



“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 Bİ
	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	The Activities of Transnational Corporations in Azerbaijan
	Number of credits	
	Teaching load (hour)	60
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar <input type="checkbox"/> laboratory
	Teaching language	<input type="checkbox"/> Azerbaijan <input checked="" 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	A.Axundlu
	Instructor's e-mail	
	Instructor's phone number	
	Office hours	
Course Description	To provide a general understanding of transnational corporations, to analyze the role and impact of TNCs in the international economy, to examine the forms and sectors of TNC activities in Azerbaijan, to	

	evaluate the opportunities for competition and cooperation with foreign corporations in the local market, and to familiarize with the investment climate, legal regulations, and tax incentives.
Course Objective	The purpose of this course is to provide students with theoretical and practical knowledge about the operational principles, management structures, investment strategies of transnational corporations (TNCs), and their impact on the Azerbaijani economy. The course also aims to develop an understanding of Azerbaijan's foreign investment policy and the opportunities for cooperation with TNCs.
Learning outcomes	<p>After completing the course and mastering the topics, students should:</p> <p>Know:</p> <ol style="list-style-type: none"> 1. General Knowledge of Transnational Corporations (TNCs): <ul style="list-style-type: none"> ○ Understand the concept of TNCs, their historical development, and their role in the international economic system. ○ Be able to explain the main characteristics of TNCs and their management models. 2. Operational Principles of TNCs: <ul style="list-style-type: none"> ○ Understand how TNCs operate in global and local markets. ○ Be able to describe their approaches to strategic planning, marketing, finance, and human resources. 3. Role of TNCs in the Azerbaijani Economy: <ul style="list-style-type: none"> ○ Recognize key TNCs operating in Azerbaijan (e.g., BP, Total, foreign partners cooperating with Pasha Holding, etc.). ○ Analyze their contributions to the local economy, including taxation, employment, technology transfer, and more. 4. Investment and Legal Environment: <ul style="list-style-type: none"> ○ Understand the legislative framework established for foreign investors (e.g., the Law on Protection of Foreign Investments). ○ Be informed about tax incentives, customs policies, and other stimulating measures. 5. Interaction and Cooperation: <ul style="list-style-type: none"> ○ Know the forms of cooperation between local enterprises and TNCs (joint ventures, licensing, franchising, etc.). ○ Explain how technology and management practices are transferred to the local market. 6. Risks and Challenges: <ul style="list-style-type: none"> ○ Comprehend the challenges faced by TNCs in the local market (market regulation, cultural adaptation, political stability, etc.). ○ Analyze strategies developed to address these challenges. 7. Sustainable Development and Social Responsibility: <ul style="list-style-type: none"> ○ Be able to evaluate TNCs' corporate social responsibility (CSR) initiatives and environmental impact in

	<p style="text-align: center;">Azerbaijan.</p> <hr/> <p>Be able to:</p> <ul style="list-style-type: none"> • Conduct analytical evaluations and make comparisons; • Present findings and conclusions based on real-world examples of TNCs; • Assess TNCs’ activities within the framework of legislation and economic policy; • Carry out independent research and prepare reports, projects, or presentations.
<p>Course Requirements</p>	<p>In the <i>Activities of Transnational Corporations in Azerbaijan</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

	<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
<p>Ethical Behavior</p>	<p>The ethical behavior of students participating in the <i>Activities of Transnational Corporations in Azerbaijan</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. Ələkbərova, S. Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2. Hacızadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.

Additional literature list	<p>1. Maharramov, A. M. Azərbaycanın xarici iqtisadi əlaqələri: nailiyyətlər və perspektivlər. Bakı: 2015. Baku State University Press.</p> <p>2. Hacızadə, E. Transmilli korporasiyalar və qlobal iqtisadiyyat. Bakı: 2017. Şərq-Qərb nəşriyyatı.</p> <p>3. Barlett, C. A., & Beamish, P. W. Transnational Management. McGraw-Hill Education. 2014.</p> <p>4. Lundan, S. Transnational Corporations and Transnational Governance: The Cost of Crossing Borders in the Global Economy. Edward Elgar Publishing. 2015.</p> <p>5. Jonge, A. Transnational Corporations and International Law: Accountability in the Global Business Environment. Edward Elgar Publishing. 2011.</p>	
Internet resources	<p>https://ereforms.gov.az https://economy.gov.az https://www.bp.com/az_az/azerbaijan.html</p>	
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. Transnational Corporations: Concept, Characteristics, and Role in the Global Economy 2. Azerbaijan’s Foreign Investment Environment and Its Attractiveness for Transnational Corporations 3. Analysis of BP’s Activities in Azerbaijan: Economic 	

