

**Ilia State University**  
**Curriculum**

<b>Faculty /School</b>	<b>Faculty of Business, Technology and Education</b>
<b>Program Title</b>	<b>Business Administration</b>
<b>Academic Degree Awarded</b>	<ul style="list-style-type: none"> <li>• <b>Master of Business Administration</b> (Ilia State University)</li> <li>• <b>Master of Arts in Business</b> (Fachhochschule Burgenland)*</li> </ul> <p><i>* offered to exchange students following an additional degree track at Fachhochschule Burgenland.</i></p>
<b>Program Duration/ECTS</b>	<b>4 Semesters, 120 ECTS</b>
<b>Launching Date of the Program &amp; Program Update</b>	<p>The program was developed in 2011. The additional degree track at Fachhochschule Burgenland for exchange students was introduced in 2017. The program was last updated in 2024.</p> <p>The program can be revised at the beginning of each academic year for further improvements.</p>
<b>Language of Instruction</b>	English
<b>Head/Heads of the Program</b>	<b>Nino Patariaia, Professor</b> <b>Nikoloz Kavelashvili, Professor</b>
<b>Admissions Requirements</b>	
<ul style="list-style-type: none"> <li>• Local and international applicants should hold a Bachelor's Degree preferably in the field of Business and Administration (041): Finance, banking and insurance (0412), Management and Administration (0413), Marketing and advertising (0414) or Economics (0311).</li> <li>• International applicants will be enrolled in accordance with the rules and terms defined by the Ministry of Education, Science and Youth of Georgia (<a href="https://www.mes.gov.ge/content.php?id=6772&amp;lang=geo">https://www.mes.gov.ge/content.php?id=6772&amp;lang=geo</a>).</li> <li>• Local applicants should pass the General Graduate Examination and admission exams administered by the university (To facilitate the admission process, the university exam can be arranged online for international applicants). Assessment criteria for the admission exam are reviewed annually and are available at <a href="http://www.iliauni.edu.ge">www.iliauni.edu.ge</a></li> <li>• Applicants must demonstrate English language proficiency at the B2 level or higher. To confirm their knowledge of the English language, an applicant must either pass a test (evaluating four language skills) organized by the university (either paper-based or online) corresponding to the B2 level of the Common European Framework of Reference for languages or, to be exempt from the test, submit one of the following: <ul style="list-style-type: none"> <li>a) official international certificate (see below for the main recognized certificates and minimum scores)</li> </ul> </li> <li>• Cambridge Examinations: <ul style="list-style-type: none"> <li>➢ Cambridge English Scale – 160</li> <li>➢ IELTS – Band 5.5</li> <li>➢ Cambridge First – Grade C</li> </ul> </li> </ul>	

- FCE – Grade C
  - BEC Vantage – Grade C
  - ILEC – Pass with B2;
  - Aptis Test
  - Pearson Tests:
    - PTE General: Level 3
    - PTE Academic: 59
  - TOEFL iBT: 72
  - EF SET: 51
  - Duolingo: 90
  - Certus: National Assessment and Examination Center (NAEC) project, a certificate in Georgian is awarded to those who pass all four parts of the test; if one or several parts of the test are taken – a “Test Report Form” is issued.
- b) a certificate of English language proficiency from a university, high school, or college, confirming that the teaching was conducted in English;

*Note: The English language requirement may be waived if English is the applicant's first language or if he/she graduated from an English high school/university in a country where English is an official language.*

### Program Objectives

The program prepares intellectually curious professionals and well-rounded future leaders with relevant, up to date and empirically proven knowledge of cutting-edge business administration and skills to:

- a) create a game-changing impact in the workplace;
- b) find creative and credible solutions to complex real-world business problems;
- c) confidently lead in the face of ambiguity, unprecedented challenges and opportunities in the workplace.

### Learning Outcomes

After completing the program graduate:

1. Demonstrates solid knowledge of advanced concepts and contemporary theories across all the major disciplinary areas of business, including finance, accounting, economics, statistics & business analytics, business strategy, marketing, responsible management and operations management;
2. Applies novel business principles and a combination of quantitative and qualitative reasoning for the provision of innovative, credible, ethical solutions to organizational and real-world pressing, complex business problems;
3. Conducts research to explore critical problems in business administration, collects and analyzes relevant business data using appropriate methodologies.
4. Exhibits effective management, leadership and critical thinking skills for managing diverse teams and accomplishing goals in different types of organizations;
5. Effectively demonstrates professional written and verbal communication skills with diverse audience.

## Program Structure

All students admitted to the master's 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 **mandatory courses (72 ECTS)**;
- accumulate **30 ECTS from the pool of elective courses**;
- complete a **master thesis (18 ECTS)** in the final semester.

