



***“I confirm”***

*Department head:* \_\_\_\_\_

*Protocol №*

*Date : 2024*

### SYLLABUS

<b>General information</b>	Department	Finance and management
	Faculty	School of economics and business
	Specialty, code	
	Group №	<b>532 Bİ İng.</b>
	Education level	<input type="checkbox"/> bachelor <input type="checkbox"/> magistrature
	Form of education	Visual
	/Academic year/ Semester	2024/Autumn
	Academic year	2024-2025
<b>Information about the subject</b>	Academic semester	<input type="checkbox"/> payız <input type="checkbox"/> yaz <input type="checkbox"/> yay
	Subject name, code	Basics of business
	Credit number	
	Teaching load (hours)	75
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar <input type="checkbox"/> laboratory
	Language of instruction	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Type of subject	<input type="checkbox"/> Compulsory <input type="checkbox"/> Elective
<b>Information about the teacher</b>	Prerequisite subject/code	
	Academic degree, academic title, honorary title, surname, first name, patronymic of the teacher	Ph. D. C. Safarov Mashallah Roman
	E-mail address of the teacher	Mashallah.seferli.9898@gmail.com
	The contact number of the teacher	0703518020
<b>Description of the subject</b>	Counseling hours	
	Business is a necessary condition for the formation and sustainable development of the national economy based on market principles. The development of business and its important direction, entrepreneurial activity, is extremely important in creating new jobs, improving the welfare of the population, forming a healthy competitive environment in	

	the market, and successfully solving socio-economic problems. The essence of business relations is the combination of business relations between enterprising people to meet the needs of consumers and make a profit. At this time, the formation of interaction between types of business and familiarization with its theoretical part are important.
<b>The purpose of the subject</b>	By mastering the subject "Fundamentals of Business", students should know the management features of various market economy structures, the theoretical and practical foundations of management and marketing, commodity market, financial market, business financing, insurance of economic risks, and stock market organization. In addition, studying the "Basics of Business" course allows students to clarify the types and forms of business organization, to create and register a private entrepreneurial firm, to draw up a business plan, to prepare investment projects, to be able to conduct business negotiations and conclude a contract.
<b>Learning outcomes of the subject</b>	<p>After the course has been taught and the topics have been mastered, students:</p> <p><b>Must know:</b></p> <ul style="list-style-type: none"> <li>- Formation of the ability of business to adequately respond to the growing demand of society;</li> <li>- Establishing business on a sound basis, keeping unfair competition in the background and getting closer to the goals of being armed with more innovative methods of business;</li> <li>- To make tactical and strategic decisions by mastering the theoretical foundations of the internal and external environment of business;</li> <li>- To know the theoretical-methodological foundations of the connection of different forms of business;</li> <li>- Small, medium and large business entities, study of the current world experience for their efficient operation.</li> </ul> <p><b>Should be able to:</b></p> <ul style="list-style-type: none"> <li>- Methodologies and application rules to be applied on market research in business structures;</li> <li>- Implementation of the internal corporate policy of enterprises in the future in real time;</li> <li>- Building and implementing a business plan;</li> <li>- Satisfying the needs and demands of customers using new technologies based on creative thinking;</li> <li>- Interactive work with business information system.</li> </ul>
<b>Subject requirements</b>	<p>Applications for students in the Fundamentals of Business course can be as follows:</p> <p>1. Class Participation: Students should be encouraged to actively participate in the course, asking questions and participating in discussions. It can help students to understand the topics in depth.</p> <p>2. Group Studies: Students may be assigned group projects or studies that will address real-world scenarios in marketing. This can help them develop cooperation, communication and problem-solving skills.</p> <p>3. Business insights and accountability: Students may be tasked with monitoring developments in the market and analyzing and reporting</p>

	<p>on these developments. This allows them to gain practical knowledge about their competitors.</p> <p>4. Guest Speakers and Seminars: Business expert guests may be invited or students may participate in sector-related seminars. This gives students the opportunity to learn first-hand about current trends and practices in the business environment.</p> <p>These requirements can help students develop their entrepreneurial knowledge and skills more effectively by motivating them to participate more effectively in the course.</p>
<b>Academic integrity</b>	<p><b>Academic integrity</b> - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p><b>Academic integrity violations</b></p> <ol style="list-style-type: none"> <li>1. Plagiarism,</li> <li>2. Cases of getting information from another student in the exam,</li> <li>3. A student presenting all or part of a previous work, homework or project in another class without citing the source,</li> <li>4. Citing non-existent sources or creating a false database,</li> <li>5. Preparing study materials or assignments for other students,</li> <li>6. Behaving to gain an unfair advantage (submitting a sick note when not having a real illness, making false excuses for extension of time or other purposes),</li> <li>7. Taking the exam for someone else or having someone else take the exam for you.</li> </ol>
<b>Ethical behavior</b>	<p>The ethical behavior of students participating in the "Fundamentals of Business" subject is intended to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. He should attend classes on time, with a sense of responsibility, and take an active role in group work and ensure effective cooperation within the team. In addition, they must be sensitive to diversity and cultural sensitivity, seeking to understand different cultures and creating a diversity-enriched learning environment. For professional development, they should increase their efforts to communicate and effectively network with industry professionals, while improving their problem-solving and critical thinking skills. Must be conscious of social media etiquette and professionalism, create a credible image on online platforms and maintain online etiquette. In terms of openness to change, innovation and career development, students should follow changes in the sector, be open to innovation and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</p>
<b>Main literature list</b>	<ol style="list-style-type: none"> <li>1. J. Bolander, "Business Basics for Entrepreneurs", L. 2011</li> <li>2. T.Ə.Quliyev, T.N.Əliyev, M.C.Ataqişiyev, K.A.Şahbazov, "Biznesin təşkili və idarə edilməsi", Dərslik, Bakı, 2011</li> </ol>
<b>Additional literature list</b>	<ol style="list-style-type: none"> <li>1. B. Abbasov, "Biznesin əsasları", Dərs vəsaiti, B- 2005</li> <li>2. Şükürov T. Ş. , Şükürov R.Ş. , "Marketinq tədqiqatları", Bakı, 2007.</li> <li>3. Stephen C., Natalie D., "BUSINESS STUDIES in ACTION",</li> </ol>

