

Ilia State University  
School of Business  
Master's Programme  
Curriculum

Faculty /School	School of Business
Programme	Business Administration
Academic Degree/Qualification Conferred	<ul style="list-style-type: none"> <li>• Master of Business Administration (Ilia State University)</li> <li>• Master of Arts in International Business (Fachhochschule Burgenland)*</li> </ul> <p>* offered to exchange students following an additional degree track at Fachhochschule Burgenland.</p>
Duration of the Programme (Semester, Credits)	<p>4 Semesters, 120 ECTS</p> <p>ISU Exchange students following an additional degree track at Fachhochschule Burgenland will be expected to accumulate 138 ECTS towards their Master of Arts in International Business.</p>
Language of Instruction/examination	English
The Date of Development of the Programme and Issues of Updating	<p>The program was initially developed and approved in 2011. The recent update including the additional degree track at Fachhochschule Burgenland for exchange students was introduced in 2017. The program can be revised at the beginning of each academic year for further improvements.</p>
<b>Prerequisites for Admission to the Programme (requirements)</b>	
<ul style="list-style-type: none"> <li>• Local and international applicants should hold a Bachelor's Degree preferably, in Business Administration or Economics.</li> <li>• International applicants will be enrolled in accordance with the rules and terms, defined by the Ministry of Education and Science of Georgia (<a href="http://www.mes.gov.ge/content.php?id=1131&amp;lang=geo">http://www.mes.gov.ge/content.php?id=1131&amp;lang=geo</a>);</li> <li>• Local applicants should pass relevant General graduate Examination and admission exams administered by the university. (To facilitate the admission process, the exam can be arranged online for international applicants). Assessment criteria for the admission exam are reviewed every year and are available at <a href="http://www.iliauni.edu.ge">www.iliauni.edu.ge</a>;</li> </ul> <p>All applicants are required to demonstrate their English language proficiency and submit one of the following:</p> <ul style="list-style-type: none"> <li>• an official international language certificate (Common European Framework of Reference (CEFR) level B2 or higher. The main certificates and minimum scores accepted are given below).</li> <li>• an English Proficiency Statement from home university, high school or college, confirming that English was the language of instruction;</li> <li>• a certificate issued by a local or international English language instruction provider (e.g. language school), confirming the acquisition of B2 level as a result of a language course attended.</li> </ul> <p>In case an applicant does not hold one of the above, he/she is required to take an in-house institutional paper-based or online language test aligned with the CEFR level B2. Please visit the <a href="#">university website</a> to view a sample of the paper-based option and access online test.</p> <p>The following are the <b><u>minimum</u></b> English test scores for admission:</p> <p><b>TOEFL</b></p> <ul style="list-style-type: none"> <li>• paper based PBT 513</li> </ul>	

- internet based iBT 65
- computer based CBT 183

### **IELTS**

- Academic (Band 5.5)

### **Cambridge ESOL (English for Speakers of Other Languages)**

- Certificate of Advanced English CAE: 160/Level B2 (also grades A/B/C)
- First Certificate in English FCE: 160/Grade C (also grades A/B)
- Business English Certificate (Higher) BEC: 45/Level B2 (also grades A/B/C)
- Business English Certificate (Vantage) BEC: 60/Grade C (also grades A/B)
- Business Language Testing Service BULATS: 60 overall
- PTE (General level 3)
- PTE Academic (59-75 points)

### **TELC (The European Language Certificates)**

- telc English B2: Pass

### **Michigan (Cambridge Michigan)**

- Examination for the Certificate of Proficiency in English ECPE: Low Pass
- Examination for the Certificate of Competency in English ECCE: Pass
- MELAB: B2

*\*\* The English language requirement may be waived if the applicant is a native of or a graduate from an English medium high school / university in countries, official language of which is English.*

### **Aims of the Program**

The aim of the program is to prepare highly qualified professionals with up-to-date knowledge and skills in business administration who can operate effectively and efficiently in a rapidly changing business environment. Graduate will be equipped with an in-depth theoretical/practical knowledge, cutting-edge modern techniques and effective management skills.

A program graduate will be able to:

- act as a reliable, independent expert in administrative processes related to designing, evaluating and developing a strategy for a business company/organization;
- apply appropriate research methods to identify problems in the field of business administration, offer innovative ways for their effective solution by applying efficient principles of informed decision-making;
- perform as an effective team player in the process of tackling complex problems occurring in a multidisciplinary business environment.

