

Bachelor's English-Language Program Business Administration

Project

Program Specifics: The program prepares students to operate effectively in a globally competitive business environment by providing a strong knowledge in business administration, covering entrepreneurship, management, finance, and marketing in both local and international contexts. It develops a clear understanding of how modern organizations function, how markets evolve and how businesses respond to economic and competitive challenges. A key feature of the program is the active use of digital technologies to support business decision-making, including the practical application of quantitative and qualitative methods, data analysis and modern analytical tools to improve business process performance and competitiveness. The program also builds an interdisciplinary understanding of the business environment, enabling graduates to consider ethical responsibilities, legal frameworks, sustainability principles, and international contexts when analyzing business problems and developing solutions. Finally, the program emphasizes teamwork, leadership and effective communication through practice-based projects and supports continuous professional development and lifelong learning.

Program Key Characteristics: Higher education level: I (Bachelor's); Qualification to be conferred: Bachelor of Business Administration (qualification code: 0413 (0413.1.2)). Language of instruction: English; Program volume: 180 credits (1 credit = 25 hours); Program structure: Free component (including compulsory and elective parts) and core study field component (including compulsory and elective parts). Program duration: 3 academic years (6 semesters).

Graduate Employment Opportunities: The graduate may be employed in private and public sector, as well as international and non-governmental organizations, in business, administration, coordination and analytical roles: Business Development Manager, Product Development Manager, Operation Specialist, Business Process Specialist, Business Analyst and other related positions. In addition, graduates are prepared to take on leadership roles in existing businesses or organizations or to start and develop their own startups.

Graduate Study Continuation Opportunities: Program graduates may continue their studies at the next level of higher education (master's programs) at higher education institutions in Georgia and abroad, on educational programs that do not require, as a prerequisite, a qualification different from the one held by program graduates.

Program Admission Prerequisites: The program admits individuals with complete general education or its equivalent, in accordance with current Georgian legislation. Enrollment is based on Unified National Examination results (ranking document) (with the requirement of passing English as a mandatory subject), except for cases determined by Georgian law on higher education (enrollment without Unified National Examinations occurs in cases defined by legislation according to established procedures) - in both mentioned cases, the essential requirement for studying in the program is English language proficiency at a minimum B1 level. Continuing studies in the program through mobility is possible for students of BTU and other HEI's educational programs at the same level of higher education (an additional requirement is English language proficiency at a minimum B1 level); compatibility of learning outcomes already achieved by students with this program will be determined in accordance with current Georgian legislation and BTU regulations related to recognition of education (credits). The full version of the program will be published on BTU's website - prospective students may contact the program head, clarify information about the program and its components, and receive consultation about program specifics and learning characteristics.

Expected Program Implementation Date: 2026 -2027 academic year.