



"I confirm"

Head of the
Department: _____

Protocol No.

Date: **2024**

SILLABUS

General Information	Department	Marketing and Management
	Faculty	School of Economics and Business
	Major code	050408
	Group Number	2532 İ, 2532 MM, 2532 ML, 2532 MRK, 2532 Bİ
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Extramural study
	Academic year/Semester	2024/ Fall
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course name, code	Management
	Credit count	7
	Study load (hours)	25
	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
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
Instructor Information	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	T.E.İbrahimov
	Instructor's email address	telman.ibrahimov.1998@gmail.com
	Instructor's contact number	+994709251825
	Office hours	
Course Description	In the modern era, globalization, technological advances and the intensification of the competitive environment necessitate effective decision-making in the management process of enterprises. Management	

	<p>is a management science that ensures the development and implementation of strategies to achieve the goals of the organization through the effective planning, organization, direction and control of resources.</p> <p>Within the framework of this subject, students, in addition to learning basic principles such as leadership, decision-making, motivation, teamwork and strategic management, also develop the skills to adapt to the changing business environment and provide innovative solutions. The theoretical foundations and practical applications of management are aimed at increasing the effectiveness of the activities of enterprises and gaining competitive advantage.</p>
Course Objectives	<p>The main goal of teaching the subject is to provide students with comprehensive knowledge of the theoretical and practical foundations of management. To achieve this goal, the essence, evolution, main functions, principles, methods and organizational aspects of management will be explained in detail to students.</p> <p>During the teaching process, students will acquire the skills to understand the stages of the management process, learn decision-making technologies, identify ways to effectively manage organizational resources and apply modern management models.</p> <p>Within the framework of the course, students will gain knowledge in personnel management, leadership, strategic planning, change management and the application of effective management methods to achieve the goals of the organization. Special attention will be paid to analyzing the external and internal environment of the organization, adapting to changing market conditions and ensuring competitive advantage.</p>
Learning Outcomes	<p>After completing the course and mastering the topics, students should:</p> <p>Know:</p> <ul style="list-style-type: none"> • Theoretical foundations of management and main approaches to the history of its development; • Functions of modern management (planning, organizing, leadership, control) and the application of these functions in management; • Scientific and methodological foundations of effective decision-making processes; • Principles of strategic management and determination of long-term development goals of the company; • The importance of leadership and motivation theories in management and their application possibilities; • Rules for using modern management tools (SWOT analysis, PESTEL analysis, balanced scorecard, etc.); • The main features of the corporate management structure and its effectiveness indicators; • Methods of communication and conflict management in organizing teamwork.

	<p>Should be able to:</p> <ul style="list-style-type: none"> • Prepare strategic and operational plans for the activities of the enterprise; • Form an effective organizational structure and ensure its management; • Apply decision-making tools in the management process and analyze the results; • To apply leadership approaches and appropriate methods to increase staff motivation; • To justify the company's strategic decisions based on the analysis of the internal and external environment; • To effectively manage intra- and inter-organizational communication processes; • To ensure optimal allocation and use of resources; • • To implement the application of modern technologies and innovations in the management process.
Course Requirements	<p>The applications for students in a management course may be as follows:</p> <ol style="list-style-type: none"> 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. 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. 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. 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. 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. <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>
Academic Integrity	<p>Academic Integrity - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p>Violations of academic integrity</p> <ol style="list-style-type: none"> 1. Plagiarism, 2. Copying,

	3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source, 4. Citing non-existent sources or creating a fake database, 5. Preparing course materials or assignments on behalf of other students, 6. Demonstrating behaviors to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes), 7. Taking an exam for someone else or having someone else take an exam for you.	
Ethical Conduct	The ethical behavior of students participating in the “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.	
Primary Reading List	1. Cortes et al., “Principles of Management”, Textbook, 2019 2. James Stonner et.al, “General Management”, Textbook, 2003	
Supplementary Reading List	1. V. Ratten “The post COVID-19 pandemic era: Changes in teaching and learning methods for management educators”, 2023	
Online Resources	https://www.worldometers.info/ https://world-statistics.org/	
Grading: 100-Point System	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. Final grade = <i>current assessment + intermediate assessment</i>	
Seminars and Colloquiums	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.	0-30

Assignments	Writing guidelines required for assignments Font and size: Arial 12 pt Line spacing: 1.5 Total length of work: minimum 3 pages Deadline for submission: 2 weeks before the end of the semester	0-10
	Assignment topics: 1. Leadership Styles and Their Impact on Team Dynamics 2. Effective Communication in Management 3. Conflict Resolution Strategies in the Workplace 4. Transformational Leadership in Modern Organizations 5. Strategic Planning for Business Growth 6. Performance Management Systems 7. Risk Management in Business Operations 8. Change Management Frameworks 9. Building High-Performance Teams 10. Diversity and Inclusion in Management 11. Employee Engagement and Retention Strategies 12. Agile Project Management 13. Time Management and Productivity Techniques for Managers 14. Process Improvement and Lean Management 15. The Role of Artificial Intelligence in Modern Management	
Attendance	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.	0-10
Examination		0-50

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		The essence and evolution of management.	2		James Stonner et.al,

		Management process and management levels			“General Management”, Textbook, 2003
2		Internal and external factors of influence of the organization. Classical and modern principles of management	2	2	James Stonner et.al, “General Management”, Textbook, 2003
3		Information and communication in management. Decision-making	2		Cortes et al., “Principles of Management”, Textbook, 2019
4		Functions of management. Management methods	2	2	Cortes et al., “Principles of Management”, Textbook, 2019
5		Leadership and management styles. Human resources management. Production management	2	2	Cortes et al., “Principles of Management”, Textbook, 2019
6		Preparation of a business plan	2	2	Cortes et al., “Principles of Management”, Textbook, 2019
7		Management culture and ethics	2	2	Cortes et al., “Principles of Management”, Textbook, 2019
8		Conflict and stress management. Strategic management	1		Cortes et al., “Principles of Management”, Textbook, 2019
		Total:	15	10	25

Lecturer:

T.E.İbrahimov