### **Learning Outcomes**

#### **Knowledge and Understanding**

*A graduate has profound and systematic knowledge of:*

- Modern theories, concepts, aspects, frameworks and contemporary views of general management, consumer behavior and marketing management, financial accounting and managerial finance, operation and strategic management;
- Modern managerial tools and instruments;
- Economic theories used in managerial economics;
- Research methods employed to identify complex problems in the field of business administration;
- Specific national and international factors affecting global consumer markets and business environment;
- Consumer behavior decision making process and general marketing practices.

**Knowledge Application**

*A graduate is able to:*

- Design and evaluate an effective strategy for a competitive business company/organization based on modern principles of strategic management that takes into account specific aspects of national and/or international business environment;
- Develop efficient business plans and outline risk management processes;
- Deliver complex analysis of financial environment;
- Identify ways to effectively optimize organizational resources;
- Employ modern research methods to independently identify problems in the field of business administration and specify innovative ways for their effective solution;
- Apply cutting-edge instruments and tools for effective decision-making, including simulation, modeling and forecasting techniques;

**Making Judgment**

*A program graduate:*

- Can analyze complex data, both qualitative and quantitative to make well-informed managerial decisions;
- Can make an expert assessment of business administration processes;
- Has skills of logical thinking, assessment, critical analysis and synthesis;

**Communication skills**

*A graduate is able to:*

- Use various channels to communicate effectively with the professional and academic audience;
- Use communication strategies to perform effectively as a business administrator;
- Communicate coherently in written form, with clear use of language, professional referencing and use of tables, diagrams and graphics where appropriate;
- Use a range of IT resources to communicate effectively.

**Learning skills**

*The graduate is able to:*

- Efficiently manage time, meet deadlines, plan and independently execute a significant master project using a range of materials, tools and relevant methodological approaches;
- Demonstrate autonomous learning capacity to find effective solutions to problems in the area of business administration;
- Identify learning needs for further professional development and manage the process independently.

**Values**

*The graduate :*

- Is able to meet ethical standards, including the standards for fair business;
- Promotes professional values based on undertaken business projects.

**Structure of the Master's Programme**

All students admitted to the master program are required to accumulate 120 ECTS to be awarded their Master's Degree in Business Administration. To this end, students are expected to:

- successfully complete all core courses (54 ECTS);
- accumulate 36 ECTS from the pool of elective courses;
- complete a master thesis (30 ECTS) in the final semester.

Students admitted to the master program in Business Administration will be offered an exchange opportunity with Fachhochschule Burgenland (Austria) and become eligible for the Degree of Master of Arts in International Business in addition to their Master of Business Administration from Ilia State University. A student choosing an exchange track with Fachhochschule Burgenland (Austria) is obliged to have Bachelor's degree relevant to content of the Master's, including

- Management/Business Administration/Economics(min. 14 ECTS)
- Legal Studies(min.6 ECTS)
- English(min. 8 ECTS) or official international language certificate level C1.

A student choosing an exchange track with Fachhochschule Burgenland (Austria) will be expected to spend the 2nd semester at Fachhochschule Burgenland (Austria) and accumulate 30 ECTS. Students complete their 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup> semesters at Ilia State University. By mutual agreement between the Universities, all credits accumulated at Ilia State University will be counted towards Degree of Master of Arts in International Business at Fachhochschule Burgenland (Austria).

Equivalently, students admitted to Fachhochschule Burgenland (Austria) will be offered an exchange opportunity with Ilia State University and become eligible for the Degree of Master of Business Administration in addition to their Master of Arts in International Business. A student choosing the exchange track will be expected to spend the 3<sup>rd</sup> semester at Ilia State University and accumulate 30 ECTS. Students complete their 1<sup>st</sup>, 2<sup>nd</sup> and 4<sup>th</sup> semesters at Fachhochschule Burgenland (Austria). By mutual agreement between the Universities, all credits accumulated at Fachhochschule Burgenland (Austria) will be counted towards Degree of Master of Business Administration at Ilia State University.

