



**Georgian National University SEU
Bachelor's Educational Program**

**BUSINESS MANAGEMENT AND DIGITAL
TECHNOLOGY**

2024

GENERAL INFORMATION

Program Name: BUSINESS MANAGEMENT AND DIGITAL TECHNOLOGY

Higher Education Cycle: First Cycle (Bachelor's)

Qualification Level: Level 6

Awarded Qualification: Bachelor of Management

Field and Classification Code: 0413 Management and Administration

Teaching Language: English

Program Duration: 3 academic years / 6 semesters

Program Credit Capacity (ECTS): 180 credits / 4500 astronomical hours

Head of Program: Erekle Zarandia, Associate professor

PROGRAM DESCRIPTION

The Bachelor program in Business Management and Digital Technology is designed to provide students with a comprehensive understanding of both the principles of business management and the latest digital technologies. Graduates of this interdisciplinary program will be prepared to succeed in today's digital economy by combining elements of management, business administration, and information technology.

The Bachelor's program in Business Management and Digital Technology has been designed keeping in mind the current challenges in the field and the demands of the local labor market. Knowledge of business management principles, modern management tools and decision-making methodology is strategically important for professionals employed in business.

Students enrolled in the Bachelor of Business Management and Digital Technology program will gain a broad understanding of the principles of business management and modern technology, and how business and technology intersect. The objective of this bachelor's program is to provide students with modern knowledge and necessary skills in the field of business administration, management and technology.

PROGRAM GOALS

The objectives of the Business Management and Digital Technology program at Georgia National University SEU are:

1. To study innovative and modern trends, theories, concepts, approaches, methods and ethical norms in the field of business management, which are necessary for effective management;
2. To develop the ability to analyze business management challenges and develop relevant information solutions based on the accompanying processes, data collection and study of the relevant economic and business environment using information technologies;
3. To develop the ability to participate in the planning, implementation and evaluation processes of strategies, operations and projects using modern technologies for effective management;
4. To help in improving communication and team work skills, to promote independent work and becoming a professional focused on self-development.

PROGRAM LEARNING OUTCOMES

The graduate of the Business Management and Digital Technology program at the National University of Georgia:

- I. Describes modern business and management theories, approaches, methods and elements affecting the organizational environment as a result of the introduction of modern technologies;
- II. Knows the nature of business and its management, areas of business activity and their challenges, the changing business environment based on the use of information technologies;
- III. Describes the dynamics of digital business, features, opportunities, limitations, challenges and digital business management tools;
- IV. Participates in planning, management and control processes of organizational resources using modern technologies, models and software;
- V. Participates and uses information technologies in the planning, implementation and evaluation processes of strategies, operations and projects;
- VI. Is familiar with managerial functions and ethical principles necessary for successful management in a multicultural work environment;
- VII. Demonstrates written and oral communication skills, uses digital technologies in communication and adheres to information security norms relevant to the process;
- VIII. Realizes the importance of continuous learning and professional development, the role of adapting modern technologies and establishing dynamic business practices in career development;

MAP OF COMPETENCES

THE COMPLIANCE OF THE PROGRAM GOALS WITH THE PROGRAM LEARNING OUTCOMES

Program Goals	Learning Outcomes							
	I	II	III	IV	V	VI	VII	VIII
Program Goal I	√		√			√	√	
Program Goal II		√	√					√
Program Goal III				√	√			
Program Goal IV						√	√	√

Assessment of Program Learning Outcomes and Target Benchmark

Learning Outcome	Study Course	Rubric Of Assessment	Evaluation Period	Evaluator	Number of students	Target Benchmark
I. Describes modern business and management theories, approaches, methods and elements affecting the organizational environment as a result of the introduction of modern technologies;	Introduction to Business	Seminar activity	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Theoretical and applied economics for managers 1	Seminar activity	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Theoretical and applied economics for managers 2	Presentation of the project	II semester	Course provider	30	50% of students will receive at least 80% of the grade.
	Innovation management and startups	Final exam	IV semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Business ethics and communications	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Principles of Business Law	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Basics of Risks Management	Final exam	V semester	Course provider	30	50% of students will receive at least 40% of the grade.

	Practice	Activity	VI semester	Commission	30	50% of students will receive at least 60% of the grade.
II. Knows the nature of business and its management, areas of business activity and their challenges, the changing business environment based on the use of information technologies;	Introduction to Business	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Theoretical and applied economics for managers 1	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Marketing and Integrated Communications	Final exam	II semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Innovation management and startups	Final exam	IV semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Theoretical and applied economics for managers 2	Final exam	II semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Introduction to Finance	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Principles of Business Law	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Project management	Final exam	IV semester	Course provider	30	50% of students will receive at least 40% of the grade.

