

| Course # | Course Title | Credit/ Hour | Course Description |
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| BBA, 1st year Fall Semester | | | |
| BBAC 201I | English for Business I | 6 | The course is designed to students who wish to further master their Business English skills, to learn more what they need for a career in business and effectively communicate in a professional context. The course will enable students to use verbally and in writing more varied vocabulary, set phrases and functional language. The course will enhance students' communications skills as well as presentation and discussion skills. During the course students will further develop four language skills: Listening and Reading comprehension, Written and Oral expression and communicative interaction and mediation in multiple business contexts. |
| BBAC 701 | Applied Calculus | 6 | Goal of this course is to give students general knowledge about the use of basic concepts, theorems, facts and formulas of math, help them to understand usage of calculus principles as well as realize the "techniques" of calculation and its importance. During the course, students will learn methods of business modeling using calculus and use of several well-known calculus methods for business problem solutions. |
| BBAC 303 | Microeconomics | 6 | The objective of the course is to provide students with a foundational knowledge of economic theory that is broad in scope. The course will introduce students to the concepts of consumer, firm, household and government behavior as well as the associated decision-making process. This includes the interdependencies and causes of competition. The course also includes an introduction to supply and demand as well as the forces that determine equilibrium in a market economy. In addition, firms and their decisions about optimal production, profit-maximization and the impact of different market structures on firms' behavior will also be discussed extensively. |
| BBAC 210 | Computer Skills I | 6 | The main goal of the course is to help students learn Microsoft Word and Microsoft Power Point for formatting documents and creating presentations. |
| BBAC 903 | History - World & Georgian | 6 | Goal of the course is to learn significant events of World History and understand political, economic and social processes, and creative tools that lead early human civilization to the modern world. Students will study human history from the stone age to the 21st century. Students will become aware of political, economic, cultural and religious interactions between different civilizations and will define the role of scientific and industrial development in human history. |
| BBA, 1st year Spring Semester | | | |
| BBAC 201II | English for Business II | 6 | The course is designed for the first-year Bachelor students of Business school, who have successfully completed Business English I. The goal of the course is to develop and raise students' awareness of grammar and vocabulary specific to various business domains; to enrich their vocabulary, improve students' ability to use business-related vocabulary in speech. The purpose of the course is also to build on and reinforce students' command of four language skills: reading, writing, speaking and listening. |
| BBAC 702 | Applied Statistics | 6 | Goal of this course is to give students general knowledge about use of basic concepts, theorems, facts and formulas of statistics, help them to understand the use of statistics in business administration as well as realize its complex issues and importance. The course also aims to teach students to solve business problems with some of the well-known statistical techniques. |
| BBAC 304 | Macroeconomics | 6 | The aim of the course is to acquaint students with the foundations of macroeconomic theory. The student will gain a broad understanding of the key principles underlying macroeconomic thinking and analysis. The following topics will be addressed during the course: Reasons behind changes in the business environment from a short-run, medium-term and long-term perspectives; The determinants of a country's standard of living; The role of financial institutions in the resource allocation process; The influence of inflation and unemployment on a country's economic development; The formulation of a country's monetary and fiscal policies. |
| BBAC 211 | Computer Skills II | 6 | The main goal of the course is to help students learn Microsoft Excel's functions for use in analyzing data. After completing the course students will have an extensive knowledge of Microsoft Excel; Students will learn how to enter data in an Excel document analyze this data using Excel functions, be able to create a variety of charts and graphs; They will learn how to find numerical solutions of equations and visualization of data by graphs and diagrams; After completing the course the students will realize that they have a powerful tool for analyzing data and also for solving many practical problems by simulation. |
| BBAC 422 | General Finance | 6 | The aim of the course is to equip students with the knowledge of general finance. This course covers fundamentals of finance in areas such as: time value of money, risk and return, capital budgeting, cost of capital, capital structure, dividend policy, etc. |
| BBA, 2nd year Fall Semester | | | |
| BBAC 202III | English for Business III | 6 | The aim of this course is to teach business school 2 nd year students lexical, phraseological, syntactic and morphological aspects of business English. The course will enable students to master oral and written skills to read, listen and interpret professional texts and discourses. They will be able to identify explicit - semantic, as well as implicit - pragmatic meanings of lexical, phraseological and syntactic units in a short time. The course is also intended to teach students how to use cohesive devices while discussing difficult issues, giving presentations and writing business letters. Thus, they will be able to produce more convincing, logically coherent texts at a good academic level. Students will prepare term paper with a topic chosen from a business field, which will help them present the acquired knowledge through a critical analysis of the material. |
| BBAC 401I | Corporate Finance I | 6 | The aim of the course is to equip students with the knowledge of corporate finance: capital budgeting for a firm and providing students with a wide knowledge of models, facts and rules derived from this theory. Students will be equipped with the wide knowledge of the following as a result of key principles: • Budgeting main rules (IRR, NPV, PI, etc.), • cash flow evaluation • securities pricing • risk and return • cost of capital and related cash flow discount methods Students will be able to understand the importance of corporate finance and its role in complex issues of a company management. |
| BBAC 101 | Financial Accounting | 6 | The objective of the course is to provide students the knowledge of financial accounting principles and introduce such complex issues as accounting for transactions under GAAP standards and preparation of financial statements. |
| BBAC 501 | Marketing Management | 6 | The goal of the course is to equip students with a wide knowledge of marketing principles and reveal the critical role of consumers in the long-term perspective, as well as of the brand and the value chain. Students will be equipped with the following: • wide knowledge of theories and principles of marketing management • theoretical knowledge on the consumers' decision-making process. In addition, students will understand the following: • the complex issue of segmentation and market analysis • marketing plans and pricing strategies. |
| BBAC 705 | Finite Mathematics | 6 | The goal of this course is to give broad knowledge of the principles, theorems, facts and formulae of deterministic and probabilistic models in finite mathematics. Specifically, this course will equip students with a general introduction to financial mathematics, linear equations and systems, linear programming, mathematical logic, sets and counting as well as their applications to a broad array of Business Administration problems, as well as, with a general introduction to probability theory, specific examples of Markov chains, Game Theory, data description and probability distributions as well as their applications to a broad array of Business Administration problems. |

