

**MINISTRY OF SCIENCE AND EDUCATION OF THE REPUBLIC OF  
AZERBAIJAN  
WESTERN CASPIAN UNIVERSITY**



**DEPARTMENT:** General Economics

**FACULTY (SCHOOL):** Business and Local Governance

**SPECIALIZATION (code):**

**COURSE NAME:** Fundamentals of Commerce

**GROUP:**

**FORM OF EDUCATION:** Offline

**ACADEMIC YEAR:**

**SEMESTER:** I (Fall)

**I. INFORMATION ABOUT THE COURSE:**

**COURSE CODE:**

**TOTAL TEACHING LOAD (HOURS):** 45 hours

**LECTURE:** 30 hours

**SEMINAR:** 15 hours

**CLASS DAYS AND HOURS:**

**NUMBER OF CREDITS:** 5

## **II. INFORMATION ABOUT THE TEACHER:**

Head teacher -

### **OTHER CERTIFICATES:**

1. International courses on “Protection of Consumer Rights”. Certificate: European Union Centre for Effective Dispute Resolution (CEDR). Consumerst International May 11, 2006.

### **SCIENTIFIC INTERESTS, INVENTIONS AND BASIC SCIENTIFIC WORKS:**

Kommersiya fəaliyyətinin təşkili: dərslik. Bakı, 2004.

### **FORM OF TEACHING: (FORM AND METHODS OF TEACHING):**

1. Lecture
2. Discussion of the topic
3. Seminars and colloquiums

### **FORM OF EXAMINATION**

1. Consultation hours are organized before the exam.
2. Exams and intermediate tests (colloquiums) are carried out in written form.
3. Issues related to the admission of students to exams and midterm examinations are resolved by the dean of the faculty. Exams and midterm exams are conducted in accordance with the “Rules for the Organization of Training at the Bachelor’s and Master’s Levels of Higher Education Institutions with a Credit System”, approved by the Resolution No. 348 of the Cabinet of Ministers of the Republic of Azerbaijan dated December 24, 2013.
4. The topics of coursework and relevant literature are provided to students in advance. The defense of coursework is accepted by the commission established at the department.

5. Every student must complete 1 independent work during the semester. The topics of independent work include the topics covered in the classes. Each independent work is evaluated on a 10-point system and the average of all independent works is taken as the result.

#### **IV. GENERAL RULES**

**1. ATTENDANCE:** A student who does not attend more than 25% of all class hours allocated for the subject is not allowed to take the exam.

#### **2. SUBJECT GRADING RULES:**

Maximum number of points – 100 points

1. Maximum points accumulated during the semester – 50 points

- Maximum for attendance in the lesson – 10 points

- Maximum for independent work of students – 10 points

- Maximum for activity in seminar classes – 30 points

To evaluate a student's participation in the seminar, they must have at least 3 grades in the journal. Otherwise, points are not counted.

2. 50 points are maximum score according to exam results.

The score collected by the student in exam should not be less than 17.

3. Students who achieve the score over 50 points from their semester performance and exam result are considered to have completed the subject.

#### **V. EVALUATION OF STUDENTS' KNOWLEDGE:**

##### **Evaluation criteria:**

Below 51 points – “insufficient” – F

- 51 – 60 “satisfactory” – E

- 61 – 70 – “sufficient” – D

- 71- 80 – “good” – C

- 81 – 90 – “very good” - B

- 91 – 100 “excellent” – A

<b>Weeks</b>	<b>Teaching topics of the subject</b>	<b>Lecture (hours)</b>	<b>Date</b>	<b>Note</b>
1	The concept, essence, content, purpose and tasks of commerce	2 hours		
2	Joint-stock company management and interaction mechanism	2 hours		
3	Forms and methods of commercial settlements	2 hours		
4	Trading partners' activities	2 hours		
5	Trade secret and its protection	2 hours		
6	The essence of franchising and its development directions	2 hours		
7	Commercial activities in the field of wholesale and retail sale of goods	2 hours		
8	The essence of licensing and trademark trading	2 hours		
9	Fundamentals of corporate governance of an enterprise	2 hours		
10	The concept, structure and content of a contract	2 hours		
11	Financial situation and mechanism of commercial enterprises	2 hours		
12	Commercial risk, types and classification of risks	2 hours		
13	Psychology and ethics of commercial activity	2 hours		
14	Organization of stock exchange trading. Holding auctions and competitions.	2 hours		

