

Business Administration - Marketing

Name of the Educational Programme:	Business Administration-Marketing
Awarded Qualification:	Bachelor of Business Administration in Marketing
Credit Value of the Programme:	240 ECTS
Language of Education:	English
Programme Admission Preconditions:	<p>Students are enrolled in the undergraduate program in accordance with the procedure established by the legislation of Georgia - based on the results of the Unified National Exams. One of the obligatory subjects is mathematics/History. Passing English Language is obligatory (minimum competency level (50%+1). Persons with full secondary education may apply for a bachelor's program.</p> <p>In cases provided for by law, enrollment may be conducted in accordance with the procedure established by the relevant legislation without passing the Unified National Exams. The conditions for admission to the program for foreign citizens can be found at the link (https://iro.ibsu.edu.ge/en/home)</p>

<p>Purpose of the Programme:</p>	<p>The goal of the bachelor program of Business Administration - Marketing is based on the student-centered teaching to prepare competitive specialists who will be able to to perform modern business administration activities according to the national and international standards in different sectors, which provides a fine opportunity for employment in Public, Private, and Non-governmental sectors; The program aims to provide students with a thorough knowledge of practical skills and general competences of theoretical and practical aspects of Business Administration and Marketing.</p> <p>The Purpose of the program, considering criterias of employment market and using student oriented learning is:</p> <p>(OBJ - 1) To bring up marketing specialists according the international demand, using systematic benchmarking and development . Our purpose is to rise marketers who can work on domestic and international markets according the actual standards what will guarantee the employment of our graduates in non-government, private and public sectors;</p> <p>(OBJ - 2) wide knowledge of Graduates to the subjects of business and marketing, what includes critical thinking skills of business and marketing theories. The practical skills and complex knowledge of the industry is targeted too.</p> <p>(OBJ- 3) to guarantee the successful activities and right communications skills of graduates on the basics of well connection of the theory and innovations in the process of learning.</p> <p>(OBJ - 4) to ensure right career planning and human capital development of graduates in challenging business and marketing industry.</p>	
<p>Learning outcome</p>	<p>Knowledge and understanding</p>	<p>The graduate has a wide range knowledge of business fields that include critical understanding of theories and principles and can understand complex business issues;</p> <p>The graduate knows:</p> <ul style="list-style-type: none"> • 1) how to analyze the business and marketing environments and for this the graduate has basics of business law, macroeconomics and

		<p>microeconomics, IT, mathematics quantitative and statistical, marketing research methods and can critically rethink the cases.</p> <ul style="list-style-type: none"> • 2) marketing planning laws and form, well known cases, has practical skills and can research to collect the information; • 3) rules of marketing management, basics for market study, brand development principles, consumer behavior, service marketing, direct and international marketing complex themes;
	Applying Knowledge	<p>Graduate can:</p> <p>4) to establish marketing strategy for company, to do marketing research and analyze the customer behavior, data organization and direct marketing realization;</p> <p>5) to plan the integrated marketing communications, content creation marketing message, marketing slogan and copy creation and control; To develop active communication to customers and general publics;</p>
	Making Judgments	<p>The graduate has</p> <p>5. skills of statistical analyze, marketing information read, hypothesis development, cost-benefit analyzes, problem identifying and solving and decision making.</p>
	Communication Skills	<p>The graduate has:</p> <p>7) based on Marketing Information Systems (MIS), using Data and IMC Channels to lead the successful communication to customers</p>
	Learning Skills	<p>The graduate can:</p> <p>8) self-evaluate the knowledge and skills she/he has to decide what future steps to undertake.</p>
	Values	<p>The graduate has:</p> <p>9) ethics, fair principles to support intellectual rights, academic fairness and kindness, honesty to consumers and civil values.</p>
Evaluation Criteria	The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.	

	<p>Student may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, sum of which makes up 100 points. Grading system allows:</p> <ul style="list-style-type: none"> a) Five types of positive grades <ul style="list-style-type: none"> 1) (A) Excellent –91-100 points; 2) (B) Very good – 81-90 points; 3) (C) Good – 71-80 points; 4) (D) Satisfactory – 61-70 points; 5) (E) Acceptable – 51-60 points. b) Two types of negative grades <ul style="list-style-type: none"> 1) (FX) Fail – 41-50 points, meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work; 2) (F) Fail – 40 points and less, meaning that the work of a student is not acceptable and he/she has to study the subject anew. <p>For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade must not exceed 60% of final evaluation grade.</p> <p>Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.</p> <p>A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:</p> <ul style="list-style-type: none"> a) Obtaining minimal competence levels set for midterm and final evaluations; b) Obtaining minimum 51 points out of 100 points of final grade. <p>A student is allowed to take an additional (make-up) exam in case he/she scored 41-50 points of final grade or minimum 51 points, but did not obtain minimal competence level set for final evaluation.</p> <p>Considering its specification, the format and the assessment criteria of mid-term and final evaluations can be determined in the specific module/course syllabus.</p>
<p>Field of Employment:</p>	<p>With the help of skills acquired within the Bachelor program of Business Administration - Marketing, the graduates will be able to work in the public and private sector, in different profile organizations (production</p>

and business structures), where it practically performs basic professional functions both independently and in the group. Graduates can continue studying not only Business and Marketing, but also other profiles, taking into consideration the requirements of admission to the relevant Masters Program and the requirements of the legislation.