	Supply chain and logistics	Seminar activity	III semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Financial Accounting	Seminar activity	IV semester	Course provider	30	50% of students will receive at least 60% of the grade.
	IT project management	Final exam	V semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Basics of Risks Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Strategic modeling and planning	Seminar activity	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Midterm Assessment of Practice Report	VI semester	Commission	30	50% of students will receive at least 80% of the grade.
III. Describes the dynamics of digital business, features, opportunities, limitations, challenges and digital business management tools;	Introduction to Business	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Theoretical and applied economics for managers 1	Presentation of the project	I semester	Course provider	30	50% of students will receive at least 80% of the grade.
	Marketing and Integrated Communications	Presentation of the project	II semester	Course provider	30	50% of students will receive at least 80% of the grade.
	Mathematics for Business	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.

Applied Statistics	Final exam	II semester	Course provider	30	50% of students will receive at least 40% of the grade.
Innovation management and startups	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
Theoretical and applied economics for managers 2	Seminar activity	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
Basics of Operations Management	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
Business ethics and communications	Seminar activity	IIIsemester	Course provider	30	50% of students will receive at least 60% of the grade.
Introduction to Finance	Seminar activity	IIIsemester	Course provider	30	50% of students will receive at least 60% of the grade.
Principles of Business Law	Seminar activity	IIIsemester	Course provider	30	50% of students will receive at least 60% of the grade.
Basics of Human Resources Management	Final exam	V semester	Course provider	30	50% of students will receive at least 40% of the grade.
Project management	Seminar activity	IVsemester	Course provider	30	50% of students will receive at least 60% of the grade.
Supply chain and logistics	Final exam	IIIsemester	Course provider	30	50% of students will receive at least 40% of the grade.

	Financial Accounting	Seminar activity	IV semester	Course provider	30	50% of students will receive at least 60% of the grade.
	IT project management	Final exam	Vsemester	Course provider	30	50% of students will receive at least 40% of the grade.
	Basics of Risks Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Basics of databases	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
	Digital entrepreneurship and business transformation	Presentation of the project	V semester	Course provider	30	50% of students will receive at least 80% of the grade.
	Basics of programming based on Python	Final exam	VI semester	Course provider	30	50% of students will receive at least 40% of the grade.
	Strategic modeling and planning	Seminar activity	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Midterm Assessment of Practice Report	VI semester	Commission	30	50% of students will receive at least 80% of the grade.
IV. Participates in planning, management and control processes of organizational resources using modern technologies, models and software;	Business ethics and communications	Seminar activity	IIIsemester	Course provider	30	50% of students will receive at least 60% of the grade.
	Mathematics for Business	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.

Applied Statistics	Final exam	II semester	Course provider	30	50% of students will receive at least 40% of the grade.
Introduction to Business	Seminar activity	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
Innovation management and startups	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
Basics of Operations Management	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
Introduction to Finance	Final exam	IIIsemester	Course provider	30	50% of students will receive at least 40% of the grade.
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	Basics of Risks Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Midterm Assessment of Practice Report	VI semester	Commission	30	50% of students will receive at least 80% of the grade.
V. Participates and uses information technologies in the planning, implementation and evaluation processes of strategies, operations and projects;	Basics of Operations Management	Seminar activity	IVsemester	Course provider	30	50% of students will receive at least 60% of the grade.
	Marketing and Integrated Communications	Presentation of the project	IIsemester	Course provider	30	50% of students will receive at least 80% of the grade.
	Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Mathematics for Business	Final exam	I semester	Course provider	30	50% of students will receive at least 40% of the grade.
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	Basics of Risks Management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Strategic modeling and planning	Seminar activity	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Activity	VI semester	Commission	30	50% of students will receive at least 60% of the grade.
VI. Is familiar with managerial functions and ethical principles necessary for successful management in a multicultural work environment;	Principles of Management	Presentation of the project	II semester	Course provider	30	50% of students will receive at least 80% of the grade.
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	IT project management	Seminar activity	V semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Final practice exam	VI semester	Commission	30	50% of students will receive at least 60% of the grade.
VII. Demonstrates written and oral communication skills, uses digital technologies in communication and adheres to information security norms relevant to the process;	Principles of Management	Seminar activity	II semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Marketing and Integrated Communications	Presentation of the project	II semester	Course provider	30	50% of students will receive at least 80% of the grade.
	Introduction to Business	Seminar activity	I semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Innovation management and startups	Final exam	IV semester	Course provider	30	50% of students will receive at least 40% of the grade.
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	Project management	Final exam	IVsemester	Course provider	30	50% of students will receive at least 40% of the grade.
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	Strategic modeling and planning	Seminar activity	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Final practice exam	VI semester	Commission	30	50% of students will receive at least 60% of the grade.
VIII. Realizes the importance of continuous learning and professional development, the role of adapting modern technologies and establishing dynamic business practices in career development;	Business ethics and communications	Seminar activity	IIIsemester	Course provider	30	50% of students will receive at least 60% of the grade.
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	Basics of programming based on Python	Seminar activity	VI semester	Course provider	30	50% of students will receive at least 60% of the grade.
	Practice	Final practice exam	VI semester	Commission	30	50% of students will receive at least 60% of the grade.

