

1. **Name of the program:**Business Administration
2. **Level of higher education:** the first(Baccalaureate)
3. **Direction:** Business Administration
4. **Volume of the program:**240 ECTS credits
 - General mandatory components: 48 ECTS credits;
 - Direction mandatory components- 168 ECTS credits;
 - Free elective components- 24 ECTS credits;
5. **Duration of program:** 4 years, 8 semesters
6. **Form of studies:**full-time
7. **Language of studies:** English
8. **Qualification to be awarded:** Bachelor of Business Administration (BBA)
9. **Prerequisites:** Secondary Education and gaining the status of SBA student according to the legislation of Georgia. Free communication skills in English.
10. Rules of gaining student status, suspension and cancellation of the status, mobility, recognition of credits, mechanisms of providing of further education in case of program cancellation and additional rules related to student status are described in details in the statute, which is available at the office and published on official web site: www.sba.edu.ge.
11. **Actuality of the implementation of program:**

In the modern world business education is facing several problems which can be summarized as the following challenges. The first is to maintain an analytical approach in business education. We work to strengthen the interplay between the systematizing interests of traditional academic disciplines and the pragmatic requirements of managerial problem solving. Analytical developments deserve more emphasis and more application in the functional courses like marketing, production, and finance. As the subject matter of courses becomes more complex—as it does in business policy, for example—systematic ways of defining problems, formulating alternatives, and evaluating solutions become more rather than less important.

The analytical approach, it is important to point out, is not limited to the use of mathematical and statistical models. Its essence lies in the use of general concepts, hypotheses, and theories in the study of problems and in a willingness to test the validity of proposed solutions.

The second challenge is to anticipate ongoing scientific and technological developments and, before the developments become realities, to begin research that will clarify their implications for management and show how they can be used for the benefit of society.

The third challenge is to respond to the changing constraints which society is placing on business and to help expand the opportunities which managers have to improve society. Many problems of society are not the direct responsibility of business executives to solve, but the past demonstrates that most major issues—such as the current crisis in civil rights or persistent cases of poverty—do closely affect the individual firm. In the face of pressures to participate directly in the solution of social problems, a firm may decide not to become involved. Our point is not to insist generally that the firm should participate but only to stress that when a major political, social, or moral problem arises, the responsible executives should raise the question of participation. In a complex and rapidly changing society, decisions about participation should be based on evaluation of current realities, not on a reverence for yesterday's ideologies, whatever the ideologies may be. Business schools can do more than more now do to help the student look beyond the organization for which he works to see the responsibilities that he and the organization have in the total social and political system.

The fourth challenge is to develop graduates who as managers in business or as faculty members in universities will take the same innovative, entrepreneurial attitude that we have urged for today's leaders in business education and research. Progress both in the methods for

solving problems and in the quality of solutions which are achieved implies a willingness to put aside past successes, to set higher goals, and to gamble on new programs of action.

Business education has a vital role to play in today's business environment, where everything changes so fast that it makes it difficult for organizations to survive the growing competition. This has led us to impart relevant education to students, which reflects the changes in society. Our program is developed in close co-operation with industry. Therefore it meets all needs of modern business needs in region.

12. Aims of the program:

The BBA program aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blending of business and general education. The program assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise. The specific objectives of the program are to: produce up-to-date, assertive and effective executives for business and other organizations, and prepare students for higher studies in business at home and abroad.

The BBA program prepares students for executive career in business and other organizations. The BBA degree is many a times referred to as the passport, since it gives its holder an edge in the job market by opening more doors of opportunity. The degree helps the graduate to fulfill potential for high earnings, increased responsibility, and greater personal development. The present decade has been labeled as the era of business, business administration and business graduates.

13. Career options:

BBA graduates can be qualified for management positions in the business world. Employers may seek business administration graduates for a broad range of positions in different areas of their business. Positions may include: Operations manager, Information security officer, Sales manager, Loss prevention manager, Cost estimator, project planner, a production supervisor, and a business administrator. They can seek employment from different companies that offer business management and sales positions. Usually, BBA graduates apply in companies that engage in the business of manufacturing, construction, retail, and finance. They can also apply for various government agencies.

14. Further education opportunities:

Graduates of BBA program can continue their studies in MBA degree programs or other Master degree programs considering if preconditions of accepting program are fulfilled.

15. Course offering:

BBA program students are obliged to complete general education and direction education mandatory components in total 216ECTScredits.

