

# Life Long Learning at Kutaisi University

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# Kutaisi University

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Kutaisi University is the first and only private regional University, located in Imerety Region, Kutaisi.

We are implementing Study Programs in all three level of higher education.



FACULTY OF SOCIAL SCIENCES  
BUSINESS AND LAW

FACULTY OF MEDICINE

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*Bachelor Degree programs:*

Business Administration

Economics

Tourism

*Masters degree programs*

Accounting and Auditing

Finance

*PhD program*

Economics

One cycle Educational program- Medical  
Doctor- in English

# Role of Universities in the Regional Development

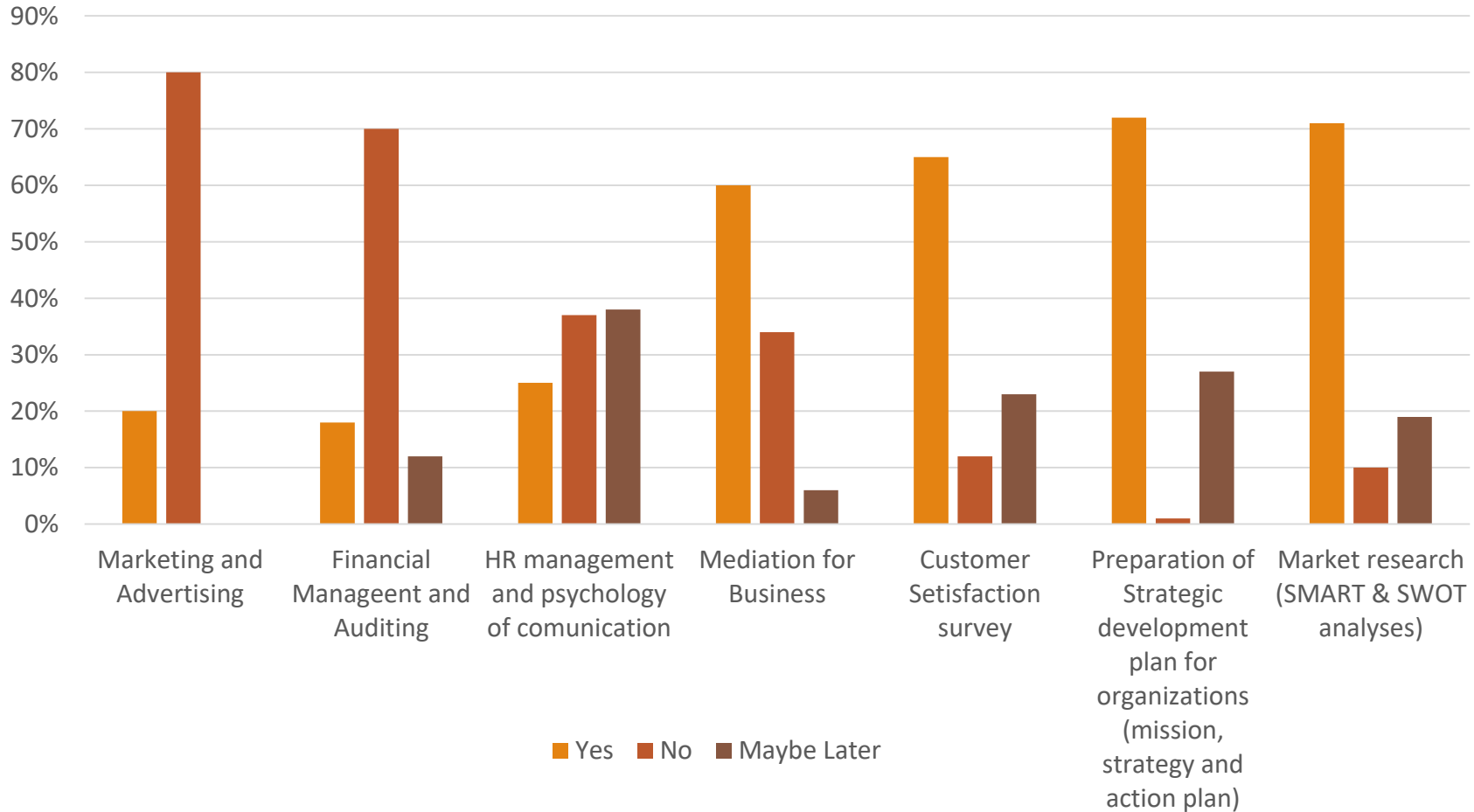
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In accordance with the Rurd project and our University mission we offered our stakeholders (Businesses, NGO's and City government) to participate in survey regarding LLL courses:

More Than 60 Stakeholders took part.



# Courses offered



# LLL Courses

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1. Preparation of Strategic development plan for organizations  
(Mission Strategy and Action Plan)
2. Market Research (SMART & SWOT- analyses)
3. Mediation for Business
4. Customer Satisfaction survey.

# Preparation of Strategic development plan for organizations (Mission, Strategy and Action Plan)

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Preparation of strategic development plan for organizations (Mission strategy and action plan)

Strategic planning is critical to successful organizations, as it provides forward-looking direction,

outlines measurable goals, helps guide key decisions, and provides structure for evaluating progress and data for taking corrective action.

Members attending the training will learn: understand the role of strategy, strategic management and

strategic planning in organizational activities:

## Day 1

Establish mission, vision and values – theoretical course

Environmental Scanning (SWOT Analysis) Identify strategic issues and prioritize for competitive

advantage- (theoretical course)

## Day 2

Different models of organizational strategies (Brief history of strategic planning and models including Internal Think Tank, outsourcing intelligence, strategic based organizations) -

Setting general and specific goals – (theoretical course)

Defining tasks of organization (theoretical course)

## Day 3

Action Plan and its constituent elements (practical course)

*Minimum 10 maximum 20 People*

*The training includes both practical and theoretical activities.*

# Market Research (SMART-goals & SWOT- analyses)

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How to make market research for your business

How to write Swot Analyzes

- list of business strength
- list of business Weaknesses
- list of business opportunities
- list of business threats

Establish priorities from the swot

Characteristics of SMART goals

Day 1

Identification of target markets, and making practical examples

Creation of target questions form market research

Discussion about importance of SWOT analyses and its components, making practical work

Day 2

Discussion about importance of SMART Goals, and it's components

Practical work

*Duration of the training course 2days*

*Amount of participants 10-15 person*



# Customer Satisfaction survey

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## Day 1

### *Importance and Necessity of General Satisfaction Survey for Organization*

Level of satisfaction with the training/event

Sense of how well the training/event reached its intended outcomes/goals

Ideas about how the training/event could be improved.

they are quick and inexpensive to implement.

you can survey all participants at the same time.

they provide useful data in a form that requires minimal analysis (e.g., 85% of participants are satisfied with the training received).

## Day 2

Types and Forms of General Satisfaction Survey

Determinants of the target groups

Questionnaire content Key features

Details of technical administration of the questionnaire

Questionnaire analysis and mechanisms for developing key recommendations

Determine appropriate responses to recommendations in collaboration with relevant structural units

Sharing feedback with respondents

*15 Pparticipants*

*Training consists of both Theoretical and practical work*

# Mediation for Business

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## Day 1

Basics in mediation

Main purpose of Mediation

3 types of mediation

## Day 2

Mediation and conflict resolution

Dispute in court

*15 participants*

*Training consists of both Theoretical and practical work*

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Questions?

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Thank you for Your attention.