

Iliia State University  
 Faculty of Business, Technology and Education  
 Bachelor Program: Business Administration (Management, Tourism) (Major)  
 Curriculum

Academic Unit	Faculty of management, Technology and Education
Programme	Business Administration (Management, Tourism) (Major)
Sought academic degree/qualification	<ul style="list-style-type: none"> <li>• Bachelor of Business Administration in Management</li> <li>• Bachelor of Business Administration in Tourism</li> </ul>
Programme duration/scope (semester, number of credits)	8 Semesters, 240 Credits <ul style="list-style-type: none"> <li>• General module - 60 Credits</li> <li>• Major program -120 Credits</li> <li>• Minor program - 60 Credits</li> </ul>
Language of instruction	English
Programme development date and revision regulations	The programme was developed in 2016 and can be revised at the beginning of each academic year for further improvements. Last updated in 2021
Programme admission prerequisites (requirements)	
<p>The program is designed to be offered to interested applicants in a bachelor level managerial degree in business administration. Perspective students must prove their English language proficiency at B2 level and submit one of the listed internationally acknowledged/recognised certificates:</p> <ul style="list-style-type: none"> <li>• TOEFL: P/B 513-547; iBT 65 - 78 score</li> <li>• CBT 183-210</li> <li>• IELTS Academic (5.5-6 Bands)</li> <li>• FCE (A, B or C grades)</li> <li>• BEC Vantage (A, B or C grades)</li> <li>• PTE (General level 3)</li> <li>• PTE Academic (59-75 points)</li> <li>• Michigan (ECCE)</li> </ul> <p>Note: The English language requirement may be waived if the applicant is a native of or graduated from an English medium high school / university in countries, official language of which is English.</p> <p>For their admission to the program international perspective students are required to follow the rules and terms defined by the Ministry of Education and Science of Georgia  <a href="https://www.mes.gov.ge/content.php?id=6772&amp;lang=geo">https://www.mes.gov.ge/content.php?id=6772&amp;lang=geo</a></p>	
Programme objectives	
The programme prepares a professional who will be able to perform in one of the business administration areas	

(management, tourism) using modern knowledge and entrepreneurial approaches. Moreover, the programme is aimed to equip students with tools needed in the business context.

Program is oriented on forming a personality that has skills of independent and efficient decision-making, learning and usage of knowledge in changing circumstances. Graduate will be equipped with transferable competences such as: argumentation, critical/analytical thinking, quantitative reasoning, and effective oral and written communication skills.

## Learning Outcomes and Competences

Field-specific competencies:

### Concentration - Management

#### Knowledge and Understanding

Graduates know:

- main theories and concepts, modern management approaches and practical aspects of the science of management, in particular general management;
- fundamental principles of strategic and operational management, marketing, entrepreneurship, human resources management, finance and investment, and other functional business spheres;
- functions of financial institutions and their essential principles;
- a concept of a process management accounting approach, including expense accounting, cost calculation, financial planning, and financial control;

#### Knowledge Application

Graduates are able to:

- identify under supervision a management type business problem; apply relevant methods and tools for its assessment and analysis; develop efficient recommendations for its solution;
- identify new entrepreneurial opportunities, turn an idea into a specific business plan and develop a business model to implement it;
- analyse and organise operations in an organisation;
- explain the reasons of individual and group behavior and identify what motivates people;
- conduct statistical and econometric analysis with the application of relevant instruments;
- plan and do market research under minimal supervision; break customers into segments, select target customers and define general strategy of company positioning;
- do financial accounting in compliance with international financial accounting standards; provide basic financial analysis.

### Concentration - Tourism

#### Knowledge and Understanding

Graduates know:

- main theories and concepts, modern approaches and practical aspects of the science of management, in particular tourism management;
- fundamental principles of management, marketing, finance and entrepreneurship;
- hospitality operating systems; hotel types and reservation systems;
- conceptual foundations of and procedures in tourism product development.

## Knowledge Application

Graduates are able to:

- analyse tourism flows and processes at a global scale;
- assess economic issues associated with tourism on micro and macro levels;
- analyse tourist and recreational potential of a country/region/location and make a business plan/develop a strategy based on it;
- identify a problem in tourism under supervision; apply relevant methods and tools for its assessment and analysis, identify risks, and make efficient recommendations for its solution;
- develop and evaluate tourism projects and products;
- carry out statistical and econometric analysis with the application of relevant instruments;
- plan and do market research under minimal supervision; break customers into segments, select target customers and define general strategy of company positioning;
- develop a tourism product based on the existing resources (cultural, natural, human, etc.); define a marketing process relevant to the tourism product; package and position the product.

Transferrable competences:

## Making Conclusions

Graduates are able to:

- collect and describe/analyse data pertaining to a problem within a business administration context; apply appropriate methods for data analysis and draw logical, well-grounded conclusions based on the results;
- identify alternative, evidence- (or data-) based ways to solve a problem.

## Communication Skill

Graduates can:

- prepare a detailed written report covering issues, problems and their solutions in management and tourism, and then deliver the information in Georgian and English both to specialists and non-specialists;
- communicate information orally and/or in a written form in Georgian and English;
- use modern methods of business communication for various business administration purposes.

## Learning Skill:

Graduates are able to:

- assess consistently and comprehensively their learning process in the fields of management, tourism and identify needs for further development of professional knowledge and skills.

## Values

Graduates are able to:

- appreciate values shared in business environment;
- practise business integrity and ethics in business activities.

