



**ALTERBRIDGE**  
INTERNATIONAL UNIVERSITY OF MANAGEMENT AND COMMUNICATION

# BACHELOR PROGRAM OF BUSINESS ADMINISTRATION



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## ABOUT ALTERBRIDGE

International Teaching University of Management and Communication “Alterbridge” is a new alternative space in the Georgian educational market.

The university name itself derives from the mission and long-term vision of the Teaching University and means a bridge from education to employment and personal development.

Alterbridge was founded in 2018 by the consulting and training center PR Academy and one of its competitive advantages is the many years of practical experience and high reputation of the founder and management team.

Alterbridge is the first new higher education institution in Georgia, which was awarded the unconditional 6-year authorization and highest evaluation by experts.

A bridge between science, society, education and employment - this is an ambitious statement of Alterbridge and the University plans to fulfill this mission with new curricula, transformational teaching methods, unique infrastructure and a student-friendly learning environment.

## MESSAGE FROM THE RECTOR

„Enlightenment is man’s emergence from his self-incurred immaturity“, Kant in these words calls immaturity the will of a person to live and be controlled by other people’s opinions. The enlightenment by him is the power to be as brave to have ability to judge on your own ...

Today, when I enter Alterbridge, I see a result ... The entity of results and each one is associated for me with enlightenment, act of bravery, with daring to think, daring to act and believe in your goals...

Our all results start with step and it is the most difficult to make this step. But you will never know what would happen, if you have not tried. So, it is better to act, because inactivity leads to emptiness, and activity always will bring the result.

Now, when I look back, I realize that everything is done because of these steps, which I dared and made.

- When I dared and started a job I love only in one small room ...
- When I gathered the group of people which dared like me and believed, that in life is nothing as valuable as to help other people to find themselves...
- When we together challenged the difficulties, which we met on each step ...
- When we showed the people that changes start with them and then we gave them example, because we dared the biggest change ...
- When we dared and received the challenge to become first higher educational institution who received unconditional authorization!
- And even now, when we have to dare everyday to create alternative opportunities in the field of education in the country!

2020 Alterbridge will receive the first flow of the students and our main message is such:

Yes, „Dare to think“, Sapere aude! – from here starts the enlightenment and this is the act of bravery, which you should do personally.

We dared and now we are all here!

That is why

**#daretobefirst #become the member of Alterbridge**





## BACHELOR PROGRAM OF BUSSINES ADMINISTRATION



## **AIMS OF BACHELOR PROGRAM OF BUSINESS ADMINISTRATION ARE:**

1. To raise a competitive professional who has liberal values, is fit for labor market demands, possesses wide knowledge of the field of business administration, modern tendencies and experiences and is ready to fill the knowledge gap in the changing environment.
2. Develop entrepreneurship skills of a graduates to allow them to establish and manage profit-oriented business activity within the legal and ethical framework.
3. Equip the graduates with all necessary knowledge to allow them, within their competence to participate and contribute into the development of ongoing business processes in the organization as well as responsible fulfillment of small projects.
4. Develop and refine the skills of effective communication and usage of information technology and help understanding of the idea and essence of the information collected as well as clear oral and written expression of own ideas to different target groups.

## **LEARNING OUTCOMES OF BACHELOR PROGRAM OF BUSINESS ADMINISTRATION ARE:**

### **GRADUATE:**

1. Describes and defines main aspects of business administration direction and business processes involved, is acquainted with modern tendencies in entrepreneurship, can recall necessary factors for business decision-making and conveys their importance for effective management of organization.
2. Differentiates agents in economic environment, compares and contrasts various favorable or obstructive circumstances, envisions possible effects of change on business and participates in evaluating necessary changes for effective management/entrepreneurial activity.
3. Studies best practice, consumer demand and target audience, construct financial and marketing plan to fulfill own business idea/compose a business plan and develops proper communication plan using legal and ethical framework.
4. Conducts an observation of the changing business environment, collects and organizes the data and based on the analysis prepares recommendations for improvement changes for optimization of an organization/own entity.
5. Works out a project plan within the strategy of the organization, plans financial, material and human resources and based on the organizational policy and corporate culture manages and assesses the performance.
6. Performs proper written and oral communication with target groups using contemporary information technologies and modern management methods, complying with ethical norms.

After completing 180 credits, students of Alterbridge's BBA program have the opportunity to study in Poland (University of Economics and Humanitarian Science, Warsaw, Poland) or Malta (Global Business School, Birkirkara, Malta). In such case, the student will be awarded a diploma from the UEHS or GBSB, both of which are approved and accredited by the relevant authoritative international institutions in Europe.

