

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



**Syllabus for the Course “Business Plan”  
(Working Curriculum)**

**Faculty (School):** “Business and Local Governance”

**1. Course Information:**

**Course Program:** Approved by the Department’s Protocol No. 01 dated September 14, 2023

**Course Type:** Core

**Semester Offered:**

**Total Workload:** 15 hours (10 hours of lectures, 5 hours of seminars)

**Form of Instruction:** Offline

**Language of Instruction:** Azerbaijani

**ECTS Credit:** 1

**2. Instructor Information:**

**Instructor’s Name, Academic Degree and Title: Office Hours:**

**Email Address:** [vafajafarli@gmail.com](mailto:vafajafarli@gmail.com)

**Department Address:** Baku city, Ahmad Rajabli, 3rd turn

**3. Course Description:**

A business plan refers to a comprehensive plan aimed at establishing a new production enterprise or a system for selling goods and services, or modernizing an existing one. It includes major construction, acquisition of technology, purchase of equipment, and measures for staff training.

**4. Course Objective:**

The purpose of the study is to identify key directions for the formation of a business plan and to clarify the mechanisms and technologies applied in modern business management.

Consequently, the dissertation work studies the theoretical and methodological aspects of business plan preparation, explaining its essence. The current state of the development and application of business plan management is analyzed, and directions for improving the strategic management mechanism of business are indicated. Additionally, the analysis of market positions, distribution of authorities, and linking the business plan with its development strategies are explained.

### **5. Course Outcomes:**

Effective teaching of the topics outlined in the “Business Plan” course program will enable bachelor-level students to acquire the necessary knowledge on the organization and management of material flows.

### **6. Course Methodology:**

The course is taught using active learning technology. Students primarily use independent research and study methods, while the teacher’s role is to provide a list of literature, explain the essence of methodologies and methods, and assign relevant tasks. The main teaching tools used during the course include:

- Research on current topics, group work, conducting studies, electronic team assignments, etc.
- Lectures based on officially registered scientific works, articles, and textbooks.
- Discussions within topics involving students’ proposals, ideas, or projects they wish to implement.
- Homework assignments consisting of lesson texts and materials.

### **7. Materials Used in Class:**

Projector, board, markers (for board and flip chart) etc.

### **8. Attendance Requirements:**

If the total number of missed classroom hours during the semester exceeds the limit set by normative documents, the student is not allowed to take the exam for the course and retains an academic debt for it. Absences and lateness affect students’ final grades. Exceptions regarding attendance are not accepted by the instructor.

### **9. Assessment:**

#### Attendance assessment:

The maximum score for attendance is 10 points, determined by the dean's office. If a student misses more than 25% of the classroom lessons, they are not allowed to take the exam for the course. Otherwise, the student’s exam results are added to the points accumulated during the semester’s educational activities.

#### Assessment for independent work:

- During the semester, students are assigned 1 independent work. The independent work is graded out of 10 points.
- Independent works must be submitted considering technical and logical content, academic integrity (plagiarism) policy, social responsibility, inclusivity principles, and compliance with university regulations (exact deadlines will be announced by the instructor).

Daily assessment:

- Students' knowledge is continuously assessed throughout the teaching process.
- Daily assessments are conducted based on students' presentations and Q&A sessions on assigned topics. In one lesson 20-25% of students can be assessed.
- Based on their answers students are graded between 0 and 10 points, where 5 points are awarded for theoretical knowledge and 5 points for its practical adaptation.

Colloquium assessment:

- During the semester, colloquium exams are held between the 15th and 20th of each month and are graded on a scale of 0 to 10 points.

Final exam assessment:

- The maximum number of points a student can earn before the final exam is 50. There is no minimum threshold for these points.
- The maximum score in the final exam is 50 points.
- The student must score at least 17 points in the final exam. Students scoring less than 17 points are considered to have failed.
- Business projects prepared by students for the final exam will be evaluated by the commission with a maximum score of 50 points.

Final grade based on total semester points:

- A – Excellent – 91-100 points
- B – Very good – 81-90 points
- C – Good – 71-80 points
- D – Satisfactory – 61-70 points
- E – Pass – 51-60 points
- F – Fail – below 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:**

When a student violates the university's internal rules and regulations, disciplinary action is taken according to established procedures.

Lateness, disturbing the teacher or fellow students, talking, phone calls, not taking notes, failing to follow the teacher's instructions related to discipline, or other unethical behaviors will be documented in a report and a complaint will be sent to the dean's office.

If such behavior occurs more than three times, an official request will be submitted to the university administration to remove the student from class.

