



“Approved by”
 Head of Department :

Protocol №1

date :05.09. 2024

SYLLABUS

General Information	Department	Marketing and Management
	Faculty	Master and Doctorate
	Specialisation (Code)	Business Administration
	Group Number	0604079 409/4 MBA
	Education Level	<input type="checkbox"/> Bachelor’s <input checked="" type="checkbox"/> Master’s
	Mode of Study	Full-time
	Academic Year/Semester	2025/Spring
	Teaching Year	2024/2025
	Teaching Semester	<input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course Name & Code	Entrepreneurship
	Credits	4
	Total Hours	30
	Teaching Methods	<input checked="" type="checkbox"/> Lecture <input checked="" type="checkbox"/> Seminar <input type="checkbox"/> Laboratory
	Language of Instruction	<input checked="" type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course Type	<input type="checkbox"/> Compulsory <input checked="" type="checkbox"/> Elective
	Prerequisite Course/code	None
Instructor Information	Academic Title/Name	Ph.D., Associate Professor Natig Mirzayev Serhad oglu
	Email	mirzoev.n@mail.ru natig.mirzeyev.2024@wcu.edu.az
	Contact Number	(+994) 50 664 69 60
	Consultation hours	To be announced
Course Description	"One of the key functions of an entrepreneur is initiating business ventures. This encompasses financing the business, managing the enterprise, and serving as the driving force to overcome uncertainties. Entrepreneurs bear specific responsibilities toward society, fellow	

	<p>entrepreneurs, employees, and other stakeholders. Thus, by exercising their rights and fulfilling duties, entrepreneurs facilitate the realization of economic freedom.</p> <p>As the primary driving force of a market economy, the entrepreneur's role consists of:</p> <ol style="list-style-type: none"> 1. Efficiently utilizing available economic resources to increase production of competitive, world-standard goods. 2. Successfully introducing offerings in competitive markets. 3. Ensuring high profitability through these activities. <p>The course provides comprehensive knowledge about:</p> <ul style="list-style-type: none"> • Creating a healthy entrepreneurial ecosystem • Cultivating an entrepreneurial mindset in individuals • Identifying priority development directions for entrepreneurial activity <p>Through practical case studies and research examples, students gain understanding of real-world applications in this field. This course delivers the essential theoretical knowledge and practical skills required to build a successful career in entrepreneurship."</p>
<p>Course Objectives</p>	<p>The main purpose of this course program is to make students think actively and creatively as potential entrepreneurs about their personal businesses. In other words, its primary goal is to develop and enhance such active thinking, to motivate students for entrepreneurial activity, and to provide them with the necessary knowledge to establish their own enterprises. First and foremost, the learning outcome helps students understand the importance of entrepreneurship in society, recognize the opportunities of a potential entrepreneur, and assists in defining and evaluating business ideas. Secondly, it teaches entrepreneurs how to prepare a business plan. Thirdly, as a result of mastering the course, entrepreneurs will learn about tax and social insurance obligations, workforce utilization, company registration procedures and other relevant matters. Along with all this, we hope that students will not limit themselves only to this body of knowledge but will also use additional resources to demonstrate successful entrepreneurial initiatives. As a result of this course, you will be able to professionally master the analytical knowledge required to build a business career.</p>
<p>Learning Outcomes of the Course</p>	<p>The learning outcomes of the "Entrepreneurship" course may include the following:</p> <ol style="list-style-type: none"> 1. Fundamentals of Entrepreneurship: Understanding the basic concepts of entrepreneurship and business activity, as well as gaining a general comprehension of its operations. 2. Business Strategies: Developing knowledge and skills in strategic planning, marketing, and financial management for entrepreneurial ventures or businesses. 3. Management of Entities: Acquiring in-depth knowledge about managing enterprises, firms, organizations, and other economic entities. 4. Managing Information Systems for Types of Entrepreneurship: Analyzing various sectors of entrepreneurship,

	<p>linking theoretical knowledge about internal and external environments to practical activities.</p> <ul style="list-style-type: none"> 5. Managing Partnership Relations: Understanding and implementing effective collaboration strategies to enhance enterprise satisfaction. 6. Sustainability: Comprehending and applying principles of sustainability in entrepreneurial and business activities. 7. Crisis Management: Preparing for potential crisis situations in independent operations and learning effective crisis management strategies. 8. Innovation and Technology: Gaining knowledge and practical skills in utilizing innovation and technology in entrepreneurial and business operations. <p>These learning outcomes aim to provide students with comprehensive</p>
Course Requirements	<p>In the Entrepreneurship course, the following expectations may be 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>
Academic Integrity	<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,