#### The structure of ISU MBA Programme:

ISU	I.I	I.II	II.I	II.2
<b>Core Courses</b>	General Management	Strategic Management	Research Methods	<b>Master Thesis</b>
	Consumer Behavior and Marketing Management	Managerial Finance	Operations Management	
	Financial Accounting	Managerial Economics		
	Quantitative Methods			
<b>Elective Courses</b>	Organizational Behavior	Advanced Quantitative Methods	Advanced Topics in Managerial Finance	
	Leadership	Innovation Based Entrepreneurship	Microeconomics in competitiveness: firms, clusters and economic development	
	Sales Management	Branding	Human Resource Management	
		Advertising	Social Media Marketing	
			Academic Writing	

#### The structure of Fachhochschule Burgenland master programme (International Business):



**Equivalence between two curriculums for exchange tracks:**

ISU MBA Courses	FHB International Business Equivalent courses
General Management	Leadership
Quantitative Methods	Advanced Consumer Research
Consumer Behavior and Marketing Management	Consumer Behavior and Marketing
Strategic Management	Strategic Management and Business Simulation
Research Methods	Integrated Market Research Project
Advanced Quantitative Methods	RDI (Research, Development and Innovation for Marketing and Consumer Insight) Methods
Managerial Finance	Entrepreneurship & Business Planning
Social Media Marketing	Advanced Topic in Marketing Communication
Branding	Strategic Brand Management
Managerial Economics	CEE Economics
Innovation Based Entrepreneurship	Innovation and Future Studies

In order to be eligible for MBA at Ilia State University (Georgia) exchange students from Fachhochschule Burgenland (Austria) are required to accumulate 132 ECTS and take 2 additional courses from MBA curriculum, namely: Financial Accounting and Operations Management. (Note: Exchange students from Fachhochschule Burgenland (Austria) can take these 2 courses during their 3rd semester at ISU.

In order to be eligible for MA in International Business at Fachhochschule Burgenland (Austria) exchange students from Ilia State University are required to accumulate 138 ECTS and take 3 additional international communication courses: one- from Fachhochschule Burgenland curriculum and 2 equivalent extracurricular courses at Ilia State University that will be counted towards their MA in International Business:

1. German or Polish (A1) (ISU);
2. German or Polish (A2) (ISU);
3. International Communication 2 (Fachhochschule Burgenland);

Students from Ilia State University and Fachhochschule Burgenland are required to write master thesis at their respective home university, but the partner institution will ensure the involvement of a co-reader for the master's thesis. In addition, students willing to earn both academic degrees have to pass a final oral Master's Exam including defense at FH Burgenland on program components.

**Teaching Methods**

- Lectures and seminars;
- Case studies;
- Simulation;
- Forecasting;
- Modeling;
- Group assignments;
- Projects.

*Specific teaching and learning methods employed in study courses are listed in course syllabi.*

**Assessment System**

Students are assessed on the grading scales specified below in respective courses taken at Ilia State University (Georgia) and Fachhochschule Burgenland (Austria). This scale of equivalence will be applied for the transfer of credits between the partner universities.

Ilia State University		FH Burgenland
(A)	91-100 Excellent	100-87,5% - very good
(B)	81-90 Very Good	87,49-75,00% - good

(C)	71-80 Good	74,99-62,50% - satisfactory
(D)	61-70 Satisfactory	62,49-50% - pass
(E)	51-60 Sufficient	49,99 - not pass
(FX)	41-50 Unsatisfactory*	
(F)	Failure 40 and less **	

\* a student needs more efforts to pass an examination and is given an extra chance to pass an additional examination through independent work

\*\* the student's effort is not sufficient and s/he has to retake a course.

*Assessment components and criteria are detailed in the respective course syllabi.*

### **Employment Opportunities**

Programme graduates can be employed in the private sector, public sector, international organization in different areas of business administration on national or international level and occupy middle or top managerial positions. They can also act as independent field experts or members of think-tanks.

Program graduates can also pursue their academic studies at the doctoral level.

### **Facilities /Resources**

- University library,
- Computer resource centre,
- ISU Pre-accelerator Zoom-out, FabLab and GameLab,
- Business School Research Centre,
- Fachhochschule Burgenland (Austria).