	A.,2011 4. Ülgen S., Mirze H. K., “İşletmelerde stratejik yönetim”, İstanbul, 2004 5. R. Bədirov, M. Bədirov, “Biznes əlaqələri” fənn proqramı, Bakı, 2012	
<b>Internet resources</b>	Azərbaycan Respublikasının Dövlət Statistika Komitəsi <a href="https://www.stat.gov.az">https://www.stat.gov.az</a> Kiçik və Orta Biznesin İnkişafı Agentliyinin rəsmi internet səhifəsi <a href="https://smb.gov.az/az">https://smb.gov.az/az</a>	
<b>Evaluation: 100 point system</b>	The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If practical and practical lessons are provided in addition to the same subject, (0-10) points are allocated for the evaluation of these lessons. <i>Final grade = current grade + interim grade</i>	
<b>Seminar and colloquium</b>	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. Colloquium is mandatory. A student who does not participate in the colloquium will receive 0 points.	<b>0-30</b>
<b>Independent work</b>	<b>Freelance writing guidelines required</b> Font and size: Arial 12 pt Line spacing: 1,5 Total work volume: minimum 3 pages Submission deadline: 2 weeks before the end of the semester	<b>0-10</b>
	<b>Freelance topics:</b> The role of innovation in business Psychological investment in enterprises Neuromarketing Consumer behavior in retailing Types of business relationships International business strategies 4P and 4C concepts in marketing Public relations in business Business relations in the field of financial security Brand and branding Corporate business The role of specialized institutions in the development of small and medium-sized businesses	
<b>Attendance</b>	During the semester, 1 point is deducted for every 10% of the hours allocated to teaching the subject. A student who misses more than 25% of lessons in a subject is not admitted to the exam.	<b>0-10</b>
<b>Exam</b>		<b>0-50</b>

*According to the final amount of points collected during the semester for the subject, the knowledge of the graduates is evaluated as follows:*

<i>Distribution of marks</i>		
Mark	Letter grade	Indicator

100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“enough”
60 – 51	E	“satisfactory”
Below 51 points	F	“unsatisfactory”

Calendar thematic plan					
N	Date	Subject topics	Lecture	Seminar	Tutorial/Assignments
1		The essence of the subject of the basics of business	2	2	J. Bolander, “Business Basics for Entrepreneurs”, L. 2011
2		Types of business	2	2	B. Abbasov, “Biznesin əsasları” , Dərs vəsaiti, B- 2005
3		Business ethics	2	2	B. Abbasov, “Biznesin əsasları” , Dərs vəsaiti, B- 2005
4		Environmental factors and their impact on business	2	2	Ülgen S., Mirze H. K., “İşletmelerde stratejik yönetim”, İstanbul, 2004
5		Business development concept	2	2	T.Ə.Quliyev, T.N.Əliyev, M.C.Ataşiyev, K.A.Şahbazov, “Biznesin təşkili və idarə edilməsi” , Dərslik, Bakı, 2011
6		The essence of business systems	2	2	T.Ə.Quliyev, T.N.Əliyev, M.C.Ataşiyev, K.A.Şahbazov, “Biznesin təşkili və idarə edilməsi” , Dərslik, Bakı, 2011
7		Business infrastructure	2	2	J. Bolander, “Business Basics for Entrepreneurs”, L. 2011
8		Advertising policy in a business	2	2	B. Abbasov, “Biznesin əsasları” , Dərs vəsaiti, B- 2005

9		Partnership in business system	2	2	R. Bədirov, M. Bədirov, "Biznes əlaqələri" fənn proqramı, Bakı, 2012, 277 s.
10		Risks in business		2	B. Abbasov, "Biznesin əsasları", Dərs vəsaiti, B- 2005
11		Competition in the business system	2	2	N. Kamalov "Marketing" (Dərs vəsaiti). BMU. Xırdalan, 2018
12		Business activity strategy		2	B. Abbasov, "Biznesin əsasları", Dərs vəsaiti, B- 2005
13		Business reputation in business systems	2	2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
14		Business financing mechanisms		2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
15		Negotiations in business	2	2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
16		Joint business, its forms		2	B. Abbasov, "Biznesin əsasları", Dərs vəsaiti, B- 2005
17		Leadership in business	2	2	B. Abbasov, "Biznesin əsasları", Dərs vəsaiti, B- 2005
18		Intellectual property in business		2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
19		Product launch	2	2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
20		Target marketing		2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
21		Marketing promotion strategies	2	2	J. Bolander, "Business Basics for Entrepreneurs", L. 2011
22		International business strategies		3	Ülgen S., Mirze H. K., "İşletmələrdə stratejik yönetim", İstanbul,

					2004
		TOTAL:	30	45	75

Teacher:

Mashallah Safarov