Program Admission Requirements

Prerequisites for enrollment in the bachelor's program are: The prerequisites and procedures for admission to the Business Management and Digital Technologies Bachelor's program are in accordance with the applicable legislation, are spelled out in the regulation governing the study process, are available on the website and are available to all interested parties.

Enrollment conditions A person with a complete general education who has a relevant document (certificate) certified by the state or equivalent to it and based on the results of the unified national exams has the right to study at the Bachelor's program in Business Management and Digital Technologies.

Enrollment without passing unified national exams

A) For foreign citizens and stateless persons who have received a full general or equivalent education in a foreign country, or foreign citizens and stateless persons (except for those who are citizens of Georgia at the same time), who received a full general or equivalent education in Georgia according to foreign or international programs recognized by Georgia;

B) For citizens of Georgia who have received full general or equivalent education in a foreign country and have studied in a foreign country for the last 2 years of full general education;

C) For foreign citizens (except for students participating in a joint Higher Education program and students participating in an exchange education program) who are studying/have studied and received credits / qualifications in a Higher Education Institution recognized in a foreign country in accordance with the legislation of that country.

D) For citizens of Georgia (except for students participating in a joint Higher Education program and students participating in an exchange education program) who live/lived, study/studied and have received credits/qualification in a foreign country at a Higher Educational Institution recognized in accordance with the legislation of this country for the period determined by the Ministry of Education and Science of Georgia.

E) The Higher Educational Institution is obliged to confirm that the persons, wishing to obtain the right to study, possess the language of instruction of the chosen educational program at least B1 level.

Enrollment by Mobility

The admission of students transferred from other higher educational institutions/programs to the bachelor's program of business management and digital technology is carried out in accordance with the order established by the order of the Minister of Education and Science of Georgia No. 10/N of February 4, 2010.

A person who has been enrolled in a higher educational institution in accordance with the law and who is a student of the institution at the time of registering as a student of mobility on the electronic portal of the education management information system has the right to be transferred to the bachelor's program of business management and digital technology.

The right to mobility is also granted to a person whose student status has been suspended at the time of registration on the electronic portal or to a person whose status has been terminated within 12 months of the termination of the status.

Enrollment in the Bachelor's educational program or enrollment by transfer from a recognized higher education institution abroad is carried out on the basis of the order of the Minister of Education and Science of Georgia. Based on the decision / consent of the Ministry of Education and Science of Georgia.

ORGANIZING TEACHING

The duration of the Bachelor's program in Business Management and Digital Technologies is 3 academic years (6 semesters) and provides for the accumulation of 180 ECTS credits, which is equivalent to 4500 astronomical hours. One credit (ECTS) is equivalent to a student's study activity (student load) for 25 hours and includes both contact and independent hours. When calculating the credit, the time specified for the additional exam (preparation, passing, evaluation) as well as the consultation time with the person implementing the component of the educational program is not taken into account.

The distribution of credits among the different study components should be based on a realistic assessment of the study load of a student with average academic achievements that are required to achieve the learning outcomes and goals set for each component.

When calculating the credit, the time determined for the additional exam (preparation, passing, evaluation) as well as the consultation time with the person implementing the component of the educational programme should not be taken into account.

The full workload of an academic year includes 60 (ECTS). During the academic (spring and autumn) semester the student must cover on average 30 credits.

Taking into account the features of the higher education programme and/or the student's individual curriculum, it is allowed for the student's study load to exceed 60 credits or be less than 60 credits during one academic year. It is not allowed for a student's study load to exceed 75 (ECTS) credits in one academic year.

An academic week is a period of time over which the study load of a student with average academic achievement is distributed and includes a combination of activities to be performed during both contact and independent hours.

A semester is a period of time that includes a combination of academic weeks, a period of conducting an exam/additional exam and evaluation of student's learning outcomes.

The program is regarded as completed, when the student accumulates at least 180 ECTS, which implies the fulfilment of the basic, elective and free components of the field determined under the program.

TEACHING – LEARNING METHODS

Lecture - is a creative process where a lecturer and a student take part simultaneously. The main aim of the lecture is to understand the idea of the subject regulations to be learnt, which means a creative and active perception of presented material. In addition, an attention should be paid to the main provisions of transferable material, definitions, indications, assumptions. Critical analysis of the main issues, facts and ideas are necessary. A lecture should provide a scientific and logically consistent knowledge of main subject regulations to be learnt without excessive details overloading. Therefore, it must be logically completed. In addition, facts, examples, charts, drawings, tests and other visual aspects should be aimed at the explanation of the lecture's idea. The lecture should provide an accurate analysis of science dialectical process and should be based on free-thinking ability of students in particular environment, understanding of the basic scientific problems and the orientation of understanding. Lecture uses verbal or oral method and involves the communication of the lecture material to students verbally, method used during this process include: questions and answers, interactive work, the theoretical explanations of the provisions based on practical situations.