15	The mechanism of competition in commercial activity.	2 hours		
	<b>Total</b>	<b>30 hour</b>		

<b>Seminar</b>	<b>Deadline</b>
The concept of commercial work and its essence	
Classification of commercial enterprises	
Forms and methods of commercial settlements	
Commercial information and its protection	
Commercial activity in the field of sale of goods	
Organization of trade at auctions, exchanges, and fairs	
Organization of leasing transactions	
Organization of commercial services in enterprises	
Types and classification of commercial risks	
Organization of business relations with trading partners	

**Independent work submitted after the deadline will not be considered for any reason. The results of independent work are recorded in the journal.**

### **EXAM QUESTIONS:**

1. The subject, purpose and tasks of the subject
2. Directions of commercial activity
3. Organizational forms of the association of enterprises
4. Founding documents for commercial activity

5. The structure, types and management of joint stock company
6. Forms of cooperation in the sphere of production
7. Forms of cooperation in the sphere of financial relations
8. Trade intermediaries, their types and mediation operations
9. The concept of infrastructure in the commodity market
10. Legal regulation of franchising
11. Franchising in the market economy, its nature and types
12. On sale of goods the essence of commercial business
13. Organization of commercial work in wholesale trade
14. Organization of commercial work in retail trade
15. The essence of legal protection of trademarks
16. The main elements of the style of the firm
17. Drafting of contracts in commercial activity
18. Types of contracts, structure and types of closing
19. Financial and monetary relations in commercial activity
20. Financing of the enterprise's economic activity, their sources
21. Analysis of the financial situation of the enterprise
22. Basic financial documents of enterprises
23. Types of settlements in commercial activity
24. Performance indicators of the enterprise
25. Concept of risk in commercial activity, types and classification of risks
26. Ways of reducing and insuring commercial risks
27. Risk management in commercial activity
28. Organization of trade transactions at auctions, types of auctions and procedure for conducting them
29. Organization of trading operations on stock exchanges
30. Organization and structure of the commodity exchange
31. Types of stock exchanges
32. The essence and history of the development of stock exchanges
33. Types and nature of tenders (competitions).
34. Rules of organization of competitions
35. Concept of competition in commercial activity, competition mechanism
36. Nature and types of competition
37. Creating a healthy competitive environment
38. The role of competition in protecting the internal market
39. Types and regulation of monopolies
40. Market types depending on competition
41. Organizational and economic characteristics of leasing
42. Types and forms of leasing operations
43. Objects and subjects of leasing

44. Organization of commercial service in enterprises
45. Nature and content of international commercial activity
46. Import-export operations in commercial activity
47. Forms of organization of international commercial activity
48. Concept of commercial sorro
49. The main directions of partnership relations
50. Protection of trade secrets
51. Classification of trade secrets
52. Types and application of advertising
53. The nature and functions of advertising
54. Concept of corporation and corporate governance
55. Efficiency and problems of corporate governance
56. Pros and cons of corporate governance
57. Efficiency of advertising activity
58. Etiquette and ethics of businessman
59. Personal and professional requirements for businessman

## **LITERATURE**

1. Материалы по осуществлению упрощению процедур торговли. М., 2015.
2. Международные стандарты коммерческого дела. М., 2016.
3. Материалы ООН по торговле и развитию. М., 2013-2016.
4. Справочник по вопросам упрощения процедур коммерческого дела, М., 2015.
5. Герчикова И. Международные коммерческое дело. М., 2014.
6. Əkbərov Ə., Vəliyev M. Beynəlxalq iqtisadi münasibətlər: dərslik. Bakı, 2010.
7. Ağamalıyev M., Məmmədrzayev M. Kommersiya fəaliyyətinin təşkili. Bakı, 2004.
8. Панкратов Ф. Основы коммерческого дела. М., 2014.

### **Coursework**

Coursework in this subject (not included/included)

### **Internship**

Internship program/experience in this subject (not included/included)

Teacher: \_\_\_\_\_ Mammadrzayev M.