The final exam of mandatory component of Business Project at the same time is the qualification Exam.

Students can take free elective courses in volume of 12 ECTS credits in both, 7-th and 8-th semesters.

16. Learning outcomes:

After successful completion of General Mandatory and Direction Mandatory courses, students are expected to develop the following competencies:

Knowledge and	- Holds the appropriate terminology in the field of business, marketing,
----------------------	--

<p>understanding</p>	<p>management, finances and accounting.</p> <ul style="list-style-type: none"> - Has knowledge of basics of business, about organizations, their environment, concepts, types of businesses. Student has deep and system knowledge about modern business, processes of developed and developing market trends, he is able while identify the company's, enterprise's strategy to make right analysis of market as in global also in local content as well; has knowledge about international business environment. - Has knowledge of mathematical calculations, which is needed for solving business related tasks using mathematical methods; - Has knowledge about basic concepts of microeconomic area of functioning, supply, demand, price, elasticity, firm and production and costs. Understand fundamental macroeconomic concepts, understand the socio-economic consequences of policy decisions, and the role of government; Has general understanding of global issues of energy, population and development. - Has knowledge of the theory of international trade and trade policy, International monetary relations, globalization, tendencies in factor movements and the economic policy particularities in developed and developing world. - Has knowledge in accounting: Has theoretical knowledge about property, plants, assets, liabilities and obligations, remuneration, balance sheets and cash flow issues; - Has knowledge of national and international financial environment, financial management theories, concepts and main principles. Has knowledge about functional area of financial management; Has knowledge in investments, investment markets, investment processes, investment risks, investment projects and their financing. Has understanding of their importance, functions and implementation mechanisms; has knowledge about central (federal) and commercial banks, their functions, credit and other bank operations - Has knowledge about basic concepts of management. Has general understanding of role of manager such as planning, organizing, evaluating and controlling of activities in different functional areas of business. - Student has deep understanding in basic tasks and responsibilities of the marketing manager. - has knowledge of HRM methodology, concept and basic principles. Understands influence of other functional areas on HRM. has knowledge about functioning of organization, methods of developing of working skills of the members of organization; - Has knowledge in project management, particularly: knows how to elaborate separate components of business project, prepare budget and manage a project - Has knowledge about operations management, setting operations strategy, product design, quality and supply chain management, and decisions related to location, inventory and infrastructure development and control - Has knowledge of main concepts and principles of strategic management, acknowledges interrelation of different functional areas in strategic context, has knowledge of global business environment and specifics of business development in terms of globalization. - Has knowledge of logistics management objects, functions, systems and elements, supply-demand logistics, knows terminology associated with this sphere;
<p>Practical skills</p>	<ul style="list-style-type: none"> - Student is able to perform supply-demand analysis and other mathematical calculations; Can determine expected influence of different factors on supply, demand and prices, evaluate positive and negative internal and external effects. - Can make mathematical calculations for solving specific business tasks; Can apply statistical methodology properly in their future professional careers; Can

	<p>use statistical analysis as decision support in different areas of business; Can apply quantitative analysis to the problems found in managing of business</p> <ul style="list-style-type: none"> - Has basic financial skills, can interpret (understand) financial documents, can analyze financial information, can use accounting systems. Can identify existing problems of financial accounting, analyze, make and argument decisions related to accounting. - Has basic financial skills, can interpret (understand) financial documents, such as annual financial report, can analyze financial information, can use accounting systems. Can use Depreciation Methodology, Can make annual and periodical financial reports, Can identify existing problems of financial accounting, analyze, make and argument decisions related to accounting. - Can identify the need in financial recourses and sources of financing for a specific goal. - Can identify and diagnose problems in HRM area. Can propose solutions to the existing problems, use appropriate methods and argument them Can make decision in the area of HRM, can form goals and criteria of decision made. Can identify, analyse, make decisions about ethical problems in HRM - Can determine expected influence of some general policy decisions on functioning of whole economy. Can interpret generalized macroeconomic data. - Can search for ways of solving of ethical problems. has individual and team working skills, effective management skills of organization - Student has an ability to assess the implications of marketing orientation and the development of marketing activities within an organization. - Can apply the micro and macroeconomic concepts to real economic problems; - Can formulate the goal, define interrelationship between goals, tasks and results; can define timetable and manage it, can define tasks within ones' responsibilities, can establish an effective team, identify needed recourses, can communicate, can prepare final report and make presentation. - Is able to identify needed data, analyze it and make managerial decisions related to operations management in specified area. - Is able to identify and diagnose of problems in different functional areas of business on strategic level. Can use appropriate methods for problem solving. - Can make decisions on strategic level, can formulate goals and criteria of taken decisions; - Can develop practical project according to given guidance;
Intellectual skills	<ul style="list-style-type: none"> - can receive new information, process and interpret data, analyse financial information. - can justify own opinion; - can analyse financial state of business and make appropriate conclusions; - can analyze and present relevant position in the area of economic relations;
Communication skills	<ul style="list-style-type: none"> - Can formulate position about solving ethical problems in writing and verbally. - can create business documents using business terminology, can formulate position about solving ethical problems in writing and verbally. - Can make a writing report, communicate verbally in Georgian, creatively use information and communication technologies. - Without any difficulties he can webcast his ideas in the field of business, construct arguments, in terms of expression, a linguistic means to describe things clearly enough. While using some of the complex model, he doesn't experience significant difficulties; - Has got a good vocabulary in the field of business. He is able to formulate his thoughts in a new way so that not to repeat the same words and structures. However, sometimes it is difficult to choose the most suitable word. Mainly characterized by a high level of knowledge of vocabulary. Sometimes he is