BBA, 2nd year Spring Semester

| Course # | Course Title | Credit/ Hour | Course Description |
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| BBAC 202IV | English for Business IV | 6 | The course provides bachelor business students of the second course with a deeper insight into professional English. Students gain knowledge of using various methods of analysing an developing specific literature in English. The course helps them to state and develop their opinions, arguments, theories and hypotheses both in oral and written forms. The course is designed to teach them methods of academic and professional writing in order to enable them to work independently on business projects, presentations, and reports, grounded with a substantial knowledge of complex morphological and phraseological structures. Students obtain a better awareness of the strategies and methods of working on term papers. With no supervision students look into various business material in English and present synthesized critical analyses in written form. |
| BBAC 401II | Corporate Finance II | 6 | The aim of the course is to equip students with the knowledge of corporate finance: Capital budgeting for a firm and providing students with a wide knowledge of models, facts and rules derived from this theory. Students will be equipped with the wide knowledge of the following as a result of key principles: <ul style="list-style-type: none"> •Structuring the capital requirement of firms •Short-term and long-term financial planning |
| BBAC 102 | Managerial Accounting and Control | 6 | The major objective of the course is to provide students the wide theoretical knowledge of managerial accounting and controls principles as well as standard methods of accounting for costs and revenues, in order to define appropriate accounting policy for goods and services expenditures. |
| BBAC 207 | Business Communications | 6 | The main goal of the course is to help students learn communications foundations in business. The following are the main objectives: culture of effective listening, techniques of self-presentation, nonverbal communication foundations, meeting organization and management, cross-cultural communication broad principles. |
| BBAC 604 | Principles of Management | 6 | The main goal of the course is that students obtain broad knowledge in principles of management. The course is organized around four management functions: planning, organizing, leading and control. The course helps students to understand the foundations of following management principles and concepts: organizational culture and environment, strategic management, organizational behavior, managerial ethics, leadership, human resource management, motivation and control. |

