

# General overview of Business Faculty Programs



1<sup>st</sup> semester International Marketing  
program student

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# Tourism Undergraduate Program





Subjects	Semester	Credits	Subjects	Semester	Credits
<b>Academic Year 1</b>					
General English -1	I	5	General English -2	II	5
Computer skills	I	3	Calculus -2	II	4
Writing Skills	I	4	Financial Theory	II	5
Theory of Economics	I	3	Microeconomics	II	4
Calculus -1	I	4	Principles of Management	II	5
Principles of business	I	5	Statistics in Economics and Business	II	3
<b>University Optional:</b> Fundamentals of Philosophy; History of World Civilizations; History of Georgia; Culturology; Demography; Polish Language 1	I	5	<b>University Optional:</b> Fundamentals of Psychology; Cultural Anthropology; Life and the Culture of Caucasian people; World Art History; Business Relations and Etiquette; computer technology of information processing; Polish Language 2	II	5
<b>Sum</b>		29	<b>Sum</b>		31

**Academic Year 2**

General English - 3	<b>III</b>	5	General English - 4	<b>IV</b>	5
Accounting Theory	<b>III</b>	5	Business Ethics	<b>IV</b>	3
Macroeconomics	<b>III</b>	3	Eco, Agro and Wine Tourism	<b>IV</b>	3
Principles of Marketing	<b>III</b>	5	Resort and recreational tourism	<b>IV</b>	3
Tourism Geography	<b>III</b>	4	Tourism economy	<b>IV</b>	3
Introduction to Tourism	<b>III</b>	4	Cultural Tourism	<b>IV</b>	5
<b>Faculty Optional:</b> History of Economic Theory; Economic History; Sustainable economic development and environmental protection; The economy of Georgia; Regional economy; Methods of quantitative analysis in business; Negotiations, contracts and business correspondence; Management of small businesses; Negotiation methods	<b>III</b>	3	<b>Faculty Optional:</b> Government regulation of the economy; World economy; International Economic Relations; E – business; International business; Business communications;	<b>IV</b>	3
			<b>Specialty Optional:</b> Countries study; Georgian tourist routes; Ecology and tourism; Sustainable tourism development;	<b>IV</b>	6
<b>Sum</b>		29	<b>Sum</b>		31



Academic year 3					
Business Law	V	3	Touroperading	VI	3
Tourism and Hospitality Management	V	5	Tourism Marketing	VI	6
Art of guiding	V	5	Human resource management	VI	3
English for Tourism - 1	V	5	English for Tourism - 2	VI	5
<b>Specialty</b> <b>Optional:</b> Tourism statistics; Leadership and team management; International Tourism	V	6	Second foreign Language (Russian or German) - 1	VI	3
Free Credits	V	5	<b>Specialty</b> <b>Optional:</b> Art of services; Traffic management in tourism; Costumer behavior; Tourism planning at national and regional levels; Legal regulation of tourism development	VI	6
Sum		29	Free Credit	VI	5
			Sum		31
<b>Sum of credits of third academic year 60</b>					



### Academic Year 4

Hotel management	VII	5	Hotel Front Office Management	VIII	4
Second foreign language (Russian, German) - 2	VII	3	Second foreign language (Russian, German) – 3	VIII	3
Advertising in Tourism	VII	3	Event Management	VIII	3
Global distribution system for tourist services - Amadeus	VII	4	Practice	VIII	10
Food and beverage industry in tourism	VII	4	Free credit	VIII	10
<b>Specialty Optional:</b> Internet Marketing; Branding; Resort Management; Strategic Management for Tourism	VII	6			
Free credit	VII	5			
<b>Sum</b>		30	<b>Sum</b>		30

**Sum of credits of fourth academic year 60**

**Total Sum 240 Credits**





# International Marketing Master Program





Subject	ECTS credit			
	I year	II year		
	Semester			
	I	II	III	IV
<b>Mandatory courses of study in specialty</b>	<b>27</b>	<b>17</b>	<b>10</b>	
International trade law	5			
international business, environment, operations	6			
International brand management	6			
Customer behavior in international markets	5			
Analyze of international economic indexes	5			
Analyzes of International trade regimes and competitiveness		6		
Strategic international marketing communications		6		
Business planning according marketing priorities		5		
Marketing audit of company			5	
International online and digital commerce- cases and analyze				5





Subject	ECTS credit			
	I year	II year	Semester	
	I	II	III	IV
<b>Optional courses of study in specialty</b>	5	5	5	5
Business communications	5			
Advanced marketing management	5			
Marketing and culture	5			
Social media marketing - cases and analyze		5		
Kritique of marketing innovations - cases and analyze		5		
Direct marketing and personal selling art – cases and analyze		5		
International practice of Public relation - cases and analyze			5	
Marketing six sigma - cases and analyzes			5	
Search Engine Marketing – cases and analyze			5	



Subject	ECTS credit			
	I year		II year	
	Semester			
	I	II	III	IV
<b>Internship</b>			<b>10</b>	
<b>Research Component</b>		<b>6</b>	<b>10</b>	<b>30</b>
Marketing research methods of international markets		6		
Academic writing			5	
Preparation of the project of Master's thesis/prospectus			5	
Creation of master thesis and defence of market thesis				30
<b>Per semester</b>	<b>32</b>	<b>28</b>	<b>35</b>	<b>30</b>
<b>Per year</b>	<b>60</b>		<b>65</b>	
<b>Total</b>	<b>125</b>			

Thank you for you  
attention

