



**"I confirm"**

Head of the  
Department: \_\_\_\_\_

Protocol No.

Date: 2024

### Syllabus

<b>General Information</b>	Department	Finance and Management
	Faculty	School of Economics and Business
	Major code	050408
	Group Number	531 Bİ
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full – Time
	Academic year/Semester	IV
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
<b>Course Information</b>	Course name, code	Organization of business in the service sector
	Credit count	6
	Study load (hours)	60 saat
	Teaching methods	<input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory
	Language of instruction	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	None
<b>Instructor Information</b>	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	Xudaverdili Ülviyyə Ramiz
	Instructor's email address	ulviya.alizade@mail.ru
	Instructor's contact number	+994707557025
	Office hours	Wed. and Fri.
<b>Course Description</b>	This subject is one of the most promising and rapidly developing important sectors of the economy in the service sector. This sector covers a very wide range of activities, from trade and transport to financing, insurance and various types of mediation. Service sectors include hotels and restaurants, laundries and barbershops, educational and sports institutions, tourist companies, radio and television stations, consulting firms, as well as educational and medical institutions, museums, cinemas and theaters.	

	<p>Practically, all organizations provide services to the population to one degree or another. The experience of developed countries shows that as production processes become more complex and the market is saturated with goods, the demand for various services is constantly increasing. Currently, in our country, the service sector significantly exceeds the production sector in terms of its development pace, and now we are also creating various and new types of services. This sector is trying to adapt more to market demand and the needs, desires and wishes of consumers</p>
<b>Course Objectives</b>	<p>Issues related to the specific use of the subject of business organization in the field of services are studied on the example of some service areas and enterprises, including education, service, transport, leasing, auditing, information-consulting, tourism, restaurant, banking and insurance services. This is due to the fact that these service areas have a complex nature and unique features. Therefore, a unique and detailed explanation of the intangible and intangible nature of these services was one of the main issues set out in the textbook. At the same time, the current situation in individual service areas of this subject was investigated, development trends were identified, and issues of eliminating fundamental problems related to the application of marketing were touched upon.</p>
<b>Learning Outcomes</b>	<p>Effective teaching of the topics provided in the program on the subject "Organization of Business in the Field of Services" will allow undergraduate economists to acquire the necessary knowledge about the organization and management of material flows.</p>
<b>Course Requirements</b>	<p>The requirements for the Service Business Management course can be set as follows:</p> <ul style="list-style-type: none"> <li>• Students must have prior business management or managerial experience to complete the course.</li> <li>• Students must be prepared for each class they will attend throughout the course and are encouraged to communicate with their instructors.</li> <li>• Each student is expected to actively participate in the previous parts of the course and submit assignments on time.</li> <li>• Students must complete practical assignments to understand, apply, and evaluate the content of the course.</li> <li>• Students must actively participate in group activities to discuss and solve the concepts learned.</li> <li>• Each student is expected to prepare seriously for the final exam or project at the end of the semester.</li> <li>• Students must think deeply and discuss contemporary issues and new approaches in the field of operations management.</li> <li>• Students must develop their research and analytical skills through work and research projects.</li> <li>• They must comply with any additional mandatory requirements assigned by their instructors. This can take the form of exams, assignments, and projects.</li> <li>• Students must be determined and steadfast in completing their assignments on time and actively participating in every part of the course.</li> </ul>

<b>Academic Integrity</b>	<p><b>Academic integrity</b> - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p><b>Violations of academic integrity</b></p> <ol style="list-style-type: none"> <li>1. Plagiarism,</li> <li>2. Copying,</li> <li>3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source,</li> <li>4. Citing non-existent sources or creating a fake database,</li> <li>5. Preparing course materials or assignments on behalf of other students,</li> <li>6. Demonstrating behavior to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes),</li> <li>7. Taking an exam for someone else or having someone else take an exam for you.</li> </ol>
<b>Ethical Conduct</b>	<ul style="list-style-type: none"> <li>• The ethical behavior of students participating in the “Investment Management” course aims to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</li> </ul>
<b>Primary Reading List</b>	<ol style="list-style-type: none"> <li>1. Marketing of service areas. M.M. Ahmadov Teaching materials. Baku - 2015. -372 pages; Publisher "University of Economics"</li> <li>2. Bilalov Bahadur. Types of tourism according to its purpose, Baku 2007;</li> <li>3. Bahadur Bilalov. Regulation of tourism activity, Baku-2006;</li> <li>4. F.K. Shahbazov. Business organization and management. Baku-2011;</li> <li>5. Chernyshev A. Professional retraining and advanced training of hotel complex specialists. — M.: Intel universal.</li> <li>6. Chelenkov A. Fundamentals of the qualification of services as a marketing product//Маркетинг. — 1998 — No. 3. — С. 117—125.</li> <li>7. Economy of modern tourism. Under the editorship. Karpovoy G.A. M.: "Герда", 412 с.</li> <li>8. Yankevich V.S., Bezrukova N.L. Marketing in the hotel industry and tourism: Russian and international experience. M.: Finance and statistics, 416 p.</li> <li>9. Yankevich V. Marketing of hotel services. — M.: ИтиГ, 2000</li> <li>10. Khabarov V.I., Popova N.Yu. Banking marketing. Moscow.</li> </ol>