Collaborative - teaching method involves dividing students into groups and giving them learning assignments. The members of the group work on the issue individually and at the same time share it with the other members of the group. Due to the set task, it is possible to redistribute functions among the members during the group work process. This strategy ensures maximum involvement of all students in the learning process.

Independent work- material heard in the lecture is formed as a whole system of knowledge by the independent work of the student. The student should be interested in the book and other sources of information and want to study the issues independently, which is a way to stimulate independent thinking, analysis and drawing conclusions.

Verbal, or oral, method includes lecture, narration, conversation, and etc. In this process, the lecturer conveys the teaching material through words, while the students actively perceive and master it by listening, remembering and understanding.

Method of working on the book involves introduction, processing and analysis of independently given reading material.

The method of written work- involves the following types of activities: making records, compiling material, composing thesis, performing an abstract, or essay, etc.

Practical methods combine all the forms of teaching that develop the student's practical skills, here the student independently performs this or that activity on the basis of acquired knowledge.

Discussion / debate is one of the most common methods of interactive teaching. The discussion process drastically increases the quality and activity of student engagement. The discussion can turn into an argument. This process is not limited to questions asked by the lecturer. This method develops the student's ability to argue and justify his or her own opinion.

Problem-Based Learning (PBL) - a learning method that uses the problem in the early stages of the process of acquiring and integrating new knowledge.

Cooperative learning - is a teaching strategy in which each member of the group is required not only to study but also to help his or her teammate learn the course better. Each group member works on the problem until all of them have mastered the issue.

Case study -an active problem-situation analysis method, based on teaching by solving specific tasks - situations (so-called case solving). This method of teaching is based on the discussion of specific practical examples (cases). The case is a kind of tool that allows the application of the acquired theoretical knowledge to solve practical tasks. By combining theory and practice, the method effectively develops the ability to make reasoned decisions in a limited amount of time. Students develop analytical thinking, teamwork, listening and understanding alternative thinking, the ability to make generalized decisions based on alternatives, plan actions, and predict their outcomes.

Brain storming- is a method student can use to generate ideas for solving the problem. In the process of brainstorming students must suspend any concerns about staying organized. The goal is to pour their thoughts without worrying about whether they make sense or how they fit together. It is effective method within the group and contains following stages:

- Creative definition of problem

- Taking notes of ideas without criticism
- Definition of estimation criterion
- Evaluation of ideas by preliminarily defined criterion
- Selection of best matching ideas by exclusion
- Manifestation of idea with the highest estimation for solving the problem

Demonstration method- involves visual representation of information. It is quite effective in terms of achieving results. In many cases, it is best to provide the material to students in both audio and visual form. Demonstration of the study material can be done by both the teacher and the student. This method helps us to visualize the different levels of perception of the learning material, to specify what students will have to do independently; At the same time, this strategy visually illustrates the essence of the issue / problem. Demonstrations may look simply, such as solving a mathematical problem, visualizing a step on its board, or taking on a complex look, such as conducting a multi-level science experiment.

Inductive Method- defines a form of transferring knowledge, when the course of thought in the process of learning is directed from facts to generalization, that is, when conveying material, the process proceeds from specific to general.

Deductive Method- the process of reasoning from one or more statements (premises) to reach a logically certain conclusion. It works from the more general to the more specific.

Analysis- through this method, lecturers and students discuss specific cases together. Students thoroughly learn the previously unknown sides of the issue. The method of analysis enables us to break up the whole part of the study the material into constituent parts, which simplifies the understanding of the specific issues of the problem.

The synthesis method -involves composing one whole by grouping individual issues. This method helps to develop the problem as the ability to see the whole.

The explanatory method is based on reasoning around a given issue. In presenting the material, the lecturer gives a specific example, which is discussed in detail in the given topic.

Action-oriented teaching - requires the active involvement of the lecturer and the student in the teaching process, where the practical interpretation of the theoretical material becomes particularly important.

Role-playing and situational games Scenario-based role-playing games which allow students to look at the issue from different positions and help them form an alternative point of view. Like the discussion, role-playing games develop the student's ability to express and defend his or her position independently.

Laboratory learning- is more visible method and allows you to perceive an event or process. In the lab, the student learns to conduct an experiment. During the laboratory study, the student should be able to control the devices, adjust them and determine the mode of operation. Habits developed in learning laboratories provide an understanding of the theoretical material heard in lectures.