Course / Module / Internship / Research Component	Status	Credit number	Distribution of credits per courses and semester								Distribution of hours						Number of contact hours per week	
			I s.y.		II s.y.		III s.y.		IV s.y.		Lecture / Consultation	Seminar / Group Work / Practice / Lab Work	Midterm exam(s)	Final exam	Total number of contact hours	Independent work		Total number of hours
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester								
Academic Writing	Compulsory	5	5							14	14	2	2	32	93	125	2	
Information Technology	Compulsory	5	5							14	28	2	2	46	79	125	3	
Free Credits		64																
Compulsory Courses	Compulsory	154																
Mathematics 1	Compulsory	5	5							14	28	2	2	46	79	125	3	
Principles of Microeconomics	Compulsory	5	5							14	14	2	2	32	93	125	2	
Introduction to Business Administration	Compulsory	5	5							14	14	2	2	32	93	125	2	

Mathematics 2	Compulsory	6	6							14	28	2	2	46	104	150	3
Principles of Macroeconomics	Compulsory	5	5							14	14	2	2	32	93	125	2
Principles of Management	Compulsory	5	5							14	14	2	2	32	93	125	2
Legal Environment of Business	Compulsory	4	4							14	14	2	2	32	93	125	2
Principles of Marketing	Compulsory	5	5							14	14	2	2	32	93	125	2
Business English I	Compulsory	5		5*	5*					14	14	2	2	32	93	125	2
Business communication	Compulsory	4		4						14	14	2	2	32	68	100	2
Introduction to Statistics and Probability and Statistics	Compulsory	5		5						14	14	2	2	32	93	125	2
Principles of Accounting	Compulsory	5		5						14	14	2	2	32	93	125	2
Business English II	Compulsory	5			5*	5*				14	14	2	2	32	93	125	2
Business Statistics	Compulsory	6			6					14	28	2	2	46	104	150	3
Introduction to Finance	Compulsory	5			5					14	14	2	2	32	93	125	2
Public Relations	Compulsory	4				4				14	14	2	2	32	68	100	2
Marketing Management	Compulsory	6				6				14	28	2	2	46	104	150	3
Marketing (Market) Research Principles	Compulsory	5				5				14	14	2	2	32	93	125	2
Principles of Branding	Compulsory	5				5				14	14	2	2	32	93	125	2
Strategic Marketing	Compulsory	6					6			14	28	2	2	46	104	150	3
Consumer Behavior	Compulsory	6					6			14	28	2	2	46	104	150	3
Integrated Marketing Communications	Compulsory	5					5			14	14	2	2	32	93	125	2
Advertising and Social Marketing	Compulsory	5						5		14	14	2	2	32	93	125	2
Service Marketing	Compulsory	5						5		14	14	2	2	32	93	125	2

Sales Management	Compulsory	5						5		14	14	2	2	32	93	125	2
Direct Marketing	Compulsory	5						5		14	14	2	2	32	93	125	2
International Marketing	Compulsory	5						5		14	14	2	2	32	93	125	2
Bachelors' Thesis	Compulsory	7						7		45		1	46	129	175	3	
Internship	Compulsory	10						10		180		1	181	69	250	12	
Elective Courses		12															
Principles of Economics	Elective	5	5							14	14	2	2	32	93	125	2
Statistics and Probability for Business	Elective	6			6					10	32	2	2	46	104	150	3
Managerial Finance 1	Elective	6				6				14	28	2	2	46	104	150	3
Online Marketing	Elective	5				5				14	14	2	2	32	93	125	2
Sociology	Elective	5				5				14	14	2	2	32	93	125	2
Analytical Tools in Business	Elective	5				5				14	14	2	2	32	93	125	2
Business to Business Marketing	Elective	4					4			14	14	2	2	32	68	100	2
Retailing	Elective	4					4			14	14	2	2	32	68	100	2
Business Research Foundations	Elective	5					5			14	14	2	2	32	93	125	2
Personal Branding	Elective	5						5		14	14	2	2	32	93	125	2
Copywriting for Advertisement	Elective	5							5	14	14	2	2	32	93	125	2
Principles of AI and MARTECH	Elective	5							5	14	14	2	2	32	93	125	2
Total		240															