

Ilia State University
Faculty of Business, Technology and Education
Master's Programme
Curriculum

Faculty /School	Faculty of Business, Technology and Education
Programme	Business Administration
Academic Degree/Qualification Conferred	<ul style="list-style-type: none"> • Master of Business Administration (Ilia State University) • Master of Arts in International Business (Fachhochschule Burgenland)* <i>* offered to exchange students following an additional degree track at Fachhochschule Burgenland.</i>
Duration of the Programme (Semester, Credits)	4 Semesters, 120 ECTS ISU Exchange students following an additional degree track at Fachhochschule Burgenland will be expected to accumulate 130 ECTS towards their Master of Arts in International Business.
Language of Instruction/examination	English
The Date of Development of the Programme and Issues of Updating	The program was developed and approved in 1.02.2018 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.
Prerequisites for Admission to the Programme (requirements)	
<ul style="list-style-type: none"> • Local and international applicants should hold a Bachelor's Degree preferably, in Business Administration or Economics. • International applicants will be enrolled in accordance with the rules and terms defined by the Ministry of Education and Science of Georgia (https://www.mes.gov.ge/content.php?id=6772&lang=geo); • 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 www.iliauni.edu.ge; <p>All applicants are required to demonstrate their English language proficiency and submit one of the following:</p> <ul style="list-style-type: none"> • an official international language certificate Common European Framework of Reference (CEFR) or Cambridge English Scale (CES) level B2 or higher. The main certificates and minimum scores accepted are given below. • an English Proficiency Statement from home university, high school or college, confirming that English was the language of instruction; • 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. <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 university website to view a sample of the paper-based option and access online test.</p> <p>The following are the minimum English test scores for admission:</p> <p>TOEFL</p> <ul style="list-style-type: none"> • paper based (pBT) 525 • internet based (iBT) 70 • computer based (cBT) 183 <p>IELTS</p> <ul style="list-style-type: none"> • Academic 5.5 	

Cambridge ESOL (English for Speakers of Other Languages)

- First Certificate in English (FCE): 173/Grade B or 160/Grade C
- Business English Certificate Vantage (BEC Vantage): 75/Grade B or 60/Grade /C
- Business Language Testing Service BULATS: 60 overall
- PTE (General level 3)
- PTE Academic (59 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. Graduates 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, standards, frameworks and contemporary views of effective management, consumer behavior and marketing management, financial accounting and reporting, 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 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 programs 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 and deliver corresponding conclusions and recommendations;
- Has skills of logical thinking, assessment, critical analysis and synthesis;

Communication skills

A graduate is able to:

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

Learning skills

A 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 (60 ECTS)**;
- accumulate **36 ECTS from the pool of elective courses**;
- complete a **master thesis (24 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 the content of the Master's degree, 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 28 ECTS. Students complete their 1st, 3rd and 4th 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 3rd semester at Ilia State University and accumulate 30 ECTS. Students complete their 1st, 2nd and 4th 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 Program

Business Administration				
	I.1	I.2	II.1	II.2
Core Courses - 60 ECTS	Effective Management	Strategic Management	Research Methods	Master Thesis - 24 ECTS
	Consumer Behavior and Marketing Management	Managerial Finance	Operations Management	
	Financial Accounting and Reporting		Managerial Economics	
	Quantitative Methods		Academic Writing	
Elective Courses - 36 ECTS	Organizational Behavior	Advanced Quantitative Methods	Advanced Topics in Managerial Finance	Elective Course - 6 ECTS
	Leadership	Innovation Based Entrepreneurship	Social Media Marketing	
	Sales Management	Branding	Digital Marketing	
		Human Resource Management		

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



Master International Business Relations Specialisation: International Marketing

					120 ECTS / 53 SWS	
Semester	4	Advanced Topics in International Marketing 2 6/3	Master's thesis 6/0	Master's thesis 6/0,5	Master's examination 6/0	International Communication 4 6/4
	3	Advanced Topics in International Marketing 1 6/4	Master's thesis 6/0	International Economics 6/3	Master's thesis seminar (scientific writing) 6/2	International Communication 3 6/4
	2	Strategic Brand Management 6/3	E-Commerce and Marketing Metrics 6/3	Innovation Mgmt. and Business Models 6/4	RDI methods 6/3	International Communication 2 6/3
	1	International Marketing Management 6/3	International Sales Strategies 6/3	Strategic Management 6/3	Leadership 6/3	International Communication 1 6/4

Equivalence between two curriculums for exchange tracks:

