

"Objective of the Educational Program for the Bachelor's Degree in Specialty 050402 – 'Business Management'"

The Bachelor's Degree Program in the field of study 050402 " –Business Management" (hereinafter referred to as the "Degree Program") has been developed in accordance with the Law of the Republic of Azerbaijan "On Education," the relevant resolutions of the Cabinet of Ministers of the Republic of Azerbaijan, the "Classification of Specializations (Programs) at the Bachelor's Level (Basic Higher Medical Education)," and is based on the Education Program for the specialization 050402 " –Business Management," as approved by Resolution No. F-343 of the Ministry of Education of the Republic of Azerbaijan, dated July 9, 2020.

The objectives of the Educational Program are as follows: to define the competencies of graduates within the specialty, the scope of the specialty, teaching and learning methodologies across disciplines, assessment methods, learning outcomes, infrastructure and human resource requirements for personnel training, as well as opportunities for student internships, employment placement, and further education; to inform students and employers about the knowledge, skills, and learning outcomes acquired by graduates; to inform experts involved in evaluating the alignment of personnel training with the Educational Program; to cultivate competence in organizing and managing business entities; to teach the organizational structure of business and economic entities and its formation; to interpret the legislative framework governing the management of enterprises and organizations based on their organizational-legal forms and to teach their organizational and legal foundations; to instruct methods for formulating and implementing management decisions; to teach strategies for establishing and executing management subsystems.

The professional activity area of a graduate in the specialty of "Business Management" encompasses work within business structures in the fields of production, finance, taxation, marketing, logistics operations, banking, insurance, securities, and related sectors.

The objects of professional activity for a specialist in the specialty of "Business Management" include the following: state and municipal institutions providing economic services; banks, exchanges, financial and insurance companies; industrial enterprises engaged in product manufacturing; enterprises delivering consulting and other services; entities, organizations, and economic units involved in business and entrepreneurial activities; transnational corporations operating in global markets for international business, finance, tourism, and other services; economic, business, and entrepreneurship departments of various educational institutions, as well as structures aligned with professional qualifications, provided compliance with existing regulations.

The Educational Program 050402 - "Business Management" is mandatory for the implementation of bachelor's degree training in this specialty.

The student's total weekly workload (in-class and extracurricular) under a five-day work regime is 45 hours. The weekly in-class hours shall not exceed 50% of the total workload. The total weekly workload may be adjusted depending on the specific characteristics of the specialty.

Positioning in the Labor Market

Graduates of the Educational Program 050402 – "Business Management" are qualified to work as specialists in both the private and public sectors in fields such as management, human resource management, production management, finance, accounting, marketing, research and development, and public relations. Additionally, graduates may pursue careers as managers, strategic management specialists, production specialists, project management specialists, CEOs, CFOs, and business analysts.

-The university must conduct regular surveys on the employment of graduates of this specialty under the Educational Program and publish information on job vacancies on its official website.

-Graduates of the Educational Program 050402 – "Business Management" are eligible to continue their education in all Master's programs under the group of specialties "Economics and Management

-The knowledge, skills, and approaches acquired during the educational period enable graduates to implement them independently.

Strategic

Plan

The short-term Strategic Development Plan of Western Caspian University for 2018-2020 was approved by the decision of the Scientific Council meeting dated December 27, 2017 (Protocol No. 3). The 2018-2020 short-term Strategic Development Plan was developed based on the comments and recommendations outlined in the "Final Report on Accreditation Results of the Commission Established to Conduct the Accreditation of Western University in Accordance with Order No. 10 of the Accreditation and Nostrification Department under the Ministry of Education of the Republic of Azerbaijan dated April 12, 2017" and incorporates measures to address these recommendations.

The medium-term Strategic Development Plan of Western Caspian University for 2021-2025 was approved by the decision of the University's Scientific Council meeting dated December 25, 2020 (Protocol No. 05). This document covers the development strategy of Western Caspian University for 2021-2025. During the preparation of the 2021-2025 Strategic Development Plan, international practices in higher education management, the "State Program on Enhancing the International Competitiveness of the Higher Education System in the Republic of Azerbaijan for 2019-2023," and the results of surveys conducted among students and faculty at public and private enterprises were utilized.

The alignment of the mission defined in HEI's Strategic Development Plan (SDP) with the core objectives and goals of its operations

Western Caspian University defines the core purpose and objectives of its operations through the mission established in its 2021-2025 Strategic Development Plan: to prepare highly qualified specialists by addressing global challenges and leveraging a modern, innovative educational and instructional infrastructure, thereby striving to achieve continuous development of the areas outlined below.