	<p>Finance.prom. Academy — M., 165 c.</p> <p>11. Hacksever K., Render B., Russell R., Murdick R. Management and organization in the service sector. Theory and practice. — SPb., Peter, 752 c.</p> <p>12. Chebotarev Yu.M. Tourist business. M.: Izdatelstvo "Mir delovai knigi". - 67 p.</p>
<b>Supplementary Reading List</b>	<ol style="list-style-type: none"> <li>1. Kahramanzade A.G. Fundamentals of management in telecommunications. Baku, Izd. "Sabah", 2002, 243 p.</li> <li>2. Kotler F. Marketing, hospitality, tourism. — M., 1998, 787 p.</li> <li>3. Landlois R., Robertson P. Films, markets and economics. — London and New York, 1995.</li> <li>4. Lovelock C. Services marketing. — London, 2001.</li> <li>5. Lovelock Christopher Marketing services: personnel, technology, strategy, 4 izd., per.s engl. M. Izd. House "Williams", 2005, 1008 p.</li> <li>7. Lesnik A., Chernyshev A. Corporate business planning in the hospitality industry — M.: 2000.</li> <li>8. Майдебуря Е.В. Marketing services. VIRA-R, 2001.</li> <li>9. Markova V.D. Marketing services. — M.: Finance and statistics, 1996, 127 p.</li> <li>10. Nakipova G.N. Marketing services. Karaganda, 2000, 155 p.</li> <li>11. Some aspects of the functioning of tourism industry/Под ред. Lesnika A.L., Masitskogo I. P., Chernysheva A.V. — M., 1998.</li> <li>12. Novatorov E. International models of marketing services // Marketing in Russia and abroad. — 2000. — No. 3.</li> <li>13. Organization and management of the hotel business. Under the editorship. Лесника А., Мациукого И., Чернышова А. — М., 200</li> </ol>
<b>Online Resources</b>	<ol style="list-style-type: none"> <li>1. Harvard Business Review Operations Management: Harvard Business Review provides important articles, research, and practices in the field of operations management.</li> <li>2. Operations Management Society: The Operations Management Society (OMS) offers the latest articles, conferences, and guidelines for operations management professionals and academic researchers.</li> <li>3. Institute for Operations Research and the Management Sciences (INFORMS): INFORMS is a leading research organization in the field of operations and business research. You can find a variety of research articles, conferences, and library content on their website.</li> <li>4. Operations Management Tools and Techniques: This website provides information on various tools, technologies, and practices in the field of operations management.</li> <li>5. Lean Enterprise Institute: Provides information and articles on the application and practices of lean management methodology.</li> <li>6. American Production and Inventory Control Society (APICS): APICS provides information on supply chain management, operations management, and modern business operations.</li> <li>7. Project Management Institute (PMI): PMI provides information and resources in the fields of project management and program management.</li> <li>8. LinkedIn Learning: LinkedIn Learning offers online courses in areas such as operations management and program management.</li> </ol>
<b>Grading: 100-Point System</b>	<p>The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If additional experimental and practical</p>