The development and presentation of the project -is a combination of educational and cognitive tools, which allows to solve the problem in the conditions of the necessary presentation of the student's independent actions and the obtained results. Teaching in this way raises students' motivation and responsibility. Work on the project includes stages of planning, research, practical activity and presentation of results according to the chosen issue. The project will be considered feasible if its results are visible, convincing and concrete. It can be performed individually, in pairs or in groups; Also, within one subject or several subjects (integration of subjects). Upon completion, the project will be presented to a wide audience.

E-learning - This method includes three types of teaching:

- Attendance when the teaching process takes place within the contact hours of the lecturer and the students, and the teaching material is delivered through an electronic course.
- Hybrid (attendance / distance), the main part of the learning course is done remotely, and a small part is done within the contact hours.
- Completely distance learning involves conducting the learning process without the physical presence of the lecturer. The learning course is held electronically from beginning to end.

EVALUATION SYSTEM

The system of evaluation of learning outcomes and competencies is based on the system recognized by the legislation and corresponds to the evaluation and credit granting standards approved by the OrderN3 of the Minister of Education and Science of Georgia dated January 5, 2007.

Student assessment system includes:

a) Five types of positive evaluation:

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 evaluation:

b.a) (FX) did not pass - 41-50 points of maximum evaluation, which means that the student needs more work to pass the examination and is given the right to retake (one time) an exam via independent work;

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

In case student gets FX, he/she can take the additional exam in the same semester 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 at the additional exam. The grade obtained at the additional exam is the final grade and is reflected in the final grade of the study component of the educational program.

Considering the additional exam evaluation if the points accumulated by student in the educational program component is 0-50 points, student is evaluated with F-0.

A prerequisite for a student's admission to the final exam is to overcome the competence threshold of the Midterm Evaluation (No less than 11 points within Midterm Evaluation).

Competency threshold for the Final Exam is 30%, no less than 12 points.

Prerequisite for granting the credit is accumulating no less than 51 from 100 points and to overcome the minimum competency threshold of Midterm Evaluation and Final Exam.

EVALUATION COMPONENTS

Student assessment in each learning component of the program includes two forms of assessment - midterm assessment and final assessment.

Each form of evaluation includes an evaluation component/components, which includes the evaluation method/methods, and the evaluation method/methods are measured by the evaluation criteria, which are spelled out in the syllabi of the respective program and are available to all students at the beginning of the semester in the electronic system of the educational process - emis.seu.edu.ge.

In each educational component of the educational program, 60 points are assigned to the midterm evaluation, and 40 points to the final evaluation, from the total evaluation score (100 points) to determine the final evaluation of the student. The midterm and final assessment have a minimum competency threshold, which is determined by the syllabus of the respective component. Exceptions are established taking into account the specifics of the specific program/educational component, in accordance with the requirements established by the current legislation of Georgia.

PROGRAM INTERNATIONALIZATION

1. Braganca University
2. State University of Applied Sciences Kalisz Calisia
3. UCSI University
4. International University of Goražde
5. EU Business School
6. Bucharest University of Economic Studies
7. University of Economics and Human Sciences in Warsaw
8. College of Canyons
9. University of Foggia
10. Open University of Human Development "Ukraine"
11. Yaşar University, Izmir
12. University of A Coruña
13. Universitat Jaume I
14. University of Jaen
15. WSB University
16. Romanian American University
17. Kafkas University

PARTNER ORGANIZATIONS

- Digital Marketing House LLC
- Marketing Cloud LLC
- Paragraph Tbilisi City LLC
- Association of Artificial Intelligence of AIP Georgia
- JSC Credo Bank
- JSC PSP insurance;
- Distribution and Logistics of Georgia LLC
- Engineering Group LLC
- Institute of Economic Research and Development LLC
- women in tech
- National Competition Agency of Georgia
- State Audit Office and Public Audit Institute
- Terabank
- Aiti Academy Step
- Grant Thornton LLC
- Tegeta Motors LLC

PROGRAM EMPLOYMENT FIELD

A graduate of the National University of Georgia SEU Business Management and Digital Technologies bachelor program can be employed in small, medium and large companies operating in management consulting, analytical, retail trade, distribution, e-commerce, healthcare, service and other sectors of the country's economy. In these companies, a graduate student can work as a middle manager or specialist in various departments and perform relevant functions.

The working departments are:

- Digital Marketing Specialist - Use digital platforms and technologies to develop and implement marketing strategies, manage social media campaigns and analyze consumer behavior data.
- E-Commerce Manager - Oversee online sales channels, optimize customer experience, manage inventory, and implement digital marketing strategies to drive sales and revenue growth.
- Business Analyst - Analyze data to identify trends, patterns and insights and provide recommendations to improve business processes, optimize performance and support decision making.
- Project Manager - Planning, execution and management of projects related to digital initiatives, such as software development, website launches or digital transformation projects, ensuring timely delivery and stakeholder satisfaction.
- Digital Product Manager - Leads the development and management of digital products or services from concept to launch, conducting market research, defining product requirements and collaborating with cross-functional teams.
- Digital Strategy Consultant - advises organizations on digital transformation strategies, helping them use technology to achieve their business goals, increase efficiency and remain competitive in the digital age.

