



“Approved by”

Head of Department

Pr №1

13.09.2024

SYLLABUS

General information	department	Marketing and Management
	Faculty	Economics and Business School
	Specialization, code	050407
	Group №	531 MRK
	Level of education	<input type="checkbox"/> bachelor
	Mode of study	Full-time
	Semester	IV
	Academic Year	2024-2025
	Teaching semester	<input type="checkbox"/> Fall
	Course title, code	Competition and monopoly
	Number of credits	6
	Teaching load (hour)	60
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar
	Teaching language	<input type="checkbox"/> Azerbaijani
	Course type	<input type="checkbox"/> Compulsory
	Prerequisite course/code	
INFORMATION ABOUT THE INSTRUCTOR	The teacher's academic degree, scientific title, honorary title, surname, first name, patronymic	Xudaverdili Ulviyye Ramiz
	Instructor's e-mail	ulviya.alizade@mail.ru
	Instructor's phone number	+994707557025
	Office hours	Monday and Thursday
Course Description	<p>Competition is a form of struggle for survival and endurance, a means of self-affirmation and expression, and a way in which the social and economic structure exists. Competition occurs always and everywhere in one form or another — in nature, among populations, between countries, nations, continents, enterprises and within them, between sectors of the national economy and within those sectors, between sellers and buyers, goods and services.</p> <p>In nature, competition manifests itself in the struggle among animals and their species, within flora and fauna, and in the fight for habitat, territory, and space. In the social environment — more specifically, in human society — competition resembles the relentless and intense struggle</p>	

	found in the natural world, aimed at adapting to real conditions and becoming strong enough to succeed.
Course Objective	<p>In general, the experience of countries developing their economies under market economy conditions shows that, at the state level, a comprehensive approach to competition — encompassing the economic relations arising among individuals, enterprises, organizations, etc. — requires the following principles:</p> <ol style="list-style-type: none"> 1. Not only are formal democratic rights and individual freedoms ensured, but freedom in entrepreneurial and financial-economic activities is also guaranteed. In such cases, politics is separated from economics, and the state prioritizes economic policy by supporting the principle of a "wealthy nation–wealthy state" rather than a "poor nation–wealthy state." It also openly and directly states: "<i>The fundamental freedom of a person is their material capability.</i>" These and other similar aspects are clearly reflected in the Universal Declaration of Human Rights adopted by the United Nations on December 10, 1948. The Republic of Azerbaijan joined this declaration in 1995. 2. The legal foundation for individual freedoms, diversity of ownership forms, and legal protection of different ownership rights is ensured. A multi-structured national economy is created based on law and equally protected by the state.
Learning outcomes	<p>The learning outcomes of the subject "Competition and Monopoly" can be defined as follows:</p> <ul style="list-style-type: none"> • A legal framework is adopted that forms and ensures the civilized conduct of competition and competitive struggle. • A market infrastructure is established that makes competition a part of the everyday reality for all business entities. • Executive bodies are created to implement all laws and, more specifically, to ensure civilized competition. • Oversight structures are established to supervise the activities of executive and state authorities.
Course Requirements	<p>Requirements for the International Marketing Course:</p> <ul style="list-style-type: none"> • Students are expected to have prior experience or foundational knowledge in business management or administration before enrolling in the course. • Students should come prepared for each class session and are encouraged to engage and communicate actively with instructors. • Active participation in the initial parts of the course and timely submission of assignments are expected from every student. • To understand, apply, and evaluate the course content, students must complete practical assignments.