	<p>lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons.</p> <p>Final grade = <i>current assessment</i> + <i>intermediate assessment</i></p>	
<b>Seminars and Colloquiums</b>	<p>Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.</p>	<b>0-30</b>
<b>Assignments</b>	<p><b>Writing guidelines required for assignments</b></p> <p>Font and size: Arial 12 pt</p> <p>Line spacing: 1.5</p> <p>Total length of work: minimum 3 pages</p> <p>Deadline for submission: 2 weeks before the end of the semester</p>	<b>0-10</b>
	<p><b>Topics of individual work:</b></p> <ol style="list-style-type: none"> <li>1. Investment policy and investment directions in tourism</li> <li>2. Modern state of development of machinery and transport in different countries</li> <li>3. Rules for implementation of leasing transactions</li> <li>4. The emergence and history of audit in the Republic of Azerbaijan.</li> <li>5. Features of engineering services</li> <li>6. Tourism business and its role in the modern economy</li> <li>7. Features of development and management of the hotel business</li> <li>8. Problems of formation and development of the insurance market in Azerbaijan</li> <li>9. Features of segmentation of the service market.</li> <li>10. Current status and development trends of the service market in Azerbaijan</li> <li>11. Life cycle of services and its stages</li> <li>12. International models of service marketing</li> <li>13. Segmentation of the educational services market</li> <li>14. Services and their classification</li> <li>15. Tourism business in Azerbaijan: development directions, current problems</li> </ol>	
<b>Attendance</b>	<p>1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam.</p>	<b>0-10</b>
<b>Examination</b>		<b>0-50</b>

*Assessment of student knowledge based on the total accumulated semester points is conducted as follows:*

**Grading Scale:**

<b>Points</b>	<b>Letter-Grade Assessment</b>	<b>Performance Level</b>
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”

70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

<b>Course Schedule and Thematic Plan</b>					
<b>N</b>	<b>Date</b>	<b>Subject Topics</b>	<b>Lecture Hours</b>	<b>Seminar Hours</b>	<b>Textbook/Assignments</b>
<b>1</b>	<b>18.09.24</b>	SERVICES IN A MARKET ECONOMY CONDITIONS AND THEIR CHARACTERISTICS	<b>2</b>	<b>2</b>	TEXTBOOK - MARKETING OF SERVICE SECTORS, MIRAGHA MAHARRAM OGL AHMEDOV – P 154
<b>2</b>	<b>25.09.24</b>	SERVICE AS A MARKET PRODUCT	<b>2</b>	<b>2</b>	
<b>3</b>	<b>02.10.24</b>	BUSINESS CULTURE IN THE SERVICE SECTOR	<b>2</b>	<b>2</b>	
<b>4</b>	<b>09.10.24</b>	SEGMENTATION OF THE SERVICE MARKET	<b>2</b>	<b>2</b>	
<b>5</b>	<b>16.10.24</b>	ORGANIZATIONAL FEATURES OF BUSINESS IN THE EDUCATIONAL SPHERE	<b>2</b>	<b>2</b>	
<b>6</b>	<b>23.10.24</b>	SERVICE AND TRANSPORT SERVICES - AS THE BASIS OF BUSINESS ORGANIZATION	<b>2</b>	<b>2</b>	
<b>7</b>	<b>30.10.24</b>	BUSINESS ACTIVITY IN THE LEASING SERVICES MARKET	<b>2</b>	<b>2</b>	
<b>8</b>	<b>06.11.24</b>	AUDITOR SERVICES IN THE SERVICE SECTOR	<b>2</b>	<b>2</b>	
<b>9</b>	<b>13.11.24</b>	INFORMATION - CONSULTING SERVICES MARKETING	<b>2</b>	<b>2</b>	
<b>10</b>	<b>20.11.24</b>	SERVICE PROVISION STRATEGY	<b>2</b>	<b>2</b>	
<b>11</b>	<b>27.11.24</b>	TOURISM SERVICES AND THEIR MAIN ROLE IN THE ECONOMY	<b>2</b>	<b>2</b>	
<b>12</b>	<b>04.12.24</b>	BUSINESS ORGANIZATION RULES IN HOTEL AND RESTAURANT SERVICES	<b>2</b>	<b>2</b>	
<b>13</b>	<b>11.12.24</b>	INSURANCE MARKET RESEARCH	<b>2</b>	<b>2</b>	
<b>14</b>	<b>18.12.24</b>	CURRENT STATUS AND DEVELOPMENT TRENDS OF THE SERVICE MARKET IN AZERBAIJAN	<b>2</b>	<b>2</b>	
<b>15</b>	<b>25.12.24</b>	SERVICES IN A MARKET ECONOMY CONDITIONS AND THEIR CHARACTERISTICS	<b>2</b>	<b>2</b>	
	<b>Total:</b>	<b>60</b>	<b>30</b>	<b>30</b>	

**Lecturer:** Ü.R.Xudaverdili