**11. Topics covered in the course:**

№	Titles of Topics	Including	
		Lecture	Seminar

	<i>I Colloquium</i>		
1.	<p style="text-align: center;"><b>Topic 1. THEORETICAL AND METHODOLOGICAL ASPECTS OF BUSINESS PLAN DEVELOPMENT</b></p> <p style="text-align: center;"><b>Plan:</b></p> <ol style="list-style-type: none"> <li>1. The main purpose and objectives of the business plan</li> <li>2. Fundamentals of business plan preparation and methodology</li> <li>3. Principles and methods for evaluating the effectiveness of a business plan</li> </ol>	<b>2</b>	<b>2</b>
2.	<p style="text-align: center;"><b>Topic 2. THE ROLE OF BUSINESS PLANNING IN BUSINESS DEVELOPMENT IN AZERBAIJAN</b></p> <p style="text-align: center;"><b>Plan:</b></p> <ol style="list-style-type: none"> <li>1. The role of the business plan in attracting foreign investments</li> <li>2. Business plan and its requirements in the development of small businesses</li> <li>3. Proper evaluation of the business plan</li> </ol>	<b>2</b>	<b>2</b>
3.	<p style="text-align: center;"><b>Topic 3. BUSINESS PLAN OF THE ENTERPRISE</b></p> <p style="text-align: center;"><b>Plan:</b></p> <ol style="list-style-type: none"> <li>1. Description of the product (service)</li> <li>2. Analysis of the sales market</li> <li>3. Evaluation of competitors</li> <li>4. Marketing strategy</li> <li>5. Production plan</li> <li>6. Organizational plan</li> <li>7. Financial plan</li> </ol>	<b>2</b>	<b>2</b>
4.	<p style="text-align: center;"><b>Topic 4. Implementation of the Business Plan</b></p> <p style="text-align: center;"><b>Plan:</b></p> <ol style="list-style-type: none"> <li>1. Methods of implementing the business plan</li> <li>2. System of business plan implementation</li> <li>3. The "three-step" experience in business plan implementation</li> <li>4. Stages of business plan implementation</li> <li>5. Management of business plan implementation based on results</li> <li>6. Control and business re-planning</li> </ol>	<b>2</b>	<b>2</b>
5.	<p style="text-align: center;"><b>Topic 5. MAIN DIRECTIONS OF BUSINESS PLAN IMPLEMENTATION</b></p>	<b>2</b>	<b>2</b>

	<b>Plan:</b>		
	<ol style="list-style-type: none"> <li>1. Development of the business plan to improve entrepreneurial activity</li> <li>2. Analysis of the financial capabilities of the business plan</li> <li>3. Justification of the business plan based on technical-economic factors reflecting objective reality</li> </ol>		
	<b>Total</b>	<b>10</b>	<b>5</b>

**12. Lecture materials of the course:** Lecture texts for all topics of the course are available in the instructor's email.

**13. Requirements and assignments for the course:** In modern conditions studying various forms of business plans is of great importance for training skilled and initiative personnel in the business field. Understanding the essence of business planning in the business sector enables future entrepreneurs and managers to learn possible ways of effective business plan management in various areas.

**14. Students' feedback and comments about the course:**

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

**Main:**

1. "Qiymətləndirmə fəaliyyəti haqqında" Azərbaycan Respublikasının qanunu.
2. Mehtiyev G.M., Bayramov Q.S. Daşınmaz əmlak bazarında qiymətləndirmənin nəzəri-metodoloji məsələləri. İqtisad elmləri: nəzəriyyə və praktika
3. İbrahimov E.R. Sahibkarlığın maliyyələşdirmə mexanizminin təkmilləşdirilməsi (Maliyyə və uçot jurnalı)
4. Məmmədov Ə.S. Sahibkarlar konfederasiyası ölkənin iqtisadi inkişafına dəstək verməyi əsas vəzifə hesab edir. (Maliyyə və uçot jurnalı)
5. Eren E. Stratejik yönetimi. Beta yayınevi
6. Натипоглу Z. İşletmelerde amac yönetimi, İTÜ yayınları, İstanbul.
7. Анискин О.П. Организация и управление малым бизнесом. Учебное пособие. Москва.
8. Валдайцев С.В. Оценка бизнеса и инновации: учебное пособие. СПб.
9. Грибов В.Д. Основы бизнеса. Москва: Финансы и статистика.

10. Григорьев В.В. Оценка предприятий: доходный подход. – Москва: Федеративное издательство.
11. Григорьев В.В., Островки И.М. Оценка предприятий: имущественный подход.
12. Ефремов В.С. Стратегическое планирование в бизнес-системах. Москва: Финпресс.
13. Vəliyev T.S., Qafarov Ş.S. İqtisadi Nəzəriyyə: dərslik. Bakı.
14. Azərbaycanın iqtisadiyyatı: ali məktəblər üçün dərs vəsaiti.
15. Kiçik və orta sahibkarlıq subyektləri üçün əyani vəsait. Azərbaycan Respublikası İqtisadi İnkişaf Nazirliyi Sahibkarlığa Kömək Milli Fondu.
16. [www.stat.gov.az](http://www.stat.gov.az)
17. [www.kitab.az](http://www.kitab.az)
18. [www.sahibkar.az](http://www.sahibkar.az)
19. [www.iqtisad.net](http://www.iqtisad.net)
20. [www.azstat.org](http://www.azstat.org)
21. [www.google.az](http://www.google.az)

The syllabus of the "**Business Plan**" course has been prepared based on the curriculum and course program for the specialty 2529 – "**Management**".

The syllabus has been discussed and approved by the "Management" department (Protocol No. 01 dated September 14, 2023).