

Ministry of Science and Education of the Republic of Azerbaijan  
Western Caspian University



**“I approve”**  
**Head of Department**  
**PhD in Economics, prof. G.A.Mustafayeva**  
\_\_\_\_\_ **2024**

**Syllabus**  
**of the subject**  
**“Management of Small Businesses and Startups”**  
**(curriculum)**

**Faculty (school): “Economics and Business”**  
**Department: “Management”**  
**Specialty: 531 B - “Management”**

**1. Information about the subject:**

**Subject program:** Approved by the protocol No. 01 of the department dated September 14, 2024.

**Subject code:** IPF

**Subject type:** Main

**Subject teaching semester:**

**Total teaching load:** 60 hours - (30 hours of lectures, 30 hours of seminars)

**Subject teaching form:** Offline

**Subject teaching language:** Russian

**Credits on ECTS:** 4

**2. Information about the instructor:**

**Name, surname, academic degree and academic title of the teacher teaching the subject:** Abdullayev Farhad Farzi (PhD in Economics)

**Consultation days and hours:**

**E-mail address:** [farhad19c@yahoo.com](mailto:farhad19c@yahoo.com)

**Legal address of the department:** Baku, Ahmad Rajabli, 3rd turn

**3. Course Description:** The dynamics of startups in small businesses are described as an increasing driving force in a rapidly changing business environment. The fact that startups become objects of professional management after reaching a certain level of growth is also of particular interest.

**4. Course Objective:** To teach the basics of business entrepreneurship, as well as the unique characteristics of the startup environment. These characteristics are characterized by the fact that, while requiring specific competencies until a startup project reaches a certain level of growth, these competencies are no longer useful after the aforementioned level, and instead, classical management is relevant.

The uniqueness of startup projects lies in the fact that the boundary between the aforementioned competencies is not specific and varies from sector to sector.

**5. Course Outcomes:** The program participant becomes familiar with the practical content of planning. The fact that planning is flexible in the face of a dynamic external environment is one of the main parts of the knowledge gained. Some elements of project management are also an inevitable part of the program.

**6. Course Methodology:** The course is taught using active learning technology. Students will mainly use the method of independent research and learning, the teacher's role is to provide a list of literature, explain the essence of the methodology and methods, and give appropriate assignments. The main teaching tools used in teaching the subject:

- Research on current topics, group work, conducting research, electronic team assignments, etc.
- Lectures (will be prepared on the basis of scientific works, articles and textbooks).
- Discussions with students within the framework of the topics (their suggestions, ideas or projects they can implement).
- Homework will consist of course texts and course materials.

**7. Materials used in the lesson:** projector, blackboard, markers (for blackboard and flip chart) etc.

**8. Attendance requirements:** If the total number of classroom hours missed during the semester on the subject exceeds the limit specified in the regulatory documents, the student will not be allowed to take the exam in that subject and his academic debt in that subject remains. Students' absence from classes and lateness affect their final grades. Exceptions regarding attendance in a subject are not accepted by the teacher.

**9. Assessment:**

Assessment based on class attendance:

The maximum score given for class attendance is 10 and is determined by the dean's office. If a student does not attend more than 25% of the classroom lessons in a subject, the student will not be allowed to take the exam in that subject. Otherwise, the student's exam results are added to the score accumulated as a result of educational activities during the semester.

Assessment based on independent work:

- Students are given one independent work during the semester. It is evaluated with 10 points.
- Independent work - must be submitted taking into account its technical, logical essence and the policy of academic honesty (plagiarism), social responsibility, inclusiveness and other principles, and the policy of compliance with the rules set by the university (the exact time is announced to students by the teacher).

Daily assessment:

- During the teaching process, students' knowledge is regularly assessed;

- Daily assessments are conducted on the basis of presentations and questions and answers prepared by students on a given topic. 20-25% of students can be assessed in 1 lesson;
- Depending on their answers, students are assessed with a score between “0” and “10”, and in this case, the use of theoretical knowledge is 5 points, and its adaptation with practical knowledge is 5 points.
- Mid-term assessment:

During the semester mid-term exams are organized for students between the 15th and 20th of each month and are evaluated with a score between "0-10".