- Data Analyst/Scientist - Collect, analyze and interpret data to derive actionable insights, predict trends and support decision making using tools and techniques such as data mining and statistical analysis.
- Budding entrepreneur - launching and managing a startup or digital enterprise, identifying market opportunities, developing business models and implementing growth strategies.
- Digital Transformation Manager - Integrate digital technologies into all aspects of the organization's operations, including marketing, sales, customer service and internal processes, to increase efficiency, innovation and competitiveness.
- Public sector - Ministry of Economy, National Bank, Ministry of Finance.

OPPORTUNITIES TO CONTINUE STUDYING

A graduate of the bachelor's program in business management and digital technology is entitled, according to the law, to continue his studies in the higher educational institutions of Georgia or other countries in the master's program of any direction, if the prerequisite for admission to this program is not limited to the academic degree of a bachelor's degree in another specialty.

PROGRAM RESOURCES

MATERIAL RESOURCES

Bachelor's Program in business management and digital technology is implemented in the campus equipped with modern infrastructure, it is provided with library, material and technical resources, which ensure the achievement of the program goals and learning outcomes in material and quality terms. All rooms are equipped with the devices necessary for the implementation of learning process. Students are informed about the opportunity to use existing resources and about the rules of use.

Computer classes are available at the University for practical and laboratory works with relevant equipment. The computer capabilities and their number totally make it possible to implement the program perfectly in terms of software and hardware.

All necessary literature and other materials (including those existing on the electronic carriers) determined by the course syllabuses of the program are available in the library, which ensures the achievement of the learning outcomes of the educational program.

The University has executed an agreement with the NNLE Georgian Library Association on the service of international electronic library bases. The most recent scientific periodicals, international electronic library bases are available for students, that enables the, to familiarize themselves with the most recent scientific data of the respective field in order to achieve the learning outcomes of the program.

The University operates a tech and entrepreneurship lab that allows students to connect with real business projects and to learn specific skills needed to execute various projects, and to benefit from individual mentoring services. The lab gives like-minded students a chance to connect and turn their business ideas into reality. In addition, workshops and activities organized by specialists in the field of developing specific skills are organized. The Tech and Entrepreneurship Lab is also actively involved in the development of practical elements of individual courses, coordinating the participation of practitioners and companies in the learning process.

FUNDING OF THE PROGRAM

The financial support of the Bachelor's program in in business management and digital technology is provided by the program budget. The amount allocated from the budget is directed to the constant updating of the material and technical resources and literature provided by the program, the organization of scientific conferences, the salary expenses of the academic/guest staff and the publishing and printing of their works. The budget also provides for the expenses of academic/guest and administrative personnel's scientific business trips, funding of students in exchange programs, international trainings and conferences.

MONITORING OF THE PROGRAM QUALITY

The monitoring and the periodical assessment of the Bachelor's Program in in business management and digital technology shall be performed with the participation of academic/invited, administrative/assistant personnel, students, alumni, employers and other interested persons, through systematic collection, processing and analysis of information. Based on the assessment outcomes, when necessary, the program will be modified/developed.

The Quality Enhancement Department performs regular analysis and other activities intended for the quality enhancement, which consist of the following surveys:

- Lecturer and Study Course Evaluation by students (once per semester);
- Educational Program Evaluation by students (have they achieved the learning outcomes determined by the program) (in the last year of the study);
- University's Institutional Evaluation by students (once a year);
- Students' Satisfaction with Practice Course
- Alumni Research (six months after the end of the program);
- Employers' Survey (once a year);
- Self-evaluation of the study course (by the lecturer, once a semester);
- Self-evaluation of the program (by the head/co-head of the program, once a year).

Each survey is analyzed and the tendencies are determined across the University. Also, at the level of structural units, faculties and educational programs. The surveys and studies enable the conducting of the comparative analysis between the faculties and the educational programs. The comparative analysis is performed by the Quality Enhancement Department and the results are provided to all interested persons. The Quality Enhancement Department plans the organization of trainings with the personnel and students involved in the quality assurance processes in order to further reinforce the processes for their active participation in these processes.

