

Approved by the Order of the Rector of the Academy of Business and Technologies LLC, № 2/49, dated April 1, 2022;  
Amendments were made by the Order of the Rector, № 2/193 dated November 7, 2022;  
Amendments were made by the Order of the Rector, № 2/171, dated October 19, 2023;  
Amendments were made by the Order of the Rector № 2/39 dated April 1, 2024.



**Academy of Business and Technologies LLC**  
**Seven-Year Strategic Development Plan (2022-2029)**

## General Information

Academy of Business and Technology LLC (BTA) is based on 30 years of educational experience, which was granted the status of an authorized professional educational institution in 2014. Currently, the Academy implements priority vocational education and training/retraining programs.

Academy of Business and Technology LLC:

- ❖ Was one of the first, in 2015, to introduce the modular program of Practice Nursing, for which it was awarded a Certificate of Appreciation by the LEPL – National Center for Educational Quality Enhancement.
- ❖ As part of the college branding, was awarded the highest rating of 5-Stars twice, in 2016 and 2017.
- ❖ In 2018, was awarded the title of "Best Partner of the Year" by the Social Service Agency.
- ❖ In December 2019, became the holder of the ISO 9001:2015 Certificate, which it successfully maintains to this day.
- ❖ In 2019, the Academy of Business and Technology was one of the first to introduce the dual program “Construction Manufacturer”.
- ❖ Is a member of the Georgian Chamber of Commerce and Industry and the Association of Private Colleges.
- ❖ On February 14, 2019, BTA became a partner organization of the Georgian Professional Consulting Association

Academy of Business and Technology LLC (BTA) actively implements various educational projects:

- ❖ “State Program for Vocational Training/Retraining and Increasing of Qualification of Job Seekers”;
- ❖ The sub-program “Vocational Skills Development among pupils”;
- ❖ “Accredited Program for Occupational Safety Specialists” developed by the Ministry of Internally Displaced Persons from the Occupied Territories, Labor, Health and Social Affairs of Georgia.
  
- ❖ A vocational student of the Academy’s Vocational Education Program of Electricity became a fellow of JSC “ENERGO-PRO Georgia”.
- ❖ It is strategically important for our organization to find various partners and establish cooperation with them, which contributes to the employment of students.
- ❖ The institution has 3 privately owned buildings equipped with the latest technology and infrastructure.
- ❖ Production practices are conducted in successful companies, which provides students and graduates with employment opportunities.
- ❖ The college has professional and friendly staff, interesting student projects, a variety of certification programs and many other interesting things, along with which the academy creates motivation for learning and professional development.

## BTA

### I. Mission, Vision and Values of the Academy of Business and Technologies LLC

#### Mission

The mission of the Academy of Business and Technology LLC is to provide multidisciplinary educational activities, offering users high-quality training and working conditions to customers with innovative approaches. The aspiration of the Academy is to ensure the quality of vocational education, continuous development of human capital, which determines its role in the national and international space.

#### Vision

To be recognized as a professional educational institution associated with quality in 2025, which is determined by a strong team and diverse partnerships aimed at the success and professionalism of the educational institution.

#### Values

Access to education;  
Striving for development;  
Justice and Fairness;  
Focus on the person;  
Professionalism and care for reputation.



