



“Approved by”
Head of Department :

Protocol №1

Date :05.09. 2024

SYLLABUS

General information	department	Marketing and Mangement
	Faculty	Economics and school of Economics
	Specialization, code	
	Group №	532 MRK
	Level of education	<input type="checkbox"/> bachelor <input type="checkbox"/> master
	Mode of study	Full-time
	Semester	2024/Fall
	Academic Year	2024-2025
	Teaching semester	<input type="checkbox"/> fall <input type="checkbox"/> spring <input type="checkbox"/> semester
Course Information	Course title, code	Market Infrastructure
	Number of credits	
	Teaching load (hour)	45
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar <input type="checkbox"/> laboratory
	Teaching language	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Compulsory <input type="checkbox"/> Elective
	Prerequisite course/code	
INFORMATION ABOUT THE INSTRUCTOR	The teacher's academic degree, scientific title, honorary title, surname, first name, patronymic	i.ü.f.d.dos.G.Ə.Mustafayeva
	Instructor's e-mail	glnisa.mustafayeva@mail.ru
	Instructor's phone number	0518796375
	Office hours	
Course Description	The development of the economy is closely linked to the formation and advancement of the market and its infrastructure. Market infrastructure is an integral part of the economy, providing the conditions and	

	<p>opportunities necessary for the fulfillment of economic functions.</p> <p>The teaching of the course “Market Infrastructure” addresses the movement of goods and services, acts of buying and selling, and the institutions, systems, services, and enterprises that serve the market and ensure its proper functioning. It encompasses the organizational and legal forms that collectively constitute market infrastructure. Studying these aspects has become an objective necessity for understanding the market’s operation and development.</p>
Course Objective	<p>In the literature on market infrastructure, the analysis of infrastructures and the synthesis of views from various economists and specialists studying this field form the basis for classifying free markets, understanding their content and essence, and accurately characterizing their functions based on their roles in a market economy. The study also involves examining the operation and development of existing markets, as well as investigating the role and influence of organizations and enterprises that contribute to the formation of the market.</p> <p>The objective is to ensure that students specializing in marketing acquire profound and comprehensive knowledge in this area.</p>
Learning outcomes	<p>Upon successful completion of the course and mastery of the topics, students will be able to:</p> <p>Knowledge – Students should understand:</p> <ul style="list-style-type: none"> • The concept of infrastructure and its essence, as well as the role of infrastructures in market operations; • The evolution and classification of market infrastructure; • The elements of market infrastructures and their composition; • Types of market infrastructures and their functional characteristics; • The markets operating in Azerbaijan, the infrastructure sectors regulating their activities, and their roles; • The specific elements of infrastructures of individual markets. <p>Skills – Students will be able to:</p> <ul style="list-style-type: none"> • Identify the significance of structural and infrastructural sectors; • Assess the operational capabilities of existing markets and determine the role of infrastructures in their development; • Analyze the functions and characteristics of market infrastructures; • Study the level of market development; • Investigate the level of development of market infrastructures.
Course Requirements	<p>In the <i>Market Infrastructure</i> course, the following expectations may be</p>

	<p>set for students:</p> <ol style="list-style-type: none"> 1. Class Participation: Students should be encouraged to actively participate in the course, ask questions, and engage in discussions. This can help them gain a deeper understanding of the topics. 2. Group Research Projects: Students may be assigned group projects or research tasks that involve solving real-world scenarios within the framework of commodity classification. This can help them develop collaboration, communication, and problem-solving skills. 3. Market Research Insights and Reporting: Students can be tasked with monitoring market developments and analyzing and reporting on these trends. This allows them to gain practical knowledge about competitors. 4. Guest Lecturers and Seminars: Experts in the field of commodity classification can be invited as guest speakers, or students can participate in industry-related seminars. This gives students the opportunity to learn first-hand about current trends and practices in marketing. 5. Field Visits: Visiting relevant companies can provide students with the opportunity to observe industry practices and interact with businesses. This helps them connect theoretical knowledge with practical experience. <p>These requirements aim to promote more effective student participation in the course and support the development of their knowledge and skills in marketing more efficiently.</p>
<p>Academic Integrity</p>	<p>Academic integrity- involves ensuring the originality of one’s work and sharing others’ ideas or findings with proper citation.</p> <p>Violations of Academic Integrity</p> <ol style="list-style-type: none"> 1. Plagiarism 2. Cheating 3. Submitting all or part of a previously completed assignment, homework, or project in another course without proper citation 4. Citing non-existent sources or creating a fake database 5. Completing course materials or assignments on behalf of another student 6. Behaviors aimed at gaining unfair advantage (e.g., presenting a false medical certificate without having an actual illness, making false excuses for deadline extensions or other purposes) 7. Taking an exam on behalf of someone else or having someone else take an exam on your behalf
<p>Ethical Behavior</p>	<p>The ethical behavior of students participating in the <i>Market Infrastructure</i> course aims to ensure their success and respect both in the educational process and in their future professional careers. Students must adhere to principles of honesty and transparency in course work</p>

