



**"I confirm"**

Head of the  
Department: \_\_\_\_\_

Protocol No.

Date: **2024**

### Syllabus

<b>General Information</b>	Department	Marketing and Management
	Faculty	School of Economics and Business
	Major code	
	Group Number	<b>531 İ ing</b>
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full-time education
	Academic year/Semester	2024/ Fall
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
<b>Course Information</b>	Course name, code	Modern Management
	Credit count	7
	Study 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 checked="" type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
<b>Instructor Information</b>	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	T.E.İbrahimov
	Instructor's email address	<a href="mailto:telman.ibrahimov.1998@gmail.com">telman.ibrahimov.1998@gmail.com</a>
	Instructor's contact number	+994709251825
	Office hours	
<b>Course Description</b>	The rapid changes encountered in the activities of organizations in modern times, increased competition and global economic trends require a reconsideration of management approaches. The subject of modern	

	<p>management practices studies the most advanced approaches to new technologies, innovative management methods, strategic planning and human resource development in order to increase the efficiency of enterprises and organizations.</p> <p>Within the framework of this subject, topics such as the adaptability of management in dynamic environments, leadership models, decision-making processes and the impact of digital transformation on management practice are examined. At the same time, innovative approaches applied in the field of strategic management, organizational culture and change management are also the main research objects of the subject.</p> <p>The subject "Modern Management Practices" aims to teach students to lead in a modern business environment, adapt to global and local trends, as well as respond flexibly to changing market demands.</p>
<b>Course Objectives</b>	<p>The main goal of teaching the subject “Modern Practices of Management” is to instill in students comprehensive knowledge of modern management theories and practices. To achieve this goal, students will be given extensive information about the basic concepts, functions, principles, modern approaches and technologies of management.</p> <p>In the process of studying this subject, students will acquire knowledge and skills in the application of modern management methods, the formation of organizational structures, leadership, decision-making, innovation management, change management and the principles of effective communication.</p> <p>In teaching the subject, special attention will be paid to the application of management practice in local and global contexts, adaptation to the requirements of management in different cultural and economic environments, and the practical implementation of strategic management concepts. As a result, students will develop the ability to apply the theoretical and practical knowledge they have acquired in a real work environment.</p>
<b>Learning Outcomes</b>	<p>After completing the course and mastering the topics, students should:</p> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>• The basics of modern management theories and practices;</li> <li>• Current methods of leadership, decision-making and strategic planning;</li> <li>• The impact of digital transformation and technology on management processes;</li> <li>• Application of various management approaches and their advantages;</li> <li>• Effective team building and motivation strategies;</li> <li>• Modern organizational change management methodology and their application;</li> <li>• Ethical principles and requirements of corporate social responsibility in management.</li> </ul>

	<p><b>Should be able to:</b></p> <ul style="list-style-type: none"> <li>• Increase the effectiveness of operations in companies using modern management tools;</li> <li>• Choose optimal management methods to achieve strategic goals;</li> <li>• Ensure effective resource allocation by assessing the individual potential of team members;</li> <li>• Ensure more flexible management decisions using digital technologies;</li> <li>• Propose new approaches for the development of corporate culture;</li> <li>• Use modern methods in risk assessment and management;</li> <li>• Making quick and strategic decisions in crisis situations.</li> </ul>
<b>Course Requirements</b>	<p>The applications for students in the Modern Management Practices course may be as follows:</p> <ol style="list-style-type: none"> <li>1. Class Participation: Students should be encouraged to actively participate in the course, ask questions, and participate in discussions. This can help students gain a deeper understanding of the topics.</li> <li>2. Group Studies: Students may be assigned group projects or studies that will address real-world scenarios in the field of Management. This can help them develop their collaboration, communication, and problem-solving skills.</li> <li>3. Market Research Insights and Reporting: Students may be assigned to monitor market developments and analyze and report on these developments. This allows them to gain practical knowledge about their competitors.</li> <li>4. Guest Speakers and Seminars: Guest management experts may be invited or students may attend seminars organized in the sector. This gives students the opportunity to learn first-hand about current trends and practices in marketing.</li> <li>5. Field visits: Visits to relevant companies can give students the opportunity to see industry practices and interact with businesses. This can help them connect theoretical knowledge with practice.</li> </ol> <p>These requirements can help students develop their management 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>Violations of academic integrity</b></p> <ol style="list-style-type: none"> <li>1. Plagiarism,</li> <li>2. Copying,</li> <li>3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source,</li> <li>4. Citing non-existent sources or creating a fake database,</li> <li>5. Preparing course materials or assignments on behalf of other students,</li> <li>6. Demonstrating behaviors to gain unfair advantage (providing a sick</li> </ol>