თბილისი საქართველო, ძეგლის პარკის მოედანი კვანა, №50, №52

შპს „კორპორაცია ზა“ ტელ: 0509596000, 050938097

საბანკო-საინფორმაციო ცენტრი



## SWOT – Analysis

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>○ Well-established management system;</li> <li>○ International Quality System ISO 9001:2015; IQN;</li> <li>○ Own buildings equipped with modern material and technical facilities (in three locations);</li> <li>○ Friendly team;</li> <li>○ Many years of experience in the field of education;</li> <li>○ Continuous care for the development and encouragement of employees;</li> <li>○ A variety of educational programs;</li> <li>○ Care for brand priorities and continuous development;</li> <li>○ Competitiveness;</li> <li>○ Frequent communication of the rector and administration with professional students and trainees;</li> <li>○ Active participation in government projects / tenders;</li> <li>○ Participation in international projects;</li> <li>○ Implemented electronic system of teaching and assessment;</li> <li>○ Offering a wide range of activities for professional students/trainees;</li> <li>○ Increased popularity;</li> <li>○ High-quality student services;</li> <li>○ Increasing volume of investments in infrastructure;</li> <li>○ Financial support for students, flexible terms of payment of tuition fees (in the case of paid programs);</li> <li>○ Interesting and diverse student life;</li> <li>○ Accessibility of recreation areas.</li> </ul>	<ul style="list-style-type: none"> <li>○ Lack of human resources;</li> <li>○ Low motivation of vocational students to study;</li> <li>○ Structural and qualitative imbalance between labor supply and demand in the process of finding new employees.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>○ Infrastructure development;</li> <li>○ Strengthening public relations;</li> <li>○ Increasing the number of vocational students/trainees;</li> <li>○ Adding new vocational education programs;</li> <li>○ Participation in tenders for new projects;</li> <li>○ Training and motivation of staff depending on the needs;</li> <li>○ Participation in the state funding model;</li> <li>○ Increasing the number of staff;</li> <li>○ Attracting additional funds from national and international sources;</li> <li>○ Sharing international cooperation experience</li> <li>○ Possibility of professional development programs for academic and administrative staff;</li> <li>○ State priority/interest in vocational education;</li> <li>○ Studying the experience of other educational institutions and sharing best practices;</li> <li>○ Creating a strong network of partners.</li> </ul>	<ul style="list-style-type: none"> <li>○ Cancellation of authorized vocational programs;</li> <li>○ Frequent government reforms that lead to changes in programs and documentation;</li> <li>○ Outflow of vocational students;</li> </ul>

## Seven-Year Strategic Plan (2022-2029)

1.04.2022 – 1.04.2029

Strategic task	Goal Achievement Indicator	Responsible persons	Completion time						
			1	2	3	4	5	6	7
<b>Strategic Goal 1. Institutional Development</b>									
1. Development of Educational Services	<ul style="list-style-type: none"> <li>Expanding the range of vocational education programs based on labor market analysis;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>Apply annually to the National Center for Educational Quality Enhancement for increasing the maximum number of vocational students within the framework of at least one vocational education program and receive a positive decision;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>Within the project of USAID and the Academy of Business and Technology, the Georgian Hospitality School has been established and the right to implement 12 short-term training/retraining programs has been obtained.</li> </ul>	01; 03 Project team							
	<ul style="list-style-type: none"> <li>An educational hub has been opened at the Sachkhere location, and move to a new building/change in space has been implemented;</li> </ul>	01; 03							
2. Development of Infrastructure and Material, Technical, and Educational Resources	<ul style="list-style-type: none"> <li>The learning and working environment has been updated by at least 10%;</li> </ul>	01; 03;							
	<ul style="list-style-type: none"> <li>Library resources are increased/updated/digitized by at least 3% annually;</li> <li>At least one educational resource is created annually and/or the Academy has participated in its creation;</li> </ul>	01; 02; 03; 20							
	<ul style="list-style-type: none"> <li>Recreation/student spaces are arranged/updated</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>Security measures are observed in all premises legally owned by the institution; Zero incidents are maintained; Appropriate briefings are conducted; sanitary and hygienic norms are observed;</li> </ul>	01; 07							
	<ul style="list-style-type: none"> <li>An appropriate educational campus and dormitory equipped with modern standards of material and technical base have been built at the Sachkhere location;</li> </ul>	01; 03; 09;							
	<ul style="list-style-type: none"> <li>The dormitory (campus) is functioning</li> </ul>	01; 03; 09;							
	<ul style="list-style-type: none"> <li>First aid mechanisms have been put into operation at the institution;</li> </ul>	07; 08							
	<ul style="list-style-type: none"> <li>An inventory has been conducted and an inventory document has been approved</li> </ul>	01; 19							



Strategic task	Goal Achievement Indicator	Responsible persons	Completion time						
			1	2	3	4	5	6	7
<b>Strategic Goal 2. Development of the Quality Assurance System</b>									
1. Internal Audit of the Quality Assurance System	<ul style="list-style-type: none"> <li>Self-assessment has been carried out in all five standards;</li> <li>Responses have been made in accordance with the analytical document;</li> <li>Meeting the requirements of the standards/developing a plan to ensure compliance with the standard, if necessary;</li> <li>The results of the quality assessment have been communicated to interested parties;</li> <li>Appropriate changes have been made to the vocational education programs as necessary.</li> </ul>	• 01; 04; 05							
	<ul style="list-style-type: none"> <li>A survey on the satisfaction/needs of students/trainees has been conducted;</li> <li>A survey on the satisfaction/needs of program performers has been conducted;</li> <li>A survey on the satisfaction/needs of the administrative staff has been conducted;</li> <li>A survey of graduates has been conducted, and a corresponding report has been submitted;</li> <li>At least 60% of each target group has been surveyed, a corresponding report has been submitted.</li> </ul>	• 01; 04; 05							
	<ul style="list-style-type: none"> <li>Verification of the assessment system has been conducted, a verification report has been provided, and, if necessary, recommendations/improvement plans have been provided</li> </ul>	• 01; 04; 05							
2. External Audit of the Quality Assurance System	<ul style="list-style-type: none"> <li>External audit report</li> <li>International Certification ISO 9001:2015 has been maintained</li> </ul>	• 01; 04; 05							
	<ul style="list-style-type: none"> <li>Positive decision on authorization/program addition/area change/monitoring/increase in number of student places</li> </ul>	• 01; 04; 05							
	<ul style="list-style-type: none"> <li>Updated documentation based on needs;</li> </ul>	• 01; 04; 05							

