

Business administration- Tourism

Name of the Educational Programme:	Business administration- Tourism
Awarded Qualification:	Bachelor of Business Administration in Tourism
Credit Value of the Programme:	240 credits
Language of Education:	Georgian
Programme Admission Preconditions:	<p>A person with a complete general education, who has a relevant document confirmed by the state and who, based on the results of the unified national exams, has the right to study at the tourism bachelor's educational program. After obtaining the right to study, the person must undergo administrative registration at the International Black Sea University.</p> <p>In the cases provided for by the legislation, it is possible to enroll without passing the unified national exams in accordance with the rules established by the legislation, see the conditions for admission to the program for citizens of foreign countries on the link - https://iro.ibsu.edu.ge/en/home</p>
Purpose of the Programme:	<p>1. The aim of the bachelor's program in tourism is to train competitive/qualified specialists who, taking into account the specifics of the field, will have rich theoretical knowledge and practical and transferable skills corresponding to the requirements of the labor market.</p> <p>1.1 To develop the skills of developing a research/practical project in the field of tourism, planning an event, creating and offering a tourist product, planning tours, and calculating cost, and to establish oral and written communication in Georgian and foreign languages.</p> <p>1.2. To deepen the interest and motivation for innovation, internationalization and lifelong learning opportunities in the field of tourism and to realize before the society and the state Civic responsibility.</p>
Learning outcomes	The graduate:

	<ol style="list-style-type: none"> 1. Describes the basic concepts, theories and principles of tourism (Georgia's tourist-recreational resources, cultural heritage, resorts, protected areas, hotel industry) and related fields/spheres (management, marketing, business administration, economics, finance). 2. Analyzes the role and functions of public/non-governmental, private, national and international tourism organizations and demonstrates knowledge of organizational processes and management issues related to tourism, acts in compliance with ethical norms and realizes civic responsibility to society and the state. 3. Discusses current processes, innovations and challenges in the tourism sector, formulates opinions and carries out oral and/or written communication in Georgian and/or English 4. Discusses economic-financial, political-legal, social-cultural, ecological issues, which are the basis of the activity processes of the tourism field and the planning, implementation and management of tourist services; 5. In accordance with the supervisor's recommendations, individually or together with a group, develops and implements research/practical projects in the field of tourism, plans and organizes events, arranges tours, creates tourism products, 6. Cares for professional development, deepens knowledge of innovation, internationalization and lifelong learning opportunities in the field of tourism.
Evaluation Criteria	<p>The purpose of assessment is to qualitatively determine the student's learning outcomes in relation to the goals and parameters of the academic program.</p> <p>Assessment of the student's knowledge is carried out in oral and/or written form. The maximum evaluation of the training course/component is equal to 100 points. The assessment includes an intermediate and final assessment, the sum of which is 100 points.</p> <p>The evaluation system allows: five types of positive evaluation:</p> <ol style="list-style-type: none"> a. (A) Excellent – 91-100 points; b. (B)Very good – 81-90 points; c. (C) Good - 71-80 points; d. (D) Satisfactory - 61-70 points; e. (E) Enough - 51-60 points; <p>Two types of negative grades</p>

	<p>1) (FX) Fail – 41-50 of maximum point, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;</p> <p>2) (F) Fail – 40 and less of maximum point, meaning that the work of a student is not acceptable and he/she has to study the subject anew.</p> <p>The minimum competence threshold for intermediate and final assessments is at least 30% of the corresponding assessment. The point distribution of midterm and final assessments, their minimum competency thresholds and assessment rubrics are spelled out in the syllabus of the relevant component.</p> <p>Credit can be obtained only after the student has achieved the learning outcomes set by the syllabus, taking into account the following necessary requirements:</p> <p>a) In case of exceeding the minimum competence limit of intermediate and final assessments;</p> <p>b) In case of obtaining at least 51 points out of the maximum 100 points of the final assessment.</p> <p>A student will be admitted to the additional exam if he scored 41 - 50 points out of a maximum of 100 points in the final assessment or at least 51 points, but did not pass the minimum competence limit defined for the final assessment.</p> <p>The format and evaluation criteria of the midterm and final assessment components are determined by the syllabus/practice plan of each study course, taking into account their specificities and following the above criteria.</p>
<p>Field of Employment:</p>	<p>A graduate of the bachelor's program in tourism can occupy the position of a low and/or middle link manager and/or specialist in the field, as a public (Georgian National Tourism Administration, Protected Areas Agency, Cultural Heritage and Monuments Protection Agency, Union of Museums, Culture, Sports and Tourism Services of Municipalities in the region etc.), as well as in non-governmental and international organizations, travel agencies, accommodation and catering facilities, transport companies (logistics) and airports. Theoretical knowledge, practical and transferable skills obtained within the framework of the bachelor's program allow graduates to continue their studies at the second level of higher education, both in Georgia and abroad.</p>

Training Course/Practice/Code	Prerequisite	Status	Number of credits	Distribution of credits for training according to courses and semesters								Distribution of hours							
				I A.Y		II A.Y		III A.Y		IV A.Y		Contact			Independent work	Total hours	Number of contacts per week		
				I semester	II semester	III semester	IV semester	V semester	VI semester	VII semester	VIII semester	Lecture / consultation	Seminar/group work/practical work	midterm exam (s)				Final exam	Total contact.
Basic training courses			10																
BUS119 academic writing	N/A	Mandatory	5	5								14	14	2	2	32	93	125	2
CEN122 information technologies	N/A	Mandatory	5	5								14	14	2	2	32	93	125	2
			20																
foreign language English, Russian, German, French, Spanish, Turkish	Testing according to levels	Mandatory	5	5*	5*	5*	5*	5*	5*	5*	5*	48	81	6	6	141	234	375	9
Basic training courses in business administration		Mandatory	61																
TRM113 Mathematics	N/A	Mandatory	6	6								14	28	2	2	46	104	150	