	<p>note when not really ill, making false excuses for an extension of time, or for other purposes),</p> <p>7. Taking an exam for someone else or having someone else take an exam for you.</p>	
<b>Ethical Conduct</b>	<p>The ethical behavior of students participating in the “Modern Management” course aims 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. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</p>	
<b>Primary Reading List</b>	<ol style="list-style-type: none"> <li>1. F. Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023</li> <li>2. R.Kennedy, “Strategic Management”, Textbook, 2020</li> </ol>	
<b>Supplementary Reading List</b>	<ol style="list-style-type: none"> <li>1. G.Fuertes et al., “Conceptual framework for the strategic management: a literature review—descriptive”, 2020</li> </ol>	
<b>Online Resources</b>	<p><a href="https://www.worldometers.info/">https://www.worldometers.info/</a></p> <p><a href="https://world-statistics.org/">https://world-statistics.org/</a></p>	
<b>Grading: 100-Point System</b>	<p>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 additional experimental and practical lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons.</p> <p>Final grade = <i>current assessment + intermediate assessment</i></p>	
<b>Seminars and Colloquiums</b>	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.	<b>0-30</b>
<b>Assignments</b>	<b>Writing guidelines required for assignments</b> Font and size: Arial 12 pt	<b>0-10</b>

	Line spacing: 1.5 Total length of work: minimum 3 pages Deadline for submission: 2 weeks before the end of the semester	
	<b>Assignment topics:</b> <ol style="list-style-type: none"> <li>1. Agile Management in Modern Businesses</li> <li>2. Transformational Leadership</li> <li>3. Remote and Hybrid Team Management</li> <li>4. Employee Engagement Strategies</li> <li>5. Change Management Frameworks</li> <li>6. Lean Management and Continuous Improvement</li> <li>7. Data-Driven Decision Making</li> <li>8. Digital Transformation in Management</li> <li>9. Time Management for Managers</li> <li>10. Crisis Management and Risk Mitigation</li> <li>11. Sustainability and Corporate Responsibility</li> <li>12. Cross-Cultural Management</li> <li>13. Creative Problem-Solving Techniques</li> <li>14. Building a Learning Organization</li> <li>15. Customer-Centric Management</li> </ol>	
<b>Attendance</b>	1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam.	<b>0-10</b>
<b>Examination</b>		<b>0-50</b>

*Assessment of student knowledge based on the total accumulated semester points is conducted as follows:*

***Grading Scale:***

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

Course Schedule and Thematic Plan					
N	Date	Subject Topics	Lecture Hours	Seminar Hours	Textbook/Assignments
1		Introduction to Management. Definition of management	2	2	F.Rothaermel, “Strategic Management 6th Edition”, Textbook, 2023

2		Foundation of management practices.	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
3		Modern management theories.	2		F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
4		Modern management styles.	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
5		Essentials of modern management.	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
6		Strategic management.	2		F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
7		Types of strategies.	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
8		Modern management problems.	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
9		Political management and ideology in the modern era	2	2	F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
10		The emergence and development of management thinking in Azerbaijan and methodological aspects of the application of modern management models	2		F.Rothaermel, "Strategic Management 6th Edition", Textbook, 2023
11		Cross-Cultural Management	2	2	R.Kennedy, "Strategic Management", Textbook, 2020
12		Digital Transformation in Management	2	2	R.Kennedy, "Strategic Management", Textbook, 2020
13		Time Management for Managers	2		R.Kennedy, "Strategic Management", Textbook, 2020
14		Sustainability and Corporate Responsibility	2	2	R.Kennedy, "Strategic Management", Textbook, 2020
15		Laws and principles of management models	2		R.Kennedy, "Strategic Management", Textbook, 2020
16		Management process and mechanism.	2	2	R.Kennedy, "Strategic Management",

		<b>Functions and methods of management.</b>			<b>Textbook, 2020</b>
<b>17</b>		<b>The essence, preparation and adoption of management decisions.</b>	<b>2</b>	<b>2</b>	<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>18</b>		<b>Globalization as a factor of existence of the modern world and management problems of the modern era</b>	<b>2</b>		<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>19</b>		<b>Formation of management structure</b>	<b>2</b>	<b>2</b>	<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>20</b>		<b>Economic methods of management</b>	<b>2</b>		<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>21</b>		<b>Information provision of management</b>	<b>2</b>	<b>2</b>	<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>22</b>		<b>Management and organizational methods</b>	<b>2</b>	<b>2</b>	<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
<b>23</b>		<b>Human resources management</b>	<b>1</b>		<b>R.Kennedy, “Strategic Management”, Textbook, 2020</b>
		<b>Total:</b>	<b>45</b>	<b>30</b>	<b>75</b>

**Müəllim:**

**T.E.İbrahimov**