## Teaching Methods

- Written and verbal method (Interactive lectures and seminars);
- Master classes;
- Case analysis (case studies);
- Projects;
- Discussion/debates
- Collaborative work
- Cooperative teaching
- Brain storming, reflection
- Role play or situational games/simulations
- Demonstration.

Note: Specific teaching and learning methods employed in study courses are listed in course syllabi.

## Programme structure

The bachelor program consists of 240 credits, including:

- The General Module - 60 credits;
- The Major - 120 credits;
- The Minor- 60 credits.

Students start their Major after completing the first two semesters of the General Module. The Major offers core courses in business administration (42 credits) and channels them in one of two offered specializations (78 credits) - tourism and management. Within their specialization students are required to complete their bachelor project (6 credits) in the final semester of their studies.

Students enroll in their Minor program starting from the third semester of their studies. Students are offered an opportunity to enroll in their Minor program and accumulate 60 credits.\*

\*note: For the accumulation of 60 credits, student has an opportunity to use Ilia State University, Arts and Sciences English Bachelor program: International Relations (Minor) and/or School of Business courses taught in English provided by the same University: Financial Markets, Introduction to Banking, Banking Cases, International Economics, Contemporary World Economy.

## Assessment

Assessment is based on a 100-point scale. Points in the assessment system are distributed in the following way:

(A) 91 - 100 Excellent

(B) 81 - 90 Very good

(C) 71 - 80 Good

(D) 61 - 70 Satisfactory

(E) 51 - 60 Sufficient

(FX) 41 - 50 Unsatisfactory, a student needs more efforts to pass an examination and is given an extra chance to pass an additional examination through independent work

(F) 0 - 40 Failure, student's effort is not sufficient and s/he has to retake a course.

## Employment Opportunities

Business Administration Bachelor's programme graduates can be employed in various management positions of public or private enterprises. Graduates may continue studying at a higher level.

## Necessary complementary conditions/resources for learning

University Library, Computer Resource Centre, Business School Simulation Centre, Business School Research Centre, Ilia State University Academic Writing Centre, Business School Tourism Management Centre; within cooperation: Georgian Chamber of Culture, Georgian National Museum, Liberty Bank, Coca-Cola Bottlers Georgia Ltd, Evex, New Hospital, Aldagi, Irao, a subsidiary of Georgian Railways - Trans Caucasus Terminals LLC, Castel Georgia, Caucasus Genetics, regional distribution company Geo Food, Studio Maestro, ISET, Georgian National Tourism Administration, travel agencies: Colour Tour Georgia, Vanila Sky, Tour Georgia ok, ZP Palace, Hotel Old Meidan, Hotel Citrus.

Course/ Module	Competencies					
	Knowledge and Understanding	Knowledge Application	Making Conclusions	Communication Skills	Learning Skills	Values
Academic Techniques	X	X	X	X	X	X
Basics of Business	X	X	X	X	X	X
Calculus I	X	X	X		X	
Calculus II	X	X	X		X	
Introduction to Modern Thought I	X	X	X	X	X	X
Introduction to Modern Thought II	X	X	X	X	X	X
English Language Course C1.1	X	X	X	X	X	X
English Language Course C1.2	X	X	X	X	X	X
Practical Course of Georgian for Foreigners A1.2	X	X	X	X	X	X
Practical Course of Georgian for Foreigners A1.1	X	X	X	X	X	X
Economic Principles 1 (Microeconomics)	X	X	X	X	X	
Economic Principles 2 (Macroeconomics)	X	X	X	X	X	
Foundations of Finance	X	X	X	X	X	
Essentials of Management	X	X	X	X	X	
Statistics for Economics and Business	X	X	X		X	
Introduction to Financial Accounting	X	X	X	X	X	
Introduction to Marketing	X	X	X	X	X	
Managerial Statistics	X	X	X		X	
Essentials of Financial Management	X	X	X		X	
Introduction to Operations Management	X	X	X	X	X	
Introduction to Organizational Behavior	X	X	X	X	X	X
Managerial Accounting	X	X	X		X	
Introduction to Strategic management	X	X	X	X	X	
Introduction to Human Resource Management	X	X	X	X	X	X
Introduction to Research Methods in Business	X	X	X	X	X	
Basics of Entrepreneurship	X	X	X		X	
Business Communications	X	X	X	X	X	X
Business English (C1 – Advanced)		X	X	X	X	X

Self-branding	X	X	X		X	
Change Management	X	X	X	X	X	
Principles of Advertising	X	X	X	X	X	X
Public Relations	X	X	X	X	X	X
Branding	X	X	X	X	X	
Basics of Audit	X	X	X	X		X
Business Ethics and Corporate Social Responsibility	X	X	X	X	X	X
Logistics	X	X	X	X	X	
Introduction to Tourism	X	X	X	X	X	X
Introduction to Accommodation Management	X	X	X	X	X	
Event Management	X	X	X	X	X	
Essentials of Travel Management	X	X	X	X	X	X
Introduction to Food and Beverage Management	X	X	X	X	X	X
Tourism Product Development	X	X	X	X	X	
Tourism Statistics and Analysis	X	X	X	X	X	
Sustainable Tourism Development	X	X	X	X	X	
Introduction to Tourism Economics	X	X	X	X		
Cultural Heritage and Tourism	X	X	X	X	X	
Introduction to Protected Area Management	X	X	X	X	X	X
Simulation Firm Practice	X	X	X	X	X	X
Tourism Policy	X	X	X	X	X	
Practical Course of Excel	X	X	X			
Thesis	X	X	X	X	X	X
Internship		X	X	X	X	X