Strategic task	Goal Achievement Indicator	Responsible persons	Completion time						
			1	2	3	4	5	6	7
<b>Strategic Goal 3. Development of Measures to Protect and Support the Rights of Vocational Students/Trainees</b>									
1. Development of Measures to Protect and Support the Rights of Vocational Students/Trainees	<ul style="list-style-type: none"> <li>Complaints/claims (from professional students/trainees) minimized to a minimum of 1 per year;</li> <li>The satisfaction level of professional students/trainees is determined to be at least 75%;</li> <li>A consultation meeting for professional students/trainees is held at the beginning of the academic year/program;</li> <li>Reduction in the rate of outflow of enrolled students/trainees;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>At least 2 events are held, organized by local authorities, with the involvement of professional students/trainees;</li> </ul>	01; 02; 03;							
	<ul style="list-style-type: none"> <li>The educational process takes place in accordance with the curriculum, taking into account the individual needs of the student/trainee.</li> </ul>	01; 02; 03							
2. Improving the Quality of the Educational Process	<ul style="list-style-type: none"> <li>Modern teaching and assessment methods and technologies are used in the educational process;</li> <li>An electronic teaching platform is used; an electronic assessment platform is used;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>At least 1 master class is held annually in each field/specialty.</li> </ul>	01; 02; 03							
3. Development of a Support System for Professional Students/Trainees and Graduates	<ul style="list-style-type: none"> <li>Vacancies of various profiles are posted on the electronic platform of the Academy to ensure employment of students/trainees/graduates;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>Participation in and/or planning and implementation of at least 1 employment forum within the Academy;</li> </ul>	01; 02; 03							
	<ul style="list-style-type: none"> <li>Short-term training and retraining programs have been added;</li> </ul>	01; 02; 03; 04							
	<ul style="list-style-type: none"> <li>At least 1 student initiative/project has been funded;</li> </ul>	01							
	<ul style="list-style-type: none"> <li>At least 5 extracurricular activities have been held annually to support professional students/trainees and graduates.</li> </ul>	01; 02; 03							



Strategic task	Goal Achievement Indicator	Responsible persons	Completion time						
			1	2	3	4	5	6	7
<b>Strategic Goal 4. Public Relations Development</b>									
1. Care for Brand Awareness, Image and Reputation	• At least 1 open day held annually;	01; 02; 03; 06							
	• Annual updating of the website and social media pages in terms of flexibility and information content;	01; 06							
	• At least 1 image event held annually.	01; 06							
2. Promotion of the Internationalization Process	• At least 1 information visit is carried out annually to share international practices;	01; 06							
	• At least 1 conference/project is participated in annually to share international practices;	01; 06							
	• Authorization of at least one foreign language vocational education program.	01; 02; 03							
3. Development of the Educational-Entrepreneurship System	• At least one new practice facility is added in each sector every year;	01; 02; 03; 06							
	• At least one sectoral training enterprise is created;	01							
	• At least 3 professional students are involved in the training enterprise annually	01							

### Explanation of the codes indicated in the Responsible Persons column

Position title	Code
Rector	01
Deputy Rector for Academic Affairs	02
Deputy Rector (Sachkhere Branch)	03
Head of Quality Assurance Service	04
Quality Assurance Manager	05
Public Relations Manager	06
Head of Occupational Safety Service	07
Occupational Safety Specialist	08
Head of Material Resources Provision Service	09
Computer Software Specialist	10
Educational Process Manager	11
Educational Process Specialist	12
Office Manager	13
Registry Maintenance Specialist	14
Legal Support Manager	15
Human Resources Manager	16
Certificate Program Coordinator	17
Librarian	18
Accountant	19
Program Manager	20
Vocational Teacher	21
Certificate Program Provider	22
Security Service Specialist	23
Cleaning Service Specialist	24