	<p>and Social Impacts</p> <ol style="list-style-type: none"> 4. Transnational Corporations and Local Companies: Cooperation and Competition Environment 5. The Role of TNCs in Azerbaijan’s Non-Oil Sector (e.g., Retail, Telecommunications, etc.) 6. The Role of Transnational Corporations in Technology and Innovation Transfer 7. Corporate Social Responsibility: Social Projects of TNCs in Azerbaijan 8. The Impact of TNCs on Tax Policy and Tax Incentives in Azerbaijan 9. Market Entry Strategies of Global Brands in Azerbaijan 10. The Legal Status of Transnational Corporations in Azerbaijani Legislation 11. Activities and Impact of Transnational Corporations in Regions (e.g., Ganja, Sumgayit, Karabakh) 12. Investment Agreements of the Republic of Azerbaijan and Cooperation Contracts with TNCs 13. Risks Created by Transnational Corporations and Their Management Strategies 14. Prospects of TNCs for Azerbaijan Beyond the Oil and Gas Sector 15. Azerbaijan’s “Middle Corridor” Strategy and New Opportunities for Transnational Corporations 	
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 Concept and Historical Development of Transnational Corporations	2	2	1.Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2. Hacızadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
2		□ The Role of TNCs in International Economic Relations	2	2	1.Maharramov, A. M. Azərbaycanın xarici iqtisadi əlaqələri: nailiyyətlər və perspektivlər. Bakı: 2015. Baku State University Press. 2. Hacızadə, E. Transmilli korporasiyalar və global iqtisadiyyat. Bakı: 2017. Şərq-Qərb nəşriyyatı.
3		□ Management Structures and Decision-Making Mechanisms of TNCs	2	2	Barlett, C. A., & Beamish, P. W. Transnational Management. McGraw-Hill Education. 2014. Lundan, S. Transnational Corporations and Transnational Governance: The Cost of Crossing Borders in the Global Economy. Edward Elgar Publishing. 2015.
4		□ Foreign Investment Policy of the Republic of Azerbaijan	2	2	Lundan, S. Transnational Corporations and Transnational Governance: The Cost of Crossing Borders in the Global Economy. Edward Elgar Publishing. 2015.
5		□ Attraction and Activity Areas of TNCs in	2	2	1.Ələkbərova, S.Transmilli

		Azerbaijan			korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015.
6		<input type="checkbox"/> The Role of Transnational Companies in the Oil and Gas Sector (e.g., BP, Total, Equinor, etc.)	2	2	1.Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2. Hacızadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
7		<input type="checkbox"/> Activities of TNCs in the Non-Oil Sector (Retail, Technology, Finance, etc.)	2	2	1.Maharramov, A. M. Azərbaycanın xarici iqtisadi əlaqələri: nailiyyətlər və perspektivlər. Bakı: 2015. Baku State University Press. 2. Hacızadə, E. Transmilli korporasiyalar və qlobal iqtisadiyyat. Bakı: 2017. Şərq-Qərb nəşriyyatı.
8		<input type="checkbox"/> Economic, Social, and Environmental Impacts of TNCs' Activities	2	2	Hacızadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
9		<input type="checkbox"/> Tax and Legal Framework for TNCs under Azerbaijani Legislation	2	2	1.Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2.Hacızadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
10		<input type="checkbox"/> Cooperation between Local Businesses and TNCs and Technology Transfer	2	2	Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015.
11		<input type="checkbox"/> Competitive Environment and Advantages of Foreign Corporations	2	2	1.Maharramov, A. M. Azərbaycanın xarici iqtisadi əlaqələri: nailiyyətlər və perspektivlər. Bakı: 2015. Baku State University Press.

					2. Hacıadə, E. Transmilli korporasiyalar və global iqtisadiyyat. Bakı: 2017. Şərq-Qərb nəşriyyatı.
12		<input type="checkbox"/> Global Challenges and Adaptation of TNCs to Local Markets	2	2	Jonge, A. Transnational Corporations and International Law: Accountability in the Global Business Environment. Edward Elgar Publishing. 2011.
13		<input type="checkbox"/> Sustainable Development and Corporate Social Responsibility (CSR) Issues	2	2	1.Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2. Hacıadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
14		<input type="checkbox"/> Successful Experiences of TNCs in Azerbaijan (Case Studies)	2	2	Jonge, A. Transnational Corporations and International Law: Accountability in the Global Business Environment. Edward Elgar Publishing. 2011.
15		<input type="checkbox"/> The Role of Regulatory Bodies and Future Perspectives	2	2	1.Ələkbərova, S.Transmilli korporasiyalar və onların beynəlxalq iqtisadi münasibətlərdə rolu. Bakı: 2015. 2. Hacıadə, E. Transmilli korporasiyalar: nəzəriyyə və praktika. Bakı: 2010.
60		TOTAL:	30	30	

Instructor:

A.Axundlu