Students admitted to the master's 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 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 a 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 2<sup>nd</sup> semester at Fachhochschule Burgenland (Austria) and accumulate 28 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 the Degree of Master of Arts in 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 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 the 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
<b>Mandatory Courses - 72 ECTS</b>	Organizational Behavior	Research Methods	Strategic Management	<b>Master Thesis - 18 ECTS</b>
	Consumer Behavior and Marketing Management	Managerial Finance	Operations Management	
	Financial Accounting and Reporting	Leadership	Managerial Economics	
	Quantitative Methods	Academic Writing	Strategic Human Resource Management	
<b>Elective Courses - 30 ECTS</b>	Innovation Based Entrepreneurship	Advanced Quantitative Methods	Advanced Topics in Managerial Finance	<b>Elective Courses - 12 ECTS</b>

	Sustainability in Business	Sales Management	Strategic Integrated Marketing Communication	
	Negotiation Mastery	Strategic Brand Management	Digital Marketing	
			Banking	

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

Master International Relations					
	Module ECTS/SWS	Module ECTS/SWS	Module ECTS/SWS	Module ECTS/SWS	Module ECTS/SWS
4	Digital and Sustainable Aspects of International Marketing 6/4	Master thesis 6/0,5	Master thesis 6/0	Master thesis 6/0	Sustainability and Management Business Language, Sustainable Economy 6/4
3	Digital Consumer Behavior 6/4	Master thesis 6/0	International Economics 6/3	Master thesis seminar 6/3	Intercultural and Change Management Business Language, Intercult. Teams, Change Mgmt 6/4
2	International Brand Management 6/4	E-Commerce and Marketing Metrics 6/4	Business Models and Innovation Management 6/4	Research methods 6/4	International Leadership Skills Business Language, Internat. Negotiations, Rhetoric and Prés. 6/4
1	International Marketing Management 6/4	International Sales Strategies 6/4	Strategic Management 6/4	Leadership 6/4	Communication Skills and Teambuilding Business Language, Team-building, Mediation and Conflict Mgmt 6/4
					Summe ECTS/SWS
					30/8,5
					30/14
					30/20
					30/20

## Equivalence between two curriculums for exchange tracks:

ISU	FHB
Consumer Behavior and Marketing Management	International Marketing Management & Digital Consumer Behavior
Strategic Management	Strategic Management
Quantitative Methods	E-Commerce and Marketing Metrics & Research Methods
Research Methods	Research Methods
Managerial Finance	Business Models and Innovation Management
Strategic Brand Management	International Brand Management
Managerial Economics	International Economics
Innovation Based Entrepreneurship	Business Models and Innovation Management
Leadership	Leadership
Sales Management	International Sales Strategies & E-Commerce and Marketing Metrics
Academic Writing	Thesis Seminar
Digital Marketing	Digital and Sustainable Aspects of International Marketing, Digital Consumer Behavior

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 3<sup>rd</sup> semester at ISU).

In order to be eligible for MA in Business at Fachhochschule Burgenland (Austria) exchange students from Ilia State University are required to accumulate 120 ECTS.

Students from Ilia State University and Fachhochschule Burgenland are required to write a master thesis at their respective home university, but the partner institution will ensure the involvement of a co-reader for the master's thesis.

### Teaching Methods

- Interactive lectures and seminars;
- Practical work;
- Case analysis (case studies);
- Discussions;
- Problem based learning;
- Presentation;
- Individual work;
- Analysis and synthesis;
- Teamwork/Group Work;
- Simulation;
- Role-Play;
- Demonstration;
- Projects;
- Brainstorming;
- Reflection.
- Supervision.

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

### Student Assessment

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 (FX) 41-50 Unsatisfactory* (F) Failure 40 and less **	49,99 – not pass
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\* a student needs more effort 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.*

### **Employability**

Programme graduates can be employed in the private or public sector, in different areas of business administration on national or international level and occupy middle or top managerial positions.

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

### **Teaching and Learning Resources**

- University library and electronic scientific databases;
- Centre for Academic Writing of Ilia State University;
- Computer resource center;
- Argus;
- Turnitin, E-learning;
- Fablab;
- Business Research Centre;
- Fachhochschule Burgenland (Austria).

### **Within the collaboration framework:**

“Greenway”; “Georgian Competition and Consumer Agency”; “Coca cola bottlers Georgia”; “Castel Georgia”; “T&K Restaurants (McDonald's)”; “IRAO”; “Vimm-Bill-Dann Georgia”; “PMC Research Center”; “Wissol Petroleum Georgia”; “Impexpharm”; “GEC”; “BiBlusi”; “Tegeta Motors”; “Geptra”; “Expo Georgia”.

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