In the last academic year, students will have the alternative of completing their studies online or offline, which will significantly reduce their living expenses. Our students will be able to graduate in three years if they take additional credits during the summer semester.

## HIGHER EDUCATION FIRST CYCLE OF EDUCATION

Bachelor of business administration consists of 240 ECTS. The study process is regulated by the regulating document of the study process of the university, approved by the rector based on the academic calendar. Bachelor program includes bachelor thesis and practical component which are implemented according to the syllabi and additional instructions.

OBLIGATORY MAIN FIELD COURSES 152 ECTS

FREE OBLIGATORY COMPONENT DESIGNATED TO DEVELOPMENT OF TRANSFER SKILLS 18 ECTS

MAIN FIELD ELECTIVES 46 ECTS

ELECTIVES/FREE CREDITS FROM OTHER EXISTING PROGRAMS 24 ECTS

Based on the knowledge and skills obtained through the program a graduate can hold a position of a specialist and manage a small project in an existing organization, fulfill practical organizational-management, administrative-production, information-analytical functions. Graduate can get enrolled in entrepreneurial activity and independently manage own small business.



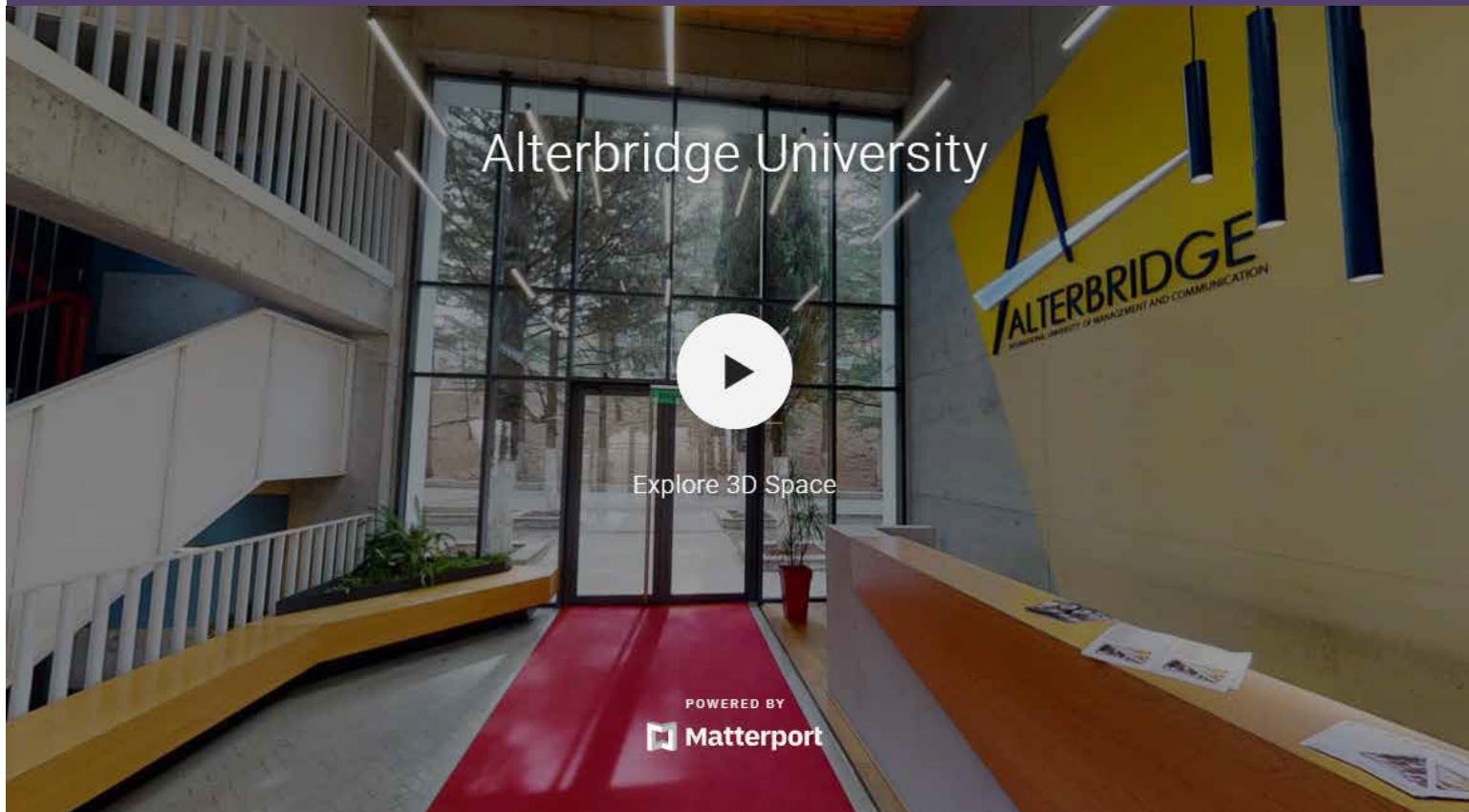
Graduate of Bachelor program of Business Administration can pursue further studies on master level in Georgia or any foreign country.



