

## **The objectives of the Bachelor's level Education Program in the specialty 050408 – “Management”**

The Bachelor's level Education Program in the specialty 050408 – “Management” (hereinafter referred to as the Education Program for the specialty) has been developed in accordance with the Law of the Republic of Azerbaijan “On Education,” the relevant decisions of the Cabinet of Ministers of the Republic of Azerbaijan, as well as the “Classification of specialties (programs) at the bachelor's level of higher education (basic higher medical education),” and is based on the Education Program for the specialty 050408 – “Management,” approved by Decision No. F-343 of the Ministry of Education of the Republic of Azerbaijan dated July 9, 2020.

The objectives of the Education Program are as follows:

- To define the competencies of graduates in the specialty, the framework of the specialty, teaching and learning methods for subjects, assessment methods, learning outcomes, infrastructure and human resource requirements for personnel training, as well as opportunities for student internships, employment, and further education.
- To inform students and employers about the knowledge and skills acquired by graduates, as well as the learning outcomes.
- To inform experts involved in evaluating the compliance of personnel training in this program about the process.
- To instill the skills for organizing and managing business entities.
- To teach the organizational structure of business and economic entities and issues related to their formation.
- To instruct on the legislative framework for managing organizations according to their organizational and legal forms, and to teach their organizational and legal foundations.
- To teach the methods of decision-making in management and how to implement them.
- To teach the formation of subsystems of management and the methods for their implementation.

## **Professional Field:**

The professional field for graduates of the “Management” specialty is considered to be business structures, including activities in production, finance, taxation, marketing, logistics, banking, insurance, securities, and more.

## **Objects of Professional Activity:**

The objects of the professional activity of a specialist are as follows:

- Economic services of state and municipal institutions;
- Banks, stock exchanges, financial and insurance companies;
- Manufacturing industrial enterprises;
- Consulting and other service-providing enterprises;
- Enterprises, organizations, and economic entities engaged in business and entrepreneurship;
- Transnational companies operating in international business, finance, tourism, and other services in global markets;
- Educational institutions in the fields of economics, business, and entrepreneurship, as well as structures that are relevant to the professional specialty.

**The Education Program** for the 050408 – "Management" specialty is mandatory for the implementation of the bachelor’s preparation.

## **Weekly Workload and Hours:**

The student’s total workload for a 5-day work week is 45 hours, which includes both classroom and extracurricular activities. The total weekly classroom hours should not exceed 50% of the overall weekly workload. Depending on the characteristics of the specialty, the volume of the weekly workload may be adjusted.

## **Job Market Position:**

- Graduates of the 050408 – "Management" Education Program can work in both the private and public sectors in fields such as management, human resources management, production

management, finance, accounting, marketing, research and development, and public relations. Additionally, graduates can work as managers, strategic management specialists, production specialists, project management experts, CEOs, CFOs, and business analysts.

- The university is required to conduct regular surveys regarding the employment of graduates of this specialty and to post information about job vacancies on its website.
- Graduates of the 050408 – "Management" Education Program can continue their education in all Master's programs within the "Economics and Management" specialty group.
- The knowledge, skills, and approaches gained during their studies allow graduates to independently carry out activities in their field.

### **Strategic Plan:**

The short-term Strategic Development Plan for 2018-2020 of Western Caspian University was approved by the University's Academic Council decision on December 27, 2017 (Protocol No. 3). This short-term Strategic Development Plan for 2018-2020 was prepared according to the results of the accreditation process conducted in accordance by the order No. 10 issued by the Accreditation and Nostrification Department of the Ministry of Education of the Republic of Azerbaijan on April 12, 2017. It includes the remarks and recommendations mentioned in the final report of the commission for the university's accreditation and addresses the resolution of those recommendations.

The 2021-2025 Medium-Term Strategic Development Plan of Western Caspian University was approved according to the decision of the University's Scientific Council on December 25, 2020 (Protocol No. 05). This document outlines the development strategy of Western Caspian University for the period of 2021-2025. During the preparation of the 2021-2025 Strategic Development Plan (SDP), international practices in higher education management, the "State Program for Increasing the International Competitiveness of the Higher Education System of the

Republic of Azerbaijan for 2019-2023," as well as survey results of students and teachers in both public and private institutions, were utilized.

### **Alignment of the Mission in the SDP with the University's Main Goals and Objectives:**

The mission outlined in the 2021-2025 Strategic Development Plan of Western Caspian University – to develop highly qualified specialists with modern, innovative education and teaching infrastructure in response to global challenges – defines the main goals and objectives of the university's activities. The goals include the continuous development of the following areas:

- Increasing graduates' job opportunities;
- Improving