Strategic Objectives

- Enhancing graduate employability opportunities;
- Foreign language proficiency;

- Developing entrepreneurial skills;
- Cultivating personnel with comprehensive employability competencies to achieve high standards in personal and professional domains;
- Analytical reasoning skills;
- Serving as a motivating and catalytic force for scientific research;
- Critical and solution-oriented thinking methodologies;
- Pursuing progress aligned with global trends;
- Advanced academic writing proficiency;
- Contributing to Azerbaijan's economic, social, and political development by training specialists capable of safeguarding national interests in the modern era;
- Adequate specialized knowledge;
- Empirical analysis competencies;
- Establishing university-wide teacher-mentor and student-mentor frameworks;
- Proficiency in information and communication technologies (ICT);
- Leadership and teamwork capabilities;
- Enhancing the efficacy of "orientation days" and designing short-term academic modules to facilitate the integration of sub-bachelor and bachelor-level students into the university environment.

The alignment of the strategic vision outlined in the SDP with the developmental trajectories of the country's labor market, society, and economy.

The university's strategic vision in the preparation of the 2021-2025 Strategic Development Plan has been defined as **"to become a university offering the most modern and high-quality education and research that meets the demands of the regional labor market."** To align the SDP with the developmental directions of the labor market, society, and economy of the Republic of Azerbaijan, surveys were conducted under the headings **"Labor Market Research"** (in collaboration with the Digital Development and

Transport Agency, Embawood LLC, ATF Companies Group LLC, ABB, Sumgait Technologies Park LLC, and Performance Center CO), **"Teaching and Scientific Research," "Student Satisfaction Survey,"** and **"Distance Education."** The preparation of the SDP was implemented based on the results of these surveys.

The Alignment of the Priority Directions Defined in the SDP with the Goals and Objectives Set for the Higher Education Institution (HEI)

In the 2021-2025 Strategic Development Plan (SIP) of Western Caspian University (WCU), the institution's priorities have been established, and their alignment with its overarching goals and objectives has been emphasized. The SIP for 2021-2025 reflects priorities such as fostering graduate engagement; enhancing language proficiency; developing entrepreneurial skills; preparing highly qualified personnel in personal and professional domains; cultivating analytical and empirical analysis capabilities; promoting enthusiasm for and advancement of scientific research; encouraging critical and solution-oriented thinking; embracing progressiveness; mastering academic competencies; training specialists capable of addressing the interests of the Republic of Azerbaijan while supporting the country's economic, social, and political development; establishing teacher-mentor and student-mentor frameworks; advancing ICT skills; nurturing leadership; integrating digitalization and innovative solutions; boosting international competitiveness; and other related priorities.

In alignment with these priorities, the Strategic Development Plan outlines goals such as enhancing the quality of education; student-centered development; creating a creative, proactive, and internationally responsive environment for research; increasing international competitiveness through digitalization and innovative solutions; improving workplace conditions and labor standards; strengthening infrastructure and ensuring sustainability; and elevating the sense of social responsibility and public prestige. Based on these goals, the SIP defines **8 objectives, 26 strategic targets**, and corresponding strategic activities. Furthermore, in determining the priority directions for the 2021-2025 SDP, the alignment with the goals and objectives stipulated in the university's Charter has been duly considered.

The Participation of Employers in the Formation of Student Admission Quotas

Western Caspian University (WCU) conducts ongoing research through its relevant structures to ensure that personnel trained by the university are employable in the labor market. To enhance the efficiency of these efforts, WCU has established the **Student and Graduate Internship and Development Center**. Additionally, significant priority is given to involving professionals with pedagogical experience who are active in the labor market in the teaching process. The insights of these professionals regarding the labor market's most in-demand specializations are analyzed and incorporated into the preparation of future student admission quotas. For instance, discussions have been held with representatives from the Central Bank of the Republic of Azerbaijan, the Ministry of Economy, the State Tax Service Training Center, and labor market representatives under the Ministry of Labor and Social Protection of the Population, and their input has been reflected in the admission plan. Furthermore, recommendations from employers invited to regular job fairs organized by the university carry substantial weight in this regard.

