organizations Marketing									5

Nº	Course Code	Prerequisite	Course\ Module	Study Year								ECTS Credits
				I	II	III	IV	ECTS Credits				
				I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
75.	MK 4010E		Sports marketing								5	
76.	MK 4217E		Creative Content Marketing								2.5	
77.	MK 4119E		Consumer Service (Service Plus)								2.5	
78.	MK 3216E		Sales Management								5	
79.	MK 4214E		Public Relations Strategy								5	
80.	MK 4118E		Retail Management								5	
81.	INT 4210E		Practice								5	
Mandatory Courses of Management Module												
82.	MNG 3214E	MNG 3110E	Operations Management								5	
83.	MNG 4111E		Entrepreneurship								5	
84.	MNG 4112E		HR Management								5	
85.	MNG 4114E		Supply Chain Management and Logistics								5	
86.	MNG 4211E		Total Quality Management								5	
Optional Courses of Management Module												
87.	MNG 3211E	MNG 3110E	Consumer Behavior Management								2.5	
88.	MNG 3212E	MNG 3110E	Opportunity Management								2.5	
89.	MNG 4113E		Negotiations								5	
90.	MNG 4118E		Strategy for Trading Channels								5	
91.	MNG 4219E		Business Model Innovation								5	
92.	MNG 4212E		Innovation Management								5	
93.	INT 4210E		Practice								5	
Optional Courses of Free Credits (15 ECTS Credits)												
94.			Free Credit (Teaching Courses of other programs/modules)								15	
ECTS credits			Semester	32.5	27.5	28.5	33.5	28	30	30	30	
			Per Year	60		62		58		60	240	