Business Management and Digital Technologies

	Course	E C T S		Prerequisite	Students' workload						Credits allocation through semester					
					Lecture	Work in groups, practical or laboratory work	Midterm exam	Final exam	Total contact hours	Independent work	I	II	III	IV	V	VI
	Mandatory Courses	133	Number of compulsory credits to be earned in the relevant semester								I	II	III	IV	V	VI
											24	30	18	20	25	16
1.	Introduction to Business	6	150	No prerequisite	13	12	2	3	30	120	6					
2.	Theoretical and applied economics for managers 1	6	150	No prerequisite	13	12	2	3	30	120	6					
3.	Mathematics for Business	6	150	No prerequisite	13	12	2	3	30	120	6					
4.	Business English 1	6	150	No prerequisite	-	52	2	3	57	93	6					
5.	Marketing and Integrated Communications	6	150	No prerequisite	13	12	2	3	30	120		6				
6.	Business English 2	6	150	Business English 1	-	52	2	3	57	93		6				
7.	Principles of Management	6	150	No prerequisite	13	12	2	3	30	120		6				
8.	Theoretical and applied economics for managers 2	6	150	Theoretical and applied economics for managers 1	13	12	2	3	30	120		6				

9.	Applied statistics	6	150	Mathematics for Business; Modern Office Programs	13	24	2	3	42	108		6				
10.	Business ethics and communications	4	100	Introduction to Business	13	12	2	3	30	70			4			
11.	Introduction to Finance	5	125	No prerequisite	13	12	2	3	30	95			5			
12.	Principles of Business Law	5	125	Introduction to Business	13	12	2	3	30	95			5			
13.	Supply chain and logistics	4	100	Principles of Management	13	12	2	3	30	70			4			
14.	Innovation management and startups	4	100	Introduction to Business; Principles of Management	13	12	2	3	30	70				4		
15.	Project management	5	125	Principles of Management	13	24	2	3	42	83				5		
16.	Basics of Operations Management	5	125	Principles of Management	13	12	2	3	30	95				5		
17.	Financial accounting	6	150	No prerequisite	13	24	2	3	42	108				6		
18.	Digital entrepreneurship and business transformation	5	125	Innovation management and startups	13	12	2	3	30	95					5	
19.	Basics of Risks Management	5	125	Principles of Management; Applied statistics	13	12	2	3	30	95					5	
20.	IT project management	5	125	Modern Office Programs	13	12	2	3	30	95					5	
21.	Basic of databases	5	125	Modern Office Programs	14	12	2	3	31	94					5	
22.	Basic of Human Resources Management	5	125	Principles of Management	13	12	1	3	29	96					5	
23.	Strategic modeling and planning	6	150	Basic of Operations Management	13	12	2	3	30	120						6
24.	Basics of programming based on Python	5	125	No prerequisite	14	12	2	3	31	94						5

25.	Practice in Business Management and Digital Technologies	5	125	Business ethics and communications; Marketing and Integrated Communications; Introduction to Finance.												5
N	Elective courses	21	Number of credits to be earned in the relevant semester								I	II	III	IV	V	VI
												6	10	5		
1.	E-Governance	6	150	No prerequisite	13	12	2	3	30	120						
2.	Research Methods in Business	5	125	Applied statistics	13	24	2	3	42	83						
3.	Customer Relationship Management	5	125	No prerequisite	13	12	2	3	30	95						
4.	International management	5	125	Principles of Management	13	12	2	3	30	95						
5.	Leadership	5	125	No prerequisite	13	12	1	3	29	96						
6.	Basics of banking	4	100	No prerequisite	13	12	2	3	30	70						
7.	Quality management	4	100	Principles of Management	13	12	2	3	30	70						
8.	Managerial accounting	6	150	Financial accounting	13	24	2	3	42	108						
9.	International business and export management	5	125	Introduction to Business	13	12	2	3	30	95						
10.	Electronic commerce	5	125	No prerequisite	13	12	2	3	30	95						

Human Resources

N	Study Course	Lecturer Name - Surname	Status
1.	Introduction to Business	Rusudan Beriashvili	Associate Professor
2.	Theoretical and applied economics for managers 1	Erekle Zarandia	Associate Professor
3.	Mathematics for Business	Tea Shavadze	Invited Lecturer
4.	Business English 1	Nino Chikovani	Invited Lecturer
5.	Marketing and Integrated Communications	Lasha Chelidze	Assistant professor
		Ana Chkhikvadze	Invited Lecturer
6.	Business English 2	Nino Chikovani	Invited Lecturer
7.	Principles of Management	Teona Maisuradze	Associate Professor
		Zurab Mushkudiani	Associate Professor
8.	Theoretical and applied economics for managers 2	Erekle Zarandia	Associate Professor
9.	Applied statistics	Natia Gelashvili	Associate Professor
		Ketevan Machaidze	Invited Lecturer
10.	Business ethics and communications	Paata Shurghaia	Associate Professor
		Sergo Gelashvili	Invited Lecturer
11.	Introduction to Finance	Nino Samchkuashvili	Associate Professor
		Maia Siradze	Assistant Professor
12.	Principles of Business Law	Giorgi Rostiashvili	Associate Professor
		Salome Chelidze	Invited Lecturer
13.	Supply chain and logistics	Tornike Ebanoidze	Invited lecturer
		Sergo Gelashvili	Invited lecturer
14.	Innovation management and startups	Erekle Zarandia	Associate Professor

