

WESTERN CASPIAN UNIVERSITY

**FACULTY OF BUSINESS
050408 marketing specialty
EMPLOYEE TRAINING PLAN**

Education level -Bachelor

Study period-4 years

Instruction education - azerbaijani, russian,english

I semester		
Code	Compulsory Subject	ECTS
ÜF-B02.01	Working and academic communication in foregn language-1	6
ÜF – B03	Working and academic communication in Azerbaijan language	4
İF-BO1	Introduction to economics	6
İF-BO4	Linear algebra and mathematical analysis	8
	Total:	24
Selective Subjects from Humanities		
ATMF -BO1	1.Economy of Azerbaijan 2.Economy of the enterprise (firm) 3. Scientific organization of Labor	6
	Total	6
	Per Semester :	30
II semester		
Code	Compulsory subjects	ECTS
ÜF-B01	Azerbaijan History	5
ÜF-B02.02	Working and academic communication in foreign language-2	6
İF-BO5	Probability theory and Mathematical Statistics	8
İF-BO6	İCT-basic computer knowledge	8
	Total	27
Selective Subject from Humanities		
ATMF -BO2	1.Prospects of economic development of Azerbaijan 2. Business 3. Regulation of the economy	3
	Total	3
	Per Semester:	30
III semester		
Code	Compulsory subject	ECTS
ÜF-B02.03	Working and academic communication in foreign language-3	3
İF-BO2	Microeconomics	10
İF-BO8	Econometrics	10
İF-B18	Civil Defence	3
	Total	26
Elective Subjects from Humanities		
ATMF -BO3	1.International Economics 2.Public relations management	4

	3.Fundamentals of entrepreneurship	
	Total	4
	Per Semester:	30
IV semester		
Code	Compulsory Subjects	ECTS
İF-BO3	Macroeconomics	10
İF-BO7	Statistics	10
İF-B10	Marketing	6
	Total	26
<i>Elective Subject from Humanities</i>		
ATMF -BO4	1.Insurance management 2.Management of investment processes 3.Project management	4
	Total	4
	Per Semester:	30
V semester		
Code	Compulsory subjects	ECTS
İF-BO9	Management	7
İF-B11	Consumer behavior	6
İF-B12	Marketing research	4
	Total	17
<i>Elective Subjects from Humanities</i>		
Code	Compulsory subjects	ECTS
ATMF -BO5	1.Customs clearance 2.Anti-crisis management 3. Management theories	5
ATMF -BO6	1.Business marketing 2.Marketing management 3.Conversational skills	5
	Total	10
<i>Elective Subjects from Speciality</i>		
ÜFS-B04	1.Philosophy 2. Introduction to multiculturalism 3. Sociology 4. Constitution of the Republic of Azerbaijan and principles of law 5.Logic 6.Ethics	3
	Total	3
	Per Semester:	30
VI semester		
Code	Compulsory subjects	ECTS
İF-B13	Strategic marketing	4
İF-B14	Advertising business	6
İF-B15	Sales management	4
	Total	14
<i>Elective Subjects from Humanities</i>		
Code	Compulsory subjects	ECTS
ATMF -BO7	1.Ethics of management 2.Price formation 3.Consumer market and its segmentation	4

ATMF -BO8	1.Taxes and taxation 2.Audit 3.Classification of commodities	5
ATMF -BO9	1.Marketing in the non-oil sector 2.Report this website 3.Marketing in non-commercial areas	4
	Total	13
Elective Subjects from Speciality		
Code	Compulsory subjects	ECTS
ÜFS-B05	1.Information technology (specialty) 2.Momation management 3.Political science	3
	Total	3
	Per Semester:	30
VII semester		
Code	Compulsory subjects	ECTS
İF-B16	Retail Trade Marketing	4
İF-B17	Digital marketing	6
	Total	10
Elective Subjects from Humanities		
ATMF-BO10	1.Management decisions 2.Logistics 3.Management of the quality and assortment of goods	5
ATMF-BO10	1.International marketing 2.Marketing strategy 3.Marketing formalities	5
ATMF-BO10	1.Order of business plan 2.Market development and conjuncture forecast 3.Public sector marketing	5
ATMF-BO10	1.Competition and monopoly 2.Standardization and certification 3.Sustainable development	5
	Total	20
	Per Semester :	30
VIII semester		
Code	Compulsory subjects	ECTS
	Practice	30
	Per Semester :	30
	Total	240
FALL SEMESTER:		
Lesson Start: September 15 Exam Period: From December 29 To February 1 Holidays : February 2 To February 15		
SPRING SEMESTER:		
Lesson Start: February 16 Exam Period: From June 1 To July 05 Vocation Period : 6-10 Weeks		
SUMMER SEMESTER:		

Lesson Start: July 16 To August 20

Exam Period: August 21-27