- Final exam assessment:

The maximum score a student can score before the final exam is 50. There is no minimum limit for this score. The score a student takes in the final exam must not be **less than 17 points**. A student who scores less than 17 points in the final exam is evaluated as unsatisfactory. In the final exam business projects prepared by the students will be evaluated by the commission out of a maximum of 50 points.

The students' knowledge is evaluated according to the total score collected during the semester in the subject as follows:

*A – «Excellent» – 91-100 points;*

*B – «Very good» – 81-90 points;*

*C – «Good» – 71-80 points;*

*D – «Sufficient» – 61-70 points;*

*E – «Satisfactory» – 51-60 points;*

*F – «Insufficient – less than 51 points.*

A student with an insufficient final grade is considered to have failed the course and must attend classes the following year and retake the exam in the relevant subject.

**10. Code of conduct:** If a student violates the internal disciplinary rules of the university, measures will be taken in accordance with the regulations.

If there are cases of being late to the classes, distracting the teacher and fellow students, talking, making phone calls, not taking written notes, not following the teacher's instructions according to the disciplinary rules, as well as generally such unethical cases, a report will be written about this and a complaint will be filed with the dean's office. If this happens more than three times, an official application will be made to the university administration to remove the student from class.

**11. Topics taught in the subject:**

№	Name of topics	Including	
		Lecture	Seminar
1.	INTRODUCTION	2	2
2.	ON THE WAY TO A STARTUP	2	2
3.	CREATING OF AN IDEA	2	2
4.	FOUNDATION FOR A STARTUP	2	2

5.	DEVELOPING A BUSINESS MODEL	2	2
6.	PRODUCT DESIGN	2	2
7.	MARKET RESEARCH	2	2
8.	STARTUP PROMOTION	2	2
9.	ESTABLISHING A STARTUP IN THE MARKET	2	2
10.	SCALE OF STARTUP	2	2
11.	STARTUP ACCELERATOR	2	2
12.	STARTUP ACCELERATOR	2	2
13.	SELF-PROMOTION OF AN ENTREPRENEUR	2	2
14.	PRACTICE IN AZERBAIJAN	2	2
15	RESULTS OF THE PAST PROGRAM	2	2
	<b>Cəmi:</b>	<b>30</b>	<b>30</b>

**12. Lecture texts for the subject:** Lecture texts for all topics of the subject are sent via the teacher's email.

**13. Subject requirements, tasks:** Optimal transfer of knowledge and skills within a given time frame is one of the main goals. The key role of soft and hard skills and their complex interaction is the main line of implementation of startup projects.

**14. Students' opinions and comments about the subject:**

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**15. Recommended textbooks, teaching aids and methodological materials:**

**Main**

1. «Стартап – курс для начинающих» - Н.Ю. Маркушина, Н.В. Ковалевская, Н.Л. Парфененок.
2. «Основы предпринимательства и бизнеса» - К.Ж. Аганина, Ж.У. Кодбикова, Е.Ж. Караев, А.А. Нургази

3. «Бизнес с нуля» - Ерик Рис

**Internet resources**

<https://www.investopedia.com/terms/s/startup.asp>

<https://www.unisender.com/ru/glossary/что-такое-startup/>

<https://skillbox.ru/media/business/что-такое-startup-i-kak-ikh-zapuskayut/>

<https://www.forbes.ru/svoi-biznes/502871-10-samyh-perspektivnyh-startapov-s-rossijskimi-osnovatelami-2023-rejting-forbes>

<https://startup.google.com/>

<https://www.startups.com/articles/what-is-a-startup-company>

The syllabus of the subject “**Management of Small Businesses and Startups**” has been compiled based on the curriculum and subject program for the specialty 531 В - “Management”.

The syllabus was discussed and approved at the “**Management**” Department (“Protocol No. 01 of \_\_ September 2024”).

**Head of the Department:**

**prof. G.A. Mustafayeva**

**Instructor:**

**F.F. Abdullayev**