		Maria Kldiashvili	Associate Professor
15.	Project management	Maria Kldiashvili	Associate Professor
		Nino Barqaia	Invited lecturer
16.	Basics of Operations Management	Khatia Koberidze	Associate Professor
		Maria Kldiashvili	Associate Professor
17.	Financial accounting	Maia Siradze	Assistant Professor
18.	Digital entrepreneurship and business transformation	Ana Chkhikvadze	Invited Lecturer
19.	Basics of Risks Management	Zurab Mushkudiani	Associate Professor
		Beqar Kilasonia	Assistant professor
20.	IT project management	Besiki Tabatadze	Associate Professor
21.	Basic of databases	Aleksandre Chakhvadze	Assistant professor
		Levani Julakidze	Invited Lecturer
22.	Basics of Human Resource Management	Teona Maisuradze	Professor
23.	Strategic modeling and planning	Sergo Gelashvili	Invited Lecturer
24.	Basics of programming based on Python	Besiki Tabatadze	Associate Professor
		Ilia Ochigava	Associate Professor
25.	Academic Writing	Ketevan Nizharadze	Associate Professor
		Irma Mesiridze	Invited Lecturer
26.	Modern Office Programs	Lia Kurtanidze	Associate Professor
		Davit Kipshidze	Assistant Professor
27.	E-Governance	Erekle Zarandia	Associate Professor
28.	Research Methods in Business	Giorgi Mamniashvili	Associate Professor

29.	Customer Relationship Management	Levan Lazviashvili	Invited Lecturer
30.	International management	Irakli Petriashvili	Assistant Professor
31.	Leadership	Rusudan Beriashvili	Associate Professor
32.	Basics of banking	Elene Kvitaishvili	Invited Lecturer
33.	Quality management	Izabela Ferishvili	Invited lecturer
34.	Managerial accounting	Paata Shurghaia	Associate Professor
		Maia Siradze	Assistant Professor
35.	International business and export management	Irakli Petriashvili	Assistant Professor
36.	Electronic commerce	Guram Sherozia	Invited Lecturer
		Levan Dundua	Invited Lecturer
37.	Information technologies in management	Lili Petriashvili	Invited lecturer

Academic/Invited Staff

N	Name and Surname	Status	Affiliation
1.	Teona Maisuradze	Professor	Affiliated
2.	Rusudan Beriashvili	Associate Professor	Affiliated
3.	Erekle Zarandia	Associate Professor	Affiliated
4.	Paata Shurghaia	Associate Professor	Affiliated
5.	Nino Samchkuashvili	Associate Professor	Affiliated
6.	Khatia Koberidze	Associate Professor	Affiliated
7.	Ketevan Nizharadze	Associate Professor	Affiliated
8.	Lia Kurtanidze	Associate Professor	Affiliated
9.	Teona Maisuradze	Associate Professor	Affiliated
10.	Natia Gelashvili	Associate Professor	Affiliated
11.	Ilia Ochigava	Associate Professor	Affiliated
12.	Giorgi Mamniashvili	Associate Professor	-
13.	Giorgi Rostiashvili	Associate Professor	-
14.	Besiki Tabatadze	Associate Professor	-
15.	Zurab Mushkudiani	Associate Professor	-
16.	Maria Kldiashvili	Associate Professor	-
17.	Maia Siradze	Assistant Professor	Affiliated
18.	Aleksandre Chakhvadze	Assistant professor	-
19.	Davit Kipshidze	Assistant Professor	-
20.	Irakli Petriashvili	Assistant Professor	-
21.	Lasha Chelidze	Assistant professor	-
22.	Tea Shavadze	Invited Lecturer	-

23.	Ana Chkhikvadze	Invited Lecturer	-
24.	Ketevan Machaidze	Invited Lecturer	-
25.	Sergo Gelashvili	Invited Lecturer	-
26.	Salome Chelidze	Invited Lecturer	-
27.	Tornike Ebanoidze	Invited lecturer	-
28.	Nino Barqaia	Invited lecturer	-
29.	Levani Julakidze	Invited Lecturer	-
30.	Irma Mesiridze	Invited Lecturer	-
31.	Levan Lazviashvili	Invited Lecturer	-
32.	Elene Kvitaishvili	Invited Lecturer	-
33.	Izabela Ferishvili	Invited lecturer	-
34.	Guram Sherozia	Invited Lecturer	-
35.	Levan Dundua	Invited Lecturer	-
36.	Lili Petriashvili	Invited lecturer	-
37.	Nino Chikovani	Invited lecturer	-