



Discussed and approved at the meeting of the faculty council:

Protocol No. 11, 09.03.2020

The last changes were discussed at the meeting of the faculty council:

Protocol No. 6 7-25, 25.08.2025

Approved by a resolution of the Governing Board:

Resolution No. 9, 08.09. 2025

Bachelor Educational Program in Business Administration

Education level: Bachelor (Level I of Higher Education)

Study language: Georgian

Educational program type: Academic

Detailed field name and code: 0413 Management and Administration

Qualification awarded: Bachelor of Business Administration

Duration of study: 4 years (8 semesters)

Educational program volume: 240 credits (ECTS)

Head of the educational program:

Aza Ipshiradze, Associate Professor (Affiliate)

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Co-Head of the educational Program: Gocha Tutberidze, Professor. Contact information: E- mail: gocha.tutberidze@cue.edu.ge

Prerequisite for admission to the program

Prerequisites for admission to the Bachelor of Business Administration program are:

- Complete general education certificate;
- Passing the following subjects at the Unified National Examinations (the entrant must exceed the minimum

competency limit established by law):

(A) Georgian language and literature;

(B) Foreign language;

(C) Mathematics / History The number of places for each subject should not be less than 10% of the places announced for the program. The exact percentage distribution is determined by the program manager before announcing the places.

According to the rules established by the current legislation of Georgia, it is possible to admit a student to the program:

1. Persons who have been approved by the Order of the Minister of Education and Science of Georgia 29 224 / N of December 29, 2011 on "Approval of the Procedure for Submission and Review of Documents by Applicants / Master Candidates / Students with the Right to Study without Passing the Unified National Examinations / General Master's Examinations in Higher Education Institutions On the basis of the right to enroll in the University without passing the Unified National Examinations. The above-mentioned persons are obliged to prove their mastery of the Georgian language at B2 level in accordance with the "Rules for Determining the Linguistic Competence of a Central University of Europe Student".
2. Internal and external mobility. Students enrolled in mobility in accordance with the order №10 / n of the Minister of Education and Science of Georgia of February 4, 2010 "On Approval of the Rules and Fees for Transfer from One Higher Education Institution to Another Higher Education Institution".

The following will also be admitted to the program:

"On approval of the procedure and fees for transferring from a higher educational institution to another higher educational institution" according to the order of the Minister of Education and Science of Georgia No. 10/N of February 4, 2010, students enrolled by the mobility method.

The Aim of the Program

The goals of the Bachelor of Business Administration program for the student are:

1. To provide extensive theoretical knowledge about business activities and its functional areas;
2. Develop the ability to evaluate and critically understand ongoing processes in a changing environment;
3. To develop the necessary skills for different levels of management, which is consistent with the effective performance of financial, marketing, accounting and other functions;
4. To develop the values and attitudes that ensure its formation as a competitive, highly qualified, ethical and socially responsible person;
5. To create conditions for the graduate to be able to continue his / her studies at the next level of education, both in Georgia and abroad.

Learning Outcomes

A graduate of the Bachelor of Business Administration program will be able to:

Knowledge and understanding

- Description of complex theoretical issues in the field of business and definition of the main directions of business activity;
- Identify the internal and external factors that affect the development of the business entity in the modern socio- economic environment;

Skills

- Critical evaluation of ongoing processes in a changing environment and making rational decisions;
- Use of project management tools to effectively conduct entrepreneurial activities;
- Proper accounting of business transactions of the business entity, in accordance with the requirements of international accounting standards, the Tax Code of Georgia and various norms;
- Organize effective sales using modern methods and techniques;
- Finding-processing necessary information (including foreign languages) using modern technologies and making optimal decisions for business planning and administration.

Responsibility and autonomy

- Sharing the social responsibility of the business and demonstrating and upholding its own values and core principles (including in a foreign language);
- Independently determine the possibility of further development in a specific field in the desired segment, considering his / her knowledge and skills.

Student Knowledge Assessment System

Through assessment, the relevance of the student's achievements to the specific outcomes of the program is defined. The assessment of the student's knowledge in the accounting and auditing master's degree educational program is based on criteria that define whether the student possesses the study outcomes established by the course or not.

The evaluation system applied within the program corresponds to the "Rules for Calculation of Credits for Higher Educational Programs" approved by Order No. 3 of the Minister of Education and Science of Georgia on January 5th, 2007.

The level of achievement of the study outcome is evaluated by assessment components, through intermediate assessment and final assessment, the sum of which represents the final assessment. The maximum final grade of the study course is 100 points.

The evaluation system provides for:

a) Five types of positive assessment:

a.a) (A) Excellent - 91-100 points;

a.b) (B) very good – 81-90 points;

a.c) (C) Good – 71-80 points;

a.d) (D) Satisfactory - 61-70 points;

a.e) (E) Sufficient – 51-60 points.

b) two types of negative assessment:

b.a) (FX) failed - 41-50 points, which means that the student needs more work to pass and is allowed to take the additional exam once, through independent work;

b.b) (F) Failed – 40 points and less, which means that the work done by the student is not enough and he/she has to study the course/subject afresh.

In case of receiving a negative evaluation (FX) in the component of the educational program, the student has the right to take an additional exam. The student gets the right to take the additional exam even if he/she has scored 51 points or more in the final assessment, but has not passed the minimum competence limit defined for the final exam. An additional exam is scheduled at least 5 days after the announcement of the final exam results.

The number of points obtained in the final assessment is not added to the grade received by the student in the additional exam. The grade obtained on the additional exam is the final grade and is reflected in the final grade of the educational program component.

The interim assessment is divided into components. The content and distribution of the midterm assessment components is defined by the staff implementing the study course within the framework of the relevant syllabus.

A student will be admitted to the final exam if the minimum threshold of the intermediate assessment is exceeded. The final exam will be considered passed if the minimum threshold for the final exam is exceeded.

The following minimum competence threshold is defined for the midterm assessment and the final exam: 42% of the midterm assessment, 50%+1 of the final exam assessment. The staff implementing the study course, taking into account the specifics (of the study course), is authorized to define the minimum competence limit of intermediate and final assessments that differ from the prescribed (higher) than the established one, in accordance with the limits set by the current legislation of Georgia.

The credit will be considered as used if the sum of the points obtained based on the minimum threshold established for the intermediate assessment and the minimum threshold set in the final exam is obtained by summing up 51 points or more.

Field of Employment

A graduate of the undergraduate educational program in business administration can be employed: at the lower and middle levels of management of any enterprise in the public or private sectors, in business and non-governmental organizations; in various financial institutions and higher educational institutions; in company directorate offices, operational management, marketing and sales, personnel management, finance, accounting, administration, management information systems and other functional areas of business; in structural units of economic direction of public institutions and budget organizations; in counseling centers; in the representations of international organizations.