Alignment of the Educational Program with Approved Learning Outcomes and Content Standards for the Specialization

At WCU, the implementation of the bachelor's-level curriculum for specialization 050402 " –Business Administration" adheres to the **Educational Programs and expected learning outcomes** for disciplines approved by Decision No. 343 of the Ministry of Education and Science of the Republic of Azerbaijan in 2020. This ensures compliance with the nationally endorsed content standards and learning objectives for the specialization.

The Compliance of the Distribution of Academic Hours Across Educational Programs with the Principles of the European Credit Transfer and Accumulation System (ECTS)

The curricula at the bachelor's level consist of 240 ECTS credits (4 years). In accordance with the requirements of the educational program, the subjects at the bachelor's level are divided into three blocks within the curricula: **General Subjects, Specialized Subjects, and Subjects Determined by the Higher Education Institution (Elective Subjects)**. The General Subjects block is further

subdivided into two categories: compulsory subjects (24 ECTS) and elective subjects (6 ECTS), totaling 30 ECTS. Specialized Subjects are allocated 120 ECTS, subjects determined by the higher education institution are assigned 60 ECTS, and **Internships and Related Subjects** are allocated 30 ECTS.

At Western Caspian University (WCU), the distribution of academic hours and its compliance with the principles of the European Credit Transfer and Accumulation System (ECTS) are implemented in adherence to the **"Rules for Organizing Credit-Based Education in Bachelor's and Master's Levels, Basic Medical Education, and Master's Level at the Azerbaijan National Academy of Sciences"** approved by Cabinet Decision No. 348 of the Republic of Azerbaijan dated December 24, 2013, and the **"Norms for Teaching Workloads of Pedagogical Staff in Educational Institutions"** approved by Decision No. 215 dated November 24, 2010. Specifically, at WCU, the annual teaching workload for faculty members per staff position is allocated to lectures, seminars, laboratory work, and practical sessions, ensuring that the time dedicated to these activities constitutes no less than **60% of the total annual teaching workload**, which itself must be **no fewer than 500 hours annually**. Depending on the duration of the specialization's study period, bachelor's students are assigned **240–300 ECTS credits**.

The Compliance of Taught Subjects with the Requirements of the Educational Program

To ensure the provision of personnel training outlined in the educational program, the taught subjects are divided into three blocks: **General Subjects, Specialized Subjects, and Subjects Determined by the Higher Education Institution**. During the development of educational programs and the specification of subjects for each specialization, consultations with labor market participants were conducted, and the practices of reputable foreign universities were studied. The definition of subjects strictly adheres to the requirements of the educational programs. Specifically, the subjects designated for each specialization are designed with careful consideration of the skills and competencies they will impart to graduates. The learning outcomes for the

subjects are formulated in alignment with **Section 6 " –Learning Outcomes of the Program and Each Subject"** of the Educational Program.

The Balance Between General and Specialized Subjects in the Curriculum

At Western Caspian University (WCU), the credit volume and number of subjects allocated to the **General Subjects** and **Specialized Subjects** blocks in the Curriculum Plans are developed in strict compliance with the requirements of the **"Educational Programs for Specializations at the Bachelor's Level (Basic Higher Medical Education)"** approved by the following decisions of the Ministry of Education and Science of the Republic of Azerbaijan: Decision No. F-343 dated July 9, 2020; Decision No. F-363 dated August 7, 2020; Decision No. F-354 dated July 30, 2020; and Decision No. F-383 dated August 24, 2020. This tradition of adherence has also been maintained for specialization 050402 – **"Business Administration,"** ensuring conditions conducive to the preparation of high-quality specialists.

The Provision of Career Advisory Services to Students and Graduates

The Self-Assessment Report indicates that the Student and Graduate Internship and Development Center plans to implement courses on **"Career Planning," "Soft Skills,"** and **"Hard Skills."** A review of the submitted curricula reveals that these subjects have been incorporated into internship programs for certain specializations. In October 2023, Western Caspian University (WCU) organized a training session titled **"Emotional Intelligence – Soft Skills"** led by Tabriz Hajinski, founder of the CIBS Europe Psychology and Training Center. Additionally, during discussions with leadership, it was confirmed that the Higher Education Institution (HEI) maintains **active collaboration agreements with 60 companies**, and memorandums of understanding signed with these entities were presented. One notable collaboration is the agreement memorandum between WCU and Sumgait Technologies Park, marking a formalized partnership.

The Existence of Mechanisms for Monitoring Graduates 'Participation in the Labor Market

During the site visit, it was reported that the Higher Education Institution (HEI) organizes job fairs annually or biennially, with participation from at least 40 companies in these events.