BBA, 3rd year Fall Semester

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| BBAC 206 | Info Technology | 6 | Main objective of the course is to teach the students management principles of the information technologies, reveal how to transform business needs of the firms into information system and technological requirements. In the course introduced some technological and managerial aspects of information systems and its relation to functionalities of business organizations. |
| BBAC 602I | Strategic Management | 6 | The aim of the course to give to students wide knowledge of strategic management, understanding of its complex problems, critical issues and principles. During the course students will learn creation of effective strategic plan in highly competitive business environment, internal and external factor valuation, and strategy implementation in the beginning phase. |
| BBAC 605 | Organizational Behavior | 6 | The goal of the course is to make students have a broad understanding in organizational design and organizational behavior. Course integrates individual, group and organizational levels of behavioral analyses, and includes the complex issues of understanding organizations as an open system. During the course students learn elementary principles of organizational behavior. |
| BBAC 703I | Business Modeling I | 6 | One of the important objectives of the business administration is analyses of all factors which have significant impact on business results of the firms and optimal allocation of resources: revenue, income, expenses, business resources (material, human resources, capital, etc.). Business modeling technique give us a capability to find out what factors influence the firms' success and optimize its parameters. During the course will be introduced some business modeling methods. The goal of the course is to introduce to students essentials of business modeling, particularly, to formulate linear deterministic mathematical problems and provide graphical and computer (MS Excel) solutions to these problems. |
| BBAC 603I | Systems & Operations Mgmt | 6 | The course describes general transformation processes and operations management. Its objective is to provide students with a broad knowledge of systems and operations management. The course includes topics: <ul style="list-style-type: none"> •Presentation of an Operations functions idea; •Understanding common objectives; •Design of services, operations and productions; •Technological and physical operations capacity management |

BBA, 3rd year Spring Semester

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| BBAC 703II | Business Modeling II | 6 | Uncertainty and influence of multiple factors on different business situations causes difficulties for business administration. To deal with above mentioned problems will be required special methods of business analysis, which are considered in this course. The main objectives of this course is to equip the students with knowledge of some nonlinear and probabilistic methods of business modeling. During the course the students will learn how formulate mathematical model, and solve it graphically and in MS Excel. |
| BBAC 603II | Quality Management | 6 | The objective of the course is to provide students with a broad knowledge of quality management. Students will be introduced to the basic principles and concepts of quality management, namely: <ul style="list-style-type: none"> •Quality and global competition •Strategic management, planning and competitive advantage •Partnership and strategic alliances •Maintaining customers' loyalty •Six Sigma •Lean manufacturing •etc. |
| BBAE 909 | La Vale | 6 | Educational aim of this course is: <ul style="list-style-type: none"> •To make visible to students the benefits of a healthy lifestyle and suggest to them the optimal models and lifestyle orientations. •To prepare nonmedical professionals to believe in advantages of a healthy lifestyle, giving examples for peers and people surrounding them and establishing a healthy lifestyle in their families and in modern society |
| BBAC 602II | Competitive Analysis | 6 | One of the important aspects of business administration is analysis of competition, particularly, determination of probable reaction of competing firms. This course will help students to create business models and analyze competitive environment with game theory. The main objective of the course is to equip the students with wide knowledge of major concepts of game theory, facts and formulas and its' applications in economic and business administrations during the analysis of various of problems. |
| BBAC 302 | International Business | 6 | The main goal of the course is to introduce students to the international business environment and strategies. Issues like global business, international trade and different cultures will be discussed. Overall result for students should be an acquisition of wide knowledge that will give them the possibility to orient properly during establishing international business relations |

Concentration

Finance

BBA, 4th year Fall Semester

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| BBAE 402 | Valuation of Financial Assets | 6 | Aim of the course is to give students general knowledge of valuation of financial assets like stocks, bonds and derivatives. In addition, after completing the course student is to be able to realize principles related to methods of valuation and risks associated to the assets. |
| BBAE 417 | Fixed Income Securities | 6 | The goal of the course is to equip students with theoretical knowledge of fixed-income securities and its principles. The aim of the course is to make students familiar with such complex issues as: time value of money; yield for fixed income securities; bond pricing; and specifics of bond trading and securitization. In addition, students will learn portfolio valuation and simulation. |

