



“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"/> summer
Course Information	Course title, code	Market Development and Forecasting of Economic Conditions
	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"/> Azerbaijan <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	P.h.d.dos.G.Ə.Mustafayeva
	Instructor's e-mail	glnisa.mustafayeva@mail.ru
	Instructor's phone number	0518796375
	Office hours	
Course Description	' Market Development and Forecasting of Economic Conditions ' is one of the core specialized courses designed for students in the fields of economics and management. This course provides essential knowledge	

	and skills aimed at analyzing the principles of market functioning, the dynamics of market development, and the trends in economic conditions (conjuncture). It also focuses on equipping students with the ability to forecast changes in these conditions.
Course Objective	The objective is to equip students with the ability to understand the mechanisms of market functioning, identify development trends and changes in economic conditions (conjuncture), conduct analysis based on real economic indicators, and develop economic forecasts.
Learning outcomes	<p>Upon successful completion of the course and assimilation of the topics, students will be able to:</p> <hr/> <p>Knowledge</p> <ol style="list-style-type: none"> 1. Understanding of Markets and Their Structure: <ul style="list-style-type: none"> ○ Definition and structure of the market ○ Essence, functions, and types of markets ○ Fundamental principles of market economies ○ Market participants: producers, consumers, intermediaries ○ Concepts of demand and supply, price mechanism 2. Market Development and Influencing Factors: <ul style="list-style-type: none"> ○ Factors causing market expansion or contraction ○ Impact of economic growth, innovation, competition, and technological change on markets ○ The role of government policy and legislation ○ Influence of the international economic environment on domestic markets 3. Nature and Characteristics of Market Conjuncture: <ul style="list-style-type: none"> ○ Definition and types of conjuncture (financial, labor, goods, etc.) ○ Phases of conjuncture: growth, stagnation, recession, recovery ○ Internal and external factors influencing conjuncture 4. Conjuncture Analysis and Methods: <ul style="list-style-type: none"> ○ Use of statistical and economic indicators (GDP, inflation, employment, etc.) ○ Conjuncture indices and metrics ○ Qualitative and quantitative research methods ○ Preparation of analytical reports 5. Market Forecasting Techniques: <ul style="list-style-type: none"> ○ Short-term and long-term forecasting ○ Extrapolation, interpolation, and trend analysis ○ Economic-mathematical models (regression, correlation, etc.) ○ Expert assessments and scenario analysis 6. Practical Skills: <ul style="list-style-type: none"> ○ Preparation of analytical and forecasting documents ○ Interpretation and use of statistical data ○ Application of diagrams and graphs in economic analysis

	<p>Skills Students Should Acquire</p> <ul style="list-style-type: none"> • Analytical Skills: Ability to assess the current state of the market • Forecasting: Ability to predict future market trends • Research: Ability to collect and analyze conjuncture-related data • Decision-Making: Ability to use market analysis in making economic decisions
<p>Course Requirements</p>	<p>In the <i>Market Development and Forecasting of Economic Conditions</i> 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>
<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,

	<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 <i>Market Development and Forecasting of Economic Conditions</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 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. Əsədulla Əliyev. "Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2. Allahverdiyev Elçin. "Konyunktura təhlili və bazar analizləri" 2015
<p>Additional literature list</p>	<ol style="list-style-type: none"> 1. Philip Kotler. "Marketing Management" 2016 (15-ci nəşr) 2. Michael Porter. "Competitive Strategy" 2004 3. Paul Samuelson, William Nordhaus. "Economics" 2010 4. Alexey Korotayev və s. "Global Economic History and Dynamics" 2020 5. Н. М. Розанова. "Рыночная конъюнктура: анализ и прогноз" 2012

Internet resources	https://stat.gov.az https://www.cbar.az https://economy.gov.az	
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). 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 style="text-align: center;">Individual Work Topics</p> <ol style="list-style-type: none"> 1. The Concept of Market Conjuncture and Its Role in Economic Processes 2. Stages of Market Economy Development and Its Contemporary Features 3. Formation of Competitive Environment and Market Participants' Behavior 4. Classification and Measurement Methods of Conjuncture Indicators 5. The Role of the State in Market Regulation and Economic Policy Instruments 6. Analysis of the Consumer Market Conjuncture in Azerbaijan 7. Dynamics and Forecasting of the Labor Market Development 8. Transformation of Market Structure in the Context of the Digital Economy 9. Factors Affecting Market Conjuncture During the Pandemic Period 10. The Impact of Price Dynamics on Market Behavior: 	

	Analysis and Evaluation	
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		Market Conjuncture: Concept, Formation Factors, and Types	2		1.Əsədulla Əliyev.”Bazar iqtisadiyyatı və onun inkişaf istiqamətləri” 2012 2.Allahverdiyev Elçin.”Konyunktura təhlili və bazar analizləri” 2015
2		Current Situation and Development Prospects of the Consumer Market in Azerbaijan	2	2	1.Philip Kotler.”Marketing Management” 2016 (15-ci nəşr) 2.Michael Porter.”Competitive Strategy” 2004
3		Analysis of Internal and External Factors Influencing Market Development	2		Н.М.Розанова.”Рыночная конъюнктура: анализ и прогноз” 2012

4		Conjuncture Indicators and Their Role in Economic Analysis	2	2	Paul Samuelson, William Nordhaus."Economics" 2010
5		Labor Market Conjuncture and Methods of Forecasting	2		Paul Samuelson, William Nordhaus."Economics" 2010
6		Market Structure and Development of the Non-Oil Sector in Azerbaijan	2	2	1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015
7		Extrapolation and Interpolation Methods in Market Forecasting	2		1.Philip Kotler."Marketing Management" 2016 (15-ci nəşr) 2.Michael Porter."Competitive Strategy" 2004
8		The Impact of Competitive Environment on Market Conjuncture	2	2	Н.М.Розанова."Рыночная конъюнктура: анализ и прогноз" 2012
9		Post-Pandemic Recovery of Global Markets and Emerging Trends	2		1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015
10		Conjuncture Analysis of the Real Estate Market in Azerbaijan	2	2	1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015
11		The Role and Mechanisms of Government Regulation in Market Development	2		1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015

12		The Impact of Digital Technologies on Market Structure	2	2	Н.М.Розанова."Рыночная конъюнктура: анализ и прогноз" 2012
13		Changes in Consumer Prices and Their Effects on Market Behavior	2		1.Philip Kotler."Marketing Management" 2016 (15-ci nəşr) 2.Michael Porter."Competitive Strategy" 2004
14		The Impact of Economic Growth and Inflation Indicators on Market Conjuncture	2	2	1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015
15		Conjunctural Features and Development Directions of the Agricultural Market	2	1	1.Əsədulla Əliyev."Bazar iqtisadiyyatı və onun inkişaf istiqamətləri" 2012 2.Allahverdiyev Elçin."Konyunktura təhlili və bazar analizləri" 2015
45		TOTAL:	30	15	

Instructor:

P.h.d.dos.G.Ə.Mustafayeva