	<p>and projects, following academic ethical standards.</p> <p>They should attend classes on time and with a sense of responsibility, actively participate in group work, and contribute to effective collaboration within the team. Additionally, they must be sensitive to diversity and cultural awareness, striving to understand different cultures and fostering a learning environment enriched by diversity.</p> <p>For professional development, students should enhance their efforts to communicate with industry professionals and build effective networks, while also improving their problem-solving and critical thinking skills. They should be conscious of social media etiquette and professionalism, maintain a credible image on online platforms, and uphold online ethical standards.</p> <p>With regard to openness to change, innovation, and career development, students should stay informed about changes in the sector, remain open to innovation, and regularly utilize relevant resources to support their career growth.</p> <p>These ethical behaviors guide students toward becoming successful and principled individuals both academically and professionally.</p>
Main literature list	1. Mustafayeva G.Ə., Məmmədova S. Bazar infrastruktururu. Bakı, 2018
Additional literature list	<p>1. “İnvestisiya fəaliyyəti haqqında” Azərbaycan Respublikasının Qanunu. Bakı, 13 yanvar 1995-ci il</p> <p>2. “Sığorta haqqında” Azərbaycan Respublikasının Qanunu. Bakı, 5 yanvar 1993-ci il</p> <p>3. “İnvestisiya fondları haqqında” Azərbaycan Respublikasının Qanunu. Bakı, 30 noyabr 1999-ci il</p> <p>4. “Qiymətli kağızlar haqqında” Azərbaycan Respublikasının Qanunu.</p> <p>5. Cəbiyev R.M. Azərbaycanca bazar infrastrukturunun formalaşması və inkişafı. Bakı, 2000</p> <p>6. Сёмкина Н.Н. Государственное регулирование рынка информационных продуктов и услуг. Орел, 2005.</p> <p>7. Кузнецова А.И. Инфраструктура. Вопросы теории, методологии и прикладные аспекты современного инфраструктурного обустройства. Геоэкономический подход. М.: Высшая школа, 2006.</p>
Internet resources	<p>1. www.bfb.az</p> <p>2. www.cbar.az</p> <p>3. www.ilkercolak.com.tr</p> <p>4. www.gov.az</p>
Grading: 100-Point System	The final grade is the sum of points awarded for current assessment — seminars and colloquiums (0–30 points), independent work (0–10 points), attendance (0–10 points) — and interim assessment , which

	<p>includes end-of-semester exams (0–50 points). If the course includes additional practical or applied lessons, up to 10 points may be allocated for the evaluation of those classes.</p> <p>Final Grade = Current Assessment + Interim Assessment</p>	
Seminar and Colloquium	<p>Colloquiums are held three times each semester in accordance with the academic calendar. Each colloquium is evaluated on a scale of 0 to 10 points. Participation in colloquiums is mandatory. A student who does not attend a colloquium will receive 0 points.</p>	0-30
Individual Work	<p>Formatting Guidelines for Individual Work:</p> <ul style="list-style-type: none"> • Font and Size: Arial, 12 pt • Line Spacing: 1.5 • Minimum Length: 3 pages • Final Submission Deadline: Two weeks before the end of the semester 	0-10
	<p>Topics for Independent Work:</p> <ol style="list-style-type: none"> 1. The socio-economic essence of infrastructures 2. The role of market infrastructure in the development of the national economy 3. Functions and characteristics of market infrastructures 4. The nature of infrastructures in the goods and services markets 5. The nature and characteristic features of the labor market 6. The current state of innovation market infrastructure in Azerbaijan 7. The leasing market and its distinctive characteristics 8. Features of the financial market 9. The socio-economic essence of the information market 10. Modern trends in the consulting market 	
Attendance	<p>For each 10% of class hours missed during the semester, 1 point will be deducted. A student who misses more than 25% of the total course hours will not be allowed to take the final exam.</p>	0-10
Exam		0-50

Based on the total number of points accumulated during the semester for the course, students' knowledge is assessed as follows:

Grading Scale

Grade	Grading by Letters	Indicator
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Below 51	F	“unsufficient”

Course Calendar and Thematic Plan					
N	Date	Course Topics	Lecture	Seminar	Textbook / Assignments
1		Characteristics and Directions of Market Infrastructure Formation	2	2	Mustafayeva G.Ə., Məmmədova S. Bazar infrastruktururu. Bakı, 2018
2		Course Objectives and Tasks of "Market Infrastructure": The socio-economic essence of infrastructures; the infrastructure complex of the economy; factors influencing market infrastructure; the concept and types of markets; market functioning under competitive conditions; theory of demand and supply.	2	2	Cəbiyev R.M. Azərbaycan bazar infrastrukturunun formalaşması və inkişafı. Bakı, 2000
3		Main Elements and Functions of Market Infrastructure	2	2	1. Mustafayeva G.Ə., Məmmədova S. Bazar infrastruktururu. Bakı, 2018
4		Main Elements of Market Infrastructure: Organizational and technical infrastructure types; information on commodity exchanges and auctions; trading houses and chambers of commerce and their activities.	2	2	Mustafayeva G.Ə., Məmmədova S. Bazar infrastruktururu. Bakı, 2018
5		Infrastructure of the Commodity and Services Market: The commodity and services markets, their characteristics and scope of activities; the essence and functions of commodity and	2	2	Cəbiyev R.M. Azərbaycan bazar infrastrukturunun formalaşması və inkişafı. Bakı, 2000

		services market infrastructure.			
6		Real Estate Market Infrastructure: Subjects of the real estate market; functional processes of the real estate market; market segmentation; elements of the real estate market infrastructure.	2	2	Сёмкина Н.Н. Государственное регулирование рынка информационных продуктов и услуг. Орел, 2005.
7		Labor Market: Information about labor force and human resources; the emergence and development directions of the labor market; the nature and characteristic features of the labor market.	2	2	Səbiyev R.M. Azərbaycan bazar infrastrukturunun formalaşması və inkişafı. Bakı, 2000
8		Innovation Market: Innovation policies implemented by the Azerbaijani government; concepts of innovation formation and diffusion.	2	2	Кузнецова А.И. Инфраструктура. Вопросы теории, методологии и прикладные аспекты современного инфраструктурного обустройства. Геоэкономический подход. М.: Высшая школа, 2006.
9		Investment Market: Theoretical aspects of the investment market; the concept of the investment market; types of investments; main elements of the investment market.	2	2	Mustafayeva G.Ə., Məmmədova S. Bazar infrastruktururu. Bakı, 2018
10		Leasing Market: Concept of leasing; formation of the leasing market; leasing activities in Azerbaijan and its legal foundation (“Law on Leasing” of the Republic of Azerbaijan, November 29, 1994); characteristics and formation of the leasing market.	2	2	Сёмкина Н.Н. Государственное регулирование рынка информационных продуктов и услуг. Орел, 2005.
11		Insurance Market: “Law on Insurance” of the Republic of Azerbaijan; emergence and development of the insurance market; features and functions of the insurance market; structural organization of insurance companies.	2	2	Кузнецова А.И. Инфраструктура. Вопросы теории, методологии и прикладные аспекты современного инфраструктурного обустройства. Геоэкономический подход. М.: Высшая школа, 2006.

12		Financial Market Infrastructure: The role of the financial market in shaping Azerbaijan's market infrastructure; characteristics of the financial market; structure and segments of the financial market; laws and regulations governing the financial market and its segments.	2	2	Mustafayeva G.Ə.,Məmmədova S. Bazar infrastruktururu.Bakı,2018
13		Information Market Infrastructure: Socio-economic significance of the information market; the essence of the information market concept; objectives and tasks of the information market; sectors and subdivisions of the information market; subjects of the information market, their classification, and characteristics.	2	2	Mustafayeva G.Ə.,Məmmədova S. Bazar infrastruktururu.Bakı,2018
14		Advertising Market Infrastructure: Concept of advertising; the role of advertising in economic development; objectives and characteristics of advertising; explanation of the term "advertising market"; development directions of the advertising market; main functions of the advertising market; economic foundations of the advertising market.	2	2	Mustafayeva G.Ə.,Məmmədova S. Bazar infrastruktururu.Bakı,2018
15		Consulting Market: Content and essence of consulting; consulting tools; analysis of the consulting service market; characteristics of consulting companies; types of consulting products.	2	2	Mustafayeva G.Ə.,Məmmədova S. Bazar infrastruktururu.Bakı,2018
60		TOTAL:	30	30	

Instructor:

Phd.dos.G.Ə.Mustafayeva