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| BBAE 709 | MS Excel - Statistical Package | 6 | The goal of the course is to give students general knowledge about use of basic concepts, theorems, facts and formulas of statistics that will help them understand how to use statistics in solving everyday business problems as well as realize complex issues and overall importance of statistics. The course also aims to teach students how to solve to business problems with some of the well-known statistics techniques using the statistical package of MS Excel and its statistical functions. |
| BBAE 601 | Project Management | 6 | The main objective of the course is to study principles of the project management. Project management radically differ from management of the firms. The essence of the project management is to achieve the goal being within the budget and time frame. The course will help the student to understand how to manage projects successfully. |
| BBAE 404 | Financial Markets and Institutions | 6 | Course aims to: •To introduce students to modern financial institutions, central banks, financial markets, •Give general knowledge of the Georgian financial system, •Help students to understand the broad theoretical and practical principles of financial system management. |

BBA, 4th year Spring Semester

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| BBAE 725 | Introduction to Financial Modeling | 6 | The main objective of the course is to study fundamental principles and methods of financial modeling, which shall assist students with analysis of firms' and financial institutions' problems. Main emphasis will be placed on creation of financial models with MS Excel |
| BBAE 408 | Derivatives Markets | 6 | The aim of the course is to equip students with a wide knowledge of the theoretical principles of the valuation and use of derivatives, based on a understanding of call and put options, forward / futures contracts and swaps as the main building blocks of financial engineering. The goal of this class is also to give students the basic skills for assessment of the values and risks of derivative financial instruments. |
| BBAC 704 | Business Forecasting | 6 | The objective of the course is to give to students a wide knowledge in business forecasting. During the course will be introduced commonly used simple methods of business forecasting such as moving averages, exponential smoothing, regression analysis, time series analysis and seasonal decomposition. |
| BBAC 901 | Business Law | 6 | The aim of this course is to introduce legal concepts which are widely used in business administration, using local and international legislation. |
| BBAE 432 | Financial Reporting & Analysis | 6 | Course aims to introduce basic tools for financial reporting used in companies and techniques to assess analyse results of financial reports. |

Marketing

BBA, 4th year Fall Semester

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| BBAE 506 | Sales Management | 6 | The aim of the course is to equip students with a wide theoretical knowledge of sales management and create awareness of the key principles such as the function and strategic role of sales personnel, consulting and the management of sales personnel. |
| BBAE 502 | Marketing Research | 6 | The course has been designed to introduce the role marketing research plays in the marketing decision-making process. The broad objective of this course is to provide the fundamentals of marketing research methodologies used by many successful companies. The emphasis of the course will be on using hands-on, systematic approaches in the marketing research process. That includes problem recognition/definition, research design, measuring development/questionnaire design, data collection, analysis and the interpretation of results, and reports on the findings. All will be discussed from a manager's point of view rather than on the technicalities of mathematical derivations; although a basic understanding of the terms and rationales is required. In the modern, highly competitive business environment, it is vital for companies to properly ascertain the demand corresponding to a potential increase in their revenues. Marketing research methods are used to clarify this market demand. The aim of the course is to study theoretical basics of marketing research and the introduction of a wide range of marketing research tools. |
| BBAE 709 | MS Excel - Statistical Package | 6 | The goal of the course is to give students general knowledge about use of basic concepts, theorems, facts and formulas of statistics that will help them understand how to use statistics in solving everyday business problems as well as realize complex issues and overall importance of statistics. The course also aims to teach students how to solve to business problems with some of the well-known statistics techniques using the statistical package of MS Excel and its statistical functions. |
| BBAE 601 | Project Management | 6 | The main objective of the course is to study principles of the project management. Project management radically differ from management of the firms. The essence of the project management is to achieve the goal being within the budget and time frame. The course will help the student to understand how to manage projects successfully. |
| BBAE 509 | Consumer Behavior | 6 | The aim of the course is to equip students with a wide knowledge of the theoretical basis for consumer behavior and reveal the imperative roles of the consumer in marketing strategies. In addition, students will be exposed to complex issues of consumer behavior such as: individual features of consumers and the formulation of consumer behavior in view of external and internal factors. |