	<p>homework, or project in another course without proper citation</p> <ol style="list-style-type: none"> 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 Entrepreneurship 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 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>
<p>Main literature list</p>	<ol style="list-style-type: none"> 1. Vaqif Niftullayev. <i>Fundamentals of Entrepreneurship</i>. Baku, 2002. 2. R. Maharramova, S. Musayeva. <i>Entrepreneurship</i>. Baku, 2019, 70 p. 3. Sabit Baghirov. <i>Become an Entrepreneur</i>. Baku, 2015, 56 p. 4. Anar Bayramov. <i>Fundamentals of Business and Management</i>. Baku: "Nurlan" Publishing, 2011, 180 p. 5. Abbasov A.B., Abbasov S.A. <i>Business Fundamentals</i>. Baku: "Elm ve Təhsil" Publishing House, 2017. <p>A. Valiyev, K. Abdullayev, N. Mirzayev. <i>Business Ethics and Social</i></p>

<p>Additional literature list</p>	<ol style="list-style-type: none"> 1. "Business Organization and Management". Author team, Baku University of Economics-2011. Baku-2011, 464 p. 2. Ahmadzade M.I. Business Plan: Practical Guide. - Nafta-Press Publishing House, Baku-2010 3. Business Organization and Management. Textbook. Under the general scientific editorship of A.B.Abbasov. Baku: "Baku University of Economics" Publishing House, 2011. 4. Maharramov A.M. Entrepreneurship: From Theory to Practice. Baku: 2009, 358 p. <p>Roy Rajeev. "Entrepreneurship", Oxford University Press, New Delhi, 2009</p>	
<p>Internet resources</p>	<p>[hospitalitynet.org](https://www.hospitalitynet.org) www.economy.gov.az www.president.az www.google.az www.nba.az</p>	
<p>Grading: 100-Point System</p>	<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). 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>	
<p>Seminar and Colloquium</p>	<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>	<p>0-30</p>
<p>Individual Work</p>	<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 	<p>0-10</p>
	<ol style="list-style-type: none"> 1. Individual Work Topics 2. The Origin and Historical Development of Entrepreneurship Theories 3. The Nature and Purpose of Entrepreneurial Activity 4. Factors Influencing Entrepreneurial and Consumer Decision-Making 5. The Enterprise as an Open System 6. Types and Competition in Entrepreneurship 7. Business Confidentiality and Competitive Practices 	

	8. Small and Medium-Sized Enterprises 9. Financing Risks for Projects and Risk Insurance 10. External Environment of Entrepreneurial Activity 11. Varieties of Entrepreneurial Activities 12. Information Support for Marketing Research 13. The Importance of Marketing Services in Entrepreneurship 14. The Essence and Nature of Business 15. Business Plan Development and Its Technical-Economic Justification 16. Key Parameters and Indicators of Business Plans 17. Selection of Business Sector and Objectives 18. Business Development Strategies 19. Stages and Components of Business Organization 20. The Essence and Significance of Business Culture 21. Professional Ethics and Business Etiquette 22. Core Qualities of National Business Leaders	
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:

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		The Content and Importance of Entrepreneurial Activity	2	2	1. Vaqif Niftullayev. Fundamentals

					of Entrepreneurship. Baku, 2002 2. R. Məhərrəmovə, S. Musayeva.
2		The Enterprise as a Subject of Economic Activity	2	2	1. Vaqif Niftullayev. Fundamentals of Entrepreneurship. Baku, 2002 2. Abbasov A.B., Abbasov S.A. <i>Fundamentals of Business</i> . Baku, "Elm və təhsil" publishing house, 2017
3		Entrepreneurial Competition and Its Types	2	2	Vaqif Niftullayev. Fundamentals of Entrepreneurship. Baku, 2002 R. Məhərrəmovə, S. Musayeva. <i>Entrepreneurship</i> .
4		The Environment and Sphere of Entrepreneurial Activity	2	2	1 Baku, 2019, 70 p. Vaqif Niftullayev. Fundamentals of Entrepreneurship. Baku, 2002 R. Məhərrəmovə, S. Musayeva. <i>Entrepreneurship</i>
5		Marketing in Entrepreneurial Activity	2	2	1 Baku, 2019, 70 p. Vaqif Niftullayev. Fundamentals of Entrepreneurship. Baku, 2002 R.

					Məhərrəmov, S. Musayeva. <i>Entrepreneurship</i>
6		Business and Economic Environment	2	2	Baku, 2019, 70 p. Anar Bayramov. Fundamentals of Business and Management. Baku, "Nurlan", 2011, 180 p. Abbasov A.B., Abbasov S.A. <i>Fundamentals of Business</i> . Baku, "Elm və təhsil" publishing house, 2017
7		Development and Preparation of a Business Concept	2	2	1. Anar Bayramov. <i>Fundamentals of Business and Management</i> . Baku, "Nurlan", 2011, 180 p. 2. Abbasov A.B., Abbasov S.A. <i>Fundamentals of Business</i> . Baku, "Elm və təhsil" publishing
8		Business Culture	1	1	A. Vəliyev, K. Abdullayev, N. Mirzəyev. <i>Business Ethics and Social Responsibility</i> . Baku, 2018, 272 p.
30		Total:	15	15	

Instructor: **Ph.D. in Economics, Associate Prof. Natig Mirzayev**