																			3
BUS111 Basics of business administration	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2	
BUS121 Principles of economics	N/A	Mandatory	6	6							14	28	2	2	32	104	150	3	
MGT102 Fundamentals of management	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2	
BUS106 Legal Environment of Business	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2	
MKT102 Fundamentals of Marketing	N/A	Mandatory	5	5							14	14	2	2	32	93	125	2	
BUS213 Introduction to Statistics and Probability Theory	Mathematics	Mandatory	5		5						14	14	2	2	32	93	125	2	
ACT211 Fundamentals of Accounting	N/A	Mandatory	5		5						14	14	2	2	32	93	125	2	
FIN202 Fundamentals of Finance	N/A	Mandatory	5		5						14	14	2	2	32	93	125	2	
MGT319 Business Communication	N/A	Mandatory	4		4						14	14	2	2	32	68	100	2	
MGT413 Fundamentals of Business Research	Introduction to Statistics and Probability Theory	Mandatory	5		5						14	14	2	2	32	93	125	2	
MGT301 Human Resource Management	Fundamentals of management	Mandatory	5		5						14	14	2	2	32	93	125	2	
Mandatory tourism training courses/practice			85																
TRM204 Fundamentals of Tourism	N/A	Mandatory	4	4							14	14	2	2	32	68	100	2	
TRM104 Tourist and recreational resources of Georgia	Basics of tourism	Mandatory	4	4							14	14	2	2	32	68	100	2	
TRM203 Protected territories of Georgia	Basics of tourism, tourist-recreational	Mandatory	5		5						14	14	2	2	32	93	125	2	

	resources of Georgia																	
TRM302 Resort Management	Basics of tourism, basics of management	Mandatory	4			4					14	14	2	2	32	68	100	2
TRM413 Hotel Management	Basics of tourism, basics of management	Mandatory	5			5					14	14	2	2	32	93	125	2
TRM402 Cultural Tourism	Basics of tourism	Mandatory	5			5					14	14	2	2	32	93	125	2
TRM313 Tour Planning and Tourist Routes of Georgia	Basics of tourism, tourist-recreational resources of Georgia	Mandatory	6			6					14	14	2	2	32	118	150	2
TRM317 Excursion Management and Guiding Art	Fundamentals of tourism, fundamentals of management	Mandatory	6			6					14	14	2	2	32	118	150	2
TRM212 English for Tourism	English B2.2	Mandatory	5			5					14	14	2	2	32	93	125	2
TRM401 Event Management in Tourism	Fundamentals of tourism, fundamentals of management	Mandatory	5			5					14	14	2	2	32	93	125	2
TRM318 Tourism Statistics	Introduction to Statistics and Probability Theory, Fundamentals of Tourism	Mandatory	5			5					14	14	2	2	32	93	125	2
ECO317 Economics of Tourism	Basics of tourism, principles of economy	Mandatory	5			5					14	14	2	2	32	93	125	2

TRM403 Tour Operating	Basics of tourism, tour planning and tourist routes of Georgia	Mandatory	5					5			14	14	2	2	32	93	125	2
TRM312 Tourism Policy and Regulations	Fundamentals of tourism, fundamentals of management, legal environment of business	Mandatory	6					6			14	14	2	2	32	118	150	2
TRM410 Project Management in Tourism	Fundamentals of tourism, fundamentals of management	Mandatory	5					5			14	14	2	2	32	93	125	2
BUS404 practice (transport company, airport, museum, protected areas, restaurant, state structures/agencies, non-governmental and international organizations of tourism direction, travel agencies, hotels), 10 ECTs Note: the 10-credit component of practice is mandatory for all students, but the sub-component of practice is optional, the student can choose any direction offered by the Career Development Service of SZSU, depending on his field of interest.	Compulsory training courses of the specialty	The practice component is compulsory, the practice sub-component is optional	10						10	5	180		1	186	64	250	12	
		Optional	46															

Elective courses in tourism	Basics of tourism, basics of marketing	Optional	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
TRM415 Branding of tourism products	Basics of tourism	Optional	6			6*	6*	6*	6*		14	14	2	2	32	118	150	2
TRM405 World Tourism Resources	tourism basics,	Optional	6			5*	5*	5*	5*		14	14	2	2	32	93	125	2
TRM404 Food and Beverage Management	Basics of tourism, protected areas of Georgia, tourist and recreational resources of Georgia	Optional	5			5*	5*	5*	5*		14	14	2	2	32	93	125	2
TRM306 Environmental protection and eco-tourism	Basics of tourism	Optional	5			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM326 Medical tourism	Basics of tourism	Optional	4			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM319 Inclusive Tourism	Basics of tourism	Optional	4			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM330 Gastronomic Tourism	Basics of tourism	Optional	Optional			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM334 Rural Tourism	Basics of tourism	Optional	Optional			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM335 Reservation Systems in Tourism	Basics of tourism, information technologies	Optional	Optional			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
TRM305 Tourism Marketing	Basics of tourism, basics of marketing	Optional	Optional			4*	4*	4*	4*	4*	14	14	2	2	32	68	100	2
Free component			60															
A student can choose any study course from any program of the	Prerequisites for study courses	Free																

corresponding level of the university, meeting the prerequisites. For more information, see the website www.ibsu.edu.ge	provided in the curriculum of the USD programs																														
Total ECTs			240																												