The academic program partners with the following organizations: "Fachhochschule Burgenland (Austria)", "Belarusian State University", "The University of Bremen", Institute for Strategy and Competitiveness at Harvard Business School ("HBS" or "Harvard"), "The Kodolányi János University of Applied Sciences", "Jade University of applied sciences", "Azerbaijan Tourism and Management University", "Vilniaus kolegija University of Applied Sciences (VIKO)", "Adam Mickiewicz University(Poland)", "Vilnius University", "IMC University of Applied Sciences Krems (Austria)", "University of Lviv", "Coca-cola Bottles Georgia", Georgian Railway company, "Trans Caucasus Terminal", "Georgian Chamber of Culture", "Georgian National Museum", "ISET", "Evex", "Irao", "Liberty bank", "New Hospital", "Aldagi", Studio "Maestro", Tourism agency "Colours Tours Georgia", Tourism agency "Caucasus Genetics", Tourism agency "Vanilla Sky", Tourism agency "Tour Georgia Okay", Hotel "Old Meidan" Hotel "Citrus", Hotel "Zp Palace".

Exchange students will have a full access to facilities and libraries at both Universities.

### Course List

#	COURSES	STATUS (Core, Elective)	INSTRUCTOR	PREREQUISITE	Credits	Contact Hours	Semester	
							Autumn	Spring
	General Management	Core	Resani Kikava		6	32	X	
	Consumer Behavior and Marketing Management	Core	Natalia Shelegia, Marika Mchedlidze		6	32	X	
	Financial Accounting	Core	Giorgi Mikhelidze		6	48	X	
	Quantitative Methods	Core	Irakli Katcharava		6	48	X	
	Strategic Management	Core	Resani Kikava		6	32		X
	Managerial Finance	Core	Nikoloz Kavelashvili	Financial Accounting	6	48		X
	Managerial Economics	Core	Giorgi Papava, Tamta Sophromadze		6	32		X
	Research Methods	Core	Nino Pataraiia		6	48	X	
	Operations Management	Core	Sofio Lebanidze		6	32	X	
	Organizational Behavior	Elective	Berika Shukakidze		6	32	X	
	Advanced Quantitative Methods	Elective	Irakli Katcharava	Quantitative Methods	6	48		X
	Advanced Topics in Managerial Finance	Elective	Nikoloz Kavelashvili	Managerial Finance	6	48	X	
	Human Resources Management	Elective	Nino Pataraiia, Tamar Jinchveladze		6	32	X	
	Leadership	Elective	Resani Kikava		6	32	X	
	Sales Management	Elective	Guram Sherozia		6	32	X	
	Innovation Based Entrepreneurship	Elective	Davit Chechelashvili		6	32		X
	Social Media Marketing	Elective	Natalia Shelegia	Branding/Consumer Behavior and Marketing Management	6	32	X	
	Branding	Elective	Natalia Shelegia	Consumer Behavior and Marketing Management	6	32		X
	Advertising	Elective	Nikoloz Makharashvili	Consumer Behavior and Marketing Management	6	32		X

	Microeconomics in Competitiveness: firms, clusters and economic development	Elective	Larisa Patariaia	Strategic Management	6	32	X	
	Digital Marketing	Elective	Tamara Chilachava		6	32	X	
	Academic Writing	Elective	Maia Rogava		6	32	X	
	Master Thesis	Required			30			X



Course/ Module	Competencies					
	Knowledge and Understanding	Applying knowledge	Making Judgments	Communication Skills	Learning Skills	Values
General Management	X	X	X	X	X	X
Consumer Behavior and Marketing Management	X	X	X	X	X	X
Financial Accounting	X	X	X	X	X	X
Quantitative Methods	X	X	X		X	
Strategic Management	X	X	X	X	X	X
Managerial Finance	X	X	X	X	X	X
Managerial Economics	X	X	X	X	X	
Research Methods	X	X	X	X	X	
Operations Management	X	X	X	X	X	
Organizational Behavior	X	X	X	X	X	X
Advanced Quantitative Methods	X	X	X		X	
Advanced Topics in Managerial Finance	X	X	X	X		
Human Resources Management	X	X	X	X		
Leadership	X	X	X	X	X	X
Sales Management	X	X	X	X	X	
Innovation Based Entrepreneurship	X	X	X	X	X	
Social Media Marketing	X	X	X	X	X	
Branding	X	X	X	X		
Advertising	X	X	X	X	X	
Microeconomics in Competitiveness: firms, clusters and economic development	X	X	X	X	X	X
Digital Marketing	X	X	X	X	X	
Academic Writing	X	X	X	X	X	X
Master Thesis	X	X	X	X	X	X