BBA, 4th year Spring Semester

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| BBAE 512 | Public Relations | 6 | The aim of the course is to equip students with a wide knowledge of public relations and develop their skills for critical evaluation of PR principles. Students will become aware of multifunctional aspects of PR and its value in terms of a company's success, including complex ethical and legal issues. |
| BBAE 507 | Product & Brand Management | 6 | The aim of the course is to equip students with a wide knowledge of product management and critically evaluate its value in a business. In addition, students will be able to acknowledge the contribution and value of a brand in the success of a company in terms of maintaining a competitive position. |
| BBAC 704 | Business Forecasting | 6 | The objective of the course is to give to students a wide knowledge in business forecasting. During the course will be introduced commonly used simple methods of business forecasting such as moving averages, exponential smoothing, regression analysis, time series analysis and seasonal decomposition. |
| BBAE 516 | Digital Marketing | 6 | The main goal of the course is to provide students with broad knowledge of digital marketing principles. Students will critically assess the competitive environments and importance of E-marketing integration into the overall Marketing Mix. The course reviews complex issues, such as: crowdsourcing; affiliated marketing; social networking; management of the social profile; social media management. |
| BBAC 901 | Business Law | 6 | The aim of this course is to introduce legal concepts which are widely used in business administration, using local and international legislation. |

Management

BBA, 4th year Fall Semester

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| BBAE 611 | Introduction to Human Resource Management | 6 | The main objective of the course is to have students obtain broad knowledge in Human Resource Management. The course offers philosophic and justice foundations of Human Resource Management and elementary strategies for managing staff in organizations. In the course students learn the best practices in recruiting and selecting staff and other complex issues in the field of Human Resource Management |
| BBAE 607 | Leadership Skills | 6 | The goal of the course is for students to learn the broad concept of leadership. The course studies the main leadership perspectives and presents the foundations of leadership in organizations. Students obtain broad knowledge on leadership nature and leaders' roles in organizations. |
| BBAE 601 | Project Management | 6 | The main objective of the course is to study principles of the project management. Project management radically differ from management of the firms. The essence of the project management is to achieve the goal being within the budget and time frame. The course will help the student to understand how to manage projects successfully. |

| Course # | Course Title | Credit/ Hour | Course Description |
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| BBAE 614 | Entrepreneurial Management | 6 | The main goal of the course is for students to understand that entrepreneurship is a business activity and a source of economic vitality. The course introduces the concept that a small business has to compete successfully with much larger organizations. The goal of the course is to teach students basic principles of entrepreneurship, types of companies, organizational structures, advantages and problematic issues. |
| BBAE 618 | Managing Creativity and Innovation | 6 | The main goal of course is to learn students general approaches to innovation and creativity, which can help developing broad management skills. The course explores the complex issues in creativity and provides techniques for improving flexibility and originality of thinking and exploring approaches used by managers and organizations to create and sustain high levels of innovation. |
| BBA, 4th year Spring Semester | | | |
| BBAE 621 | Negotiations | 6 | The main objective of the course is for students to learn the general issues of effective negotiations. Specifically, the course explores the following broad issues in negotiations such as how to define different negotiation types; basic techniques and tools in negotiation; and general definitions and principles. |
| BBAE 709 | MS Excel - Statistical Package | 6 | The goal of the course is to give students general knowledge about use of basic concepts, theorems, facts and formulas of statistics that will help them understand how to use statistics in solving everyday business problems as well as realize complex issues and overall importance of statistics. The course also aims to teach students how to solve to business problems with some of the well-known statistics techniques using the statistical package of MS Excel and its statistical functions. |
| BBAC 704 | Business Forecasting | 6 | The objective of the course is to give to students a wide knowledge in business forecasting. During the course will be introduced commonly used simple methods of business forecasting such as moving averages, exponential smoothing, regression analysis, time series analysis and seasonal decomposition. |
| BBAC 901 | Business Law | 6 | The aim of this course is to introduce legal concepts which are widely used in business administration, using local and international legislation. |
| BBAE 622 | Introduction to Coaching Management | 6 | The course's main goal is to introduce as coaching one of the basic components of managing and leading in business. The course examines broad knowledge in coaching, some elementary tools, models and approaches, along with founding principles in managing business organizations. |