ISU	FHB
Advanced Quantitative Methods	E-Commerce and Marketing Metrics Advanced Consumer Research (<i>RDI Methods module</i>)
Consumer Behavior and Marketing Management	International Marketing Management
Strategic Management	Strategic Management and Business Simulation
Quantitative Methods	E-Commerce and Marketing Metrics Advanced Topic in International Marketing I & II
Research Methods	RDI (Research, Development and Innovation for Marketing and Consumer Insight) Methods
Managerial Finance	Innovation Management and Business Models (<i>Entrepreneurship & Business Planning Module</i>) Advanced Topic in International Marketing I & II
Social Media Marketing	Advanced Topic in International Marketing I & II
Branding	Strategic Brand Management
Managerial Economics	International Economics
Innovation Based Entrepreneurship	Innovation Management and Business Models

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 Reporting 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 130 ECTS and take 2 additional international communication courses: one from Fachhochschule Burgenland curriculum and one equivalent extracurricular course at Ilia State University that will be counted towards their MA in International Business:

1. International Communication (Fachhochschule Burgenland, 4 ECTS);
2. German or Polish (A2) (ISU, 6 ECTS).

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

- Interactive lectures and seminars;
- Case analysis (case studies);
- Discussion/debates;
- Collaborative work;
- Simulation;
- Forecasting;
- Modeling;
- Group assignments;
- Projects;
- Brain storming, reflection.

Note: 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.

Note: 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 organizations 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: Aldagi Insurance Company, Caucasus Genetics Ltd, JSC Chateau Mukhrani, EVEX Medical Corporation , Irao Vienna Insurance Group, Coca-Cola Bottlers Georgia, Colour Tour Georgia llc, Hotel Old Meidan, Georgian Chamber of Culture, JSC Liberty Bank, Georgian National Museum, New Hospitals llc, Georgian Railway, Trans Caucasus Terminals LLC (TCT), Travel Agency Vanilla Sky Georgia, Georgian State Museum of Folk and Applied Art, State Museum of Georgian Folk Songs and Musical Instruments, Giorgi Leonidze State Museum of Georgian Literature, Museum of Tbilisi State Academy of Art, David Baazov Museum of History of Jews of Georgia and Georgian-Jewish Relations, , JSC "Media Partners" (Forbes Georgia), Radio Commersant, LEPL- Georgian National Tourism Administration, Adjara Group Hospitality , JSC Argo, JSC "Viva Jaluzi", JSC "GI Media Group", JSC "GRM Solutions".

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

#	COURSES	STATUS (Core, Elective)	INSTRUCTOR	PREREQUISITE	Credits	Contact Hours	Semester	
							Autumn	Spring
1.	Effective Management	Core	Resani Kikava		6	31	X	
2.	Consumer Behavior and Marketing Management	Core	Grigol Vashakidze		6	32	X	
3.	Financial Accounting And Reporting	Core	Giorgi Mikhelidze, Givi Dolidze		6	47	X	
4.	Quantitative Methods	Core	Irakli Katcharava, Aleksandre Ergeshidze		6	47	X	
5.	Strategic Management	Core	Resani Kikava		6	31		X
6.	Managerial Finance	Core	Nikoloz Kavelashvili, David Gamkrelidze	Financial Accounting And Reporting	6	47		X
7.	Managerial Economics	Core	Giorgi Papava	Quantitative Methods	6	32	X	
8.	Research Methods	Core	Nino Patariaia		6	48	X	
9.	Operations Management	Core	Sofio Lebanidze, Ketevan Nadirashvili		6	32	X	
10.	Academic Writing	Core	Maia Rogava		6	34	X	
11.	Organizational Behavior	Elective	Berika Shukakidze		6	32	X	
12.	Leadership	Elective	Resani Kikava		6	32	X	
13.	Sales Management	Elective	Tamar Magalashvili		6	32	X	
14.	Advanced Quantitative Methods	Elective	Irakli Katcharava, Aleksandre Ergeshidze	Quantitative Methods	6	48		X
15.	Innovation Based Entrepreneurship	Elective	Davit Chechelashvili	Consumer Behavior and Marketing Management	6	32		X
16.	Branding	Elective	Natalia Shelegia	Consumer Behavior and Marketing Management	6	32		X
17.	Human Resources Management	Elective	Tamar Jinchveladze		6	32		X
18.	Advanced Topics in Managerial Finance	Elective	Nikoloz Kavelashvili, David Gamkrelidze	Managerial Finance	6	48	X	
19.	Social Media Marketing	Elective	Natalia Shelegia	Branding/Consumer Behavior and Marketing Management	6	32	X	
20.	Digital Marketing	Elective	Tamara Chilachava		6	32	X	
21.	Master Thesis	Required			24	30		X