## ALTERBRIDGE UNIVERSITY CAMPUS 3D VIDEO TOUR

Take advantage of the endless possibilities of the digital world. Visit the most unique environment that awaits you.

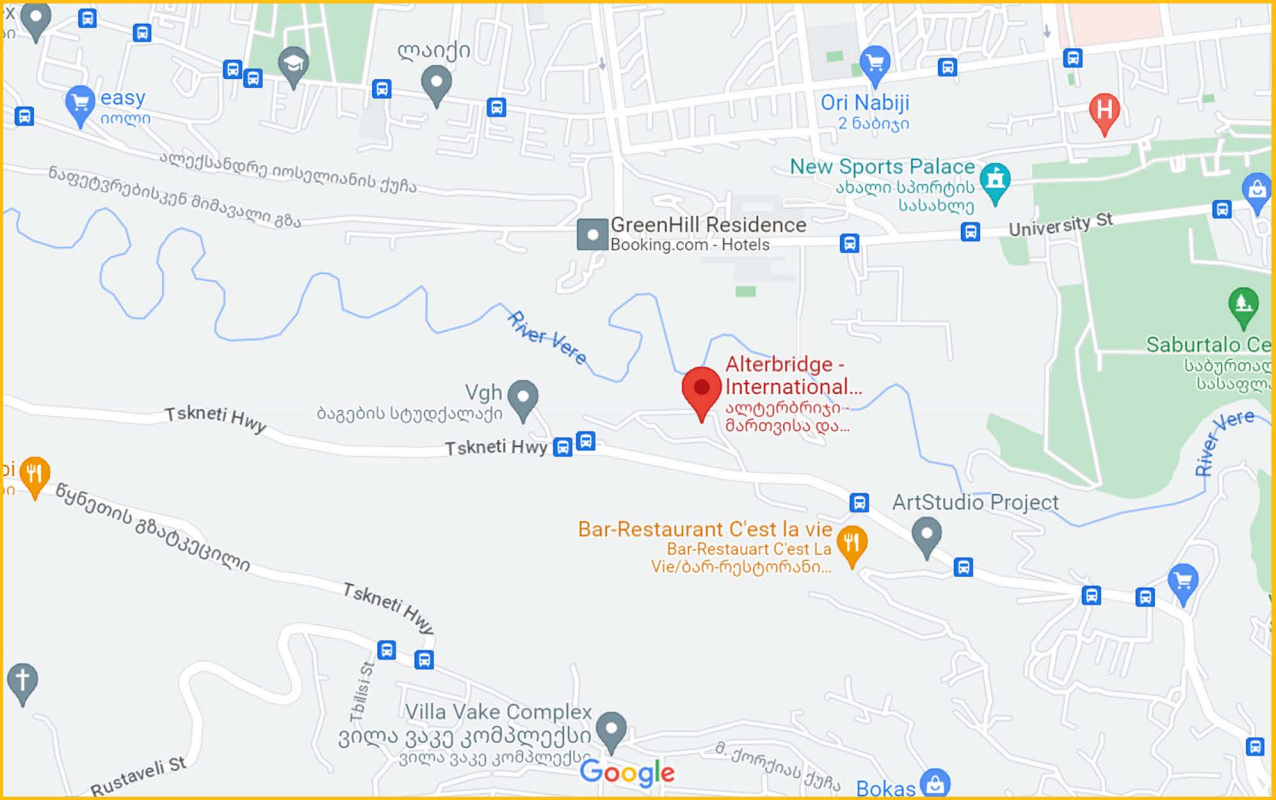
Travel in the alter spaces of Alterbridge, open all the hints, read all the words, follow each link and find out what is Alterbridge's message to you!





# ALTERBRIDGE

GOOGLE MAPS



**ALTERBRIDGE UNIVERSITY • უნივერსიტეტი ალტერბრიჯი**



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