	<p>mistaken by choosing the suitable word but it doesn't prevent to communicate;</p> <ul style="list-style-type: none"> - Has a clear, natural pronunciation and intonation; - Can make up the understandable text in the field of business, using paragraphs organizing rules. Basically protects spelling and punctuation rules; - According to official and unofficial relations with certainty holds the register; - Is able with certain restrictions to be involved in a group discussion, he is able to communicate in natural language manner. - Can express his opinions correctly in a variety of situations without glaring mistakes. He knows how to choose the right adequate linguistic tools to be involved in discussion. He can start and finish a conversation to protect his own needs and his business ventures. He can use standart phrases (for examples, This is a very interesting question) in order to win the time for the deliberation. - is able to provide a detailed information connected to business. - Knows and uses modern information and communication technologies, can work with electronic documents, presentations, can use Ms Windows and basic office programs:, Ms Word, Ms PowerPoint, Internet. Can communicate using modern communication technologies; - Can work with electronic tables and databases, is able to use information databases and use MS Excel program;
Learning skills	<ul style="list-style-type: none"> - Is able to study independently, use textbook(s), improve and broaden his/her knowledge, assess the progress made and evaluate further study plans;
Professional values	<ul style="list-style-type: none"> - Understands the importance of punctuality and time management. - Acknowledges ethical responsibility in organization and in the society. Has professional responsibility and acknowledges main principles of ethics. knows etiquette rules; - Acknowledges legal responsibility in the organization and society. - Understands the cross-cultural responsibility in international business relationship. - Aknowledges ethical issues of organizational behavior and making managerial decisions, has necessary culture of negotiations. - Has team working skills and acknowledges the responsibility in reaching predefined goals. - observes business ethical norms when communicating, acknowledges importance of values such as personal and community safety, confidentiality and punctuality.

Learning outcomes of free elective components are described in the syllabuses of those courses representing the essential part of this program.

17. Teaching/Learning methods:

For developing of learning outcomes defined in this program, various teaching/learning methods are used. They are adequately selected for each component separately and described in the syllabuses by the implementer of a program component.

18. System of student evaluation:

100 points is the maximum available final grade.

Final grade is the sum of gained points on midterm evaluations and final exam.

The grading system is as follows:

Positive grades:

(A) Excellent–91% and over of maximum grade;

(B) Very good–81-90%of maximum grade;

(C) Good–71-80%of maximum grade·

(D) Satisfactory–61-70%of maximum grade;

(E) Acceptable–51–60%of maximum grade;

Negative grades:

(FX) Fail–41-50%of maximum grade, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;

(F) Fail–40%and less of maximum grade, meaning that the work of a student is not acceptable and he/she has to study the subject anew.

A student with the grade Fx of a student which will not attend the final exam is entitled to sit an additional examination when awarded a negative grade at a final examination within a period of at least 10 days.

Methods and criteria of evaluation are adequately selected to evaluate students' achievements according to the learning outcomes of a program component and are described in the syllabuses.

The system, general provisions and procedures of student evaluation are defined in the "Regulation of Student Evaluation on Bachelor's Degree Program".