	<ul style="list-style-type: none"> • Students are required to actively participate in group activities to discuss and solve problems related to the learned concepts. • Every student is expected to prepare diligently for the final exam or final project at the end of the semester. • Students should critically reflect on and discuss contemporary issues and new approaches related to monopolistic market environments. • During business and research projects, students are expected to develop their research and analytical skills. • Students must comply with any additional mandatory requirements set by the instructors, which may include exams, assignments, and projects. • Students should remain committed and responsible for completing their obligations on time and actively participating in all parts of the course. •
Academic Integrity	<p>Academic integrity- involves ensuring the originality of one’s work and sharing others’ ideas or findings with proper citation.</p> <ol style="list-style-type: none"> 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
Main literature list	<p>Aşurov A.S. Marketinqin kommunikasiya sistemi / Dərs vəsaiti. Bakı, «İqtisad Universiteti».</p> <p>Академия рынка: маркетинг. Пер. с фран. М. Экономика. Тағйев А.Н., Ёsayeva B.B., Ёbdilov Ё.B. Bazar iqtisadiyyatı haqqında / Mühazirələr toplusu /.-B., Oğuz eli.</p> <p>Азоев Г.Л. Конкуренция: анализ, стратегия и практика. – М. Центр экономики и маркетинга.</p> <p>Бусыгин А.В. Предпринимательство. Основной курс: учебник для вузов. М. ИНФРА.</p> <p>Биржевая деятельность. Учебник. Под ред. проф. А. Г. Грязновой, проф. Р. В. Корнеевой, проф.В.А.Галанова. – М.: Финансы и статистика.</p> <p>Моисеева Н.К., Рюмин М.Ю., Сушаенко М.В., Будник А.В. Брендинг в управлении маркетинговой активностью / Под ред. Проф. Н.К. Моисеевой. -М., Омега-Л.</p> <p>Налоги (под ред. Черник Д.Г.) Учеб.пос. М., Финансы и</p>

	СТАТИСТИКА.	
Grading: 100-Point System	<p>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 includes end-of-semester exams (0–50 points).</p> <p>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	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.	0-30
Individual Work	<p>Formatting Guidelines for Individual Work:</p> <ul style="list-style-type: none"> • Final Submission Deadline: Two weeks before the end of the semester 	0-10
	<p>Topics for Individual Work:</p> <ol style="list-style-type: none"> 1. Competition and Its Typology 2. The Company as the Main Subject of Competition 3. The Life Cycle of a Company 4. Types of Market Structures 5. Clusters and Competition 6. The System of Competing Companies – The Economy 7. The Need for Government Policy to Promote Competition 8. Consumer Value of a Product and Methods to Enhance It 9. Competitive Space 10. Competitiveness and Its Criteria 	
Attendance	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.	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:

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	
1	19.09.24	<input type="checkbox"/> Competition as a Key Economic Factor	2	2	Грибаская С.В., Бикезина Т.В., Островская Е.Н., Панова А.Ю. ТЕОРИЯ ЭКОНОМИЧЕСКОЙ КОНКУРЕНЦИИ
2	26.09.24	<input type="checkbox"/> Marketing Research on Competition and Competitive Struggle	2	2	
3	03.10.24	<input type="checkbox"/> Economic Analysis of the Competitive Market Environment	2	2	
4	10.10.24	Fundamentals of Enhancing Competitiveness in the Economic Market	2	2	
5	17.10.24		2	2	
6	24.10.24	The Impact of Scientific and Technological Processes on the Competitive Market	2	2	
7	31.10.24	State Policy for the Development of Commodity Markets and the Promotion of Competition	2	2	
8	07.11.24	The Principle of Product Differentiation as a Key Competitive Tool	2	2	
9	14.11.24	Flexibility as a Source of High Competitiveness	2	2	

10	<i>21.11.24</i>	Offensive and Defensive Competitive Strategies	2	2	
11	<i>28.11.24</i>	Competition Based on Strategic Alliances and Network Organizations	2	2	
12	<i>05.12.24</i>	Main Theories of Competitive Strategy	2	2	
13	<i>12.12.24</i>	Methodological Approaches to Evaluating Enterprise Competitiveness	2	2	
14	<i>19.12.24</i>	Key Issues in the Study of Competitiveness	2	2	
15	<i>26.12.24</i>	International and Domestic Antimonopoly Regulation Practices	2	2	
	Total	60	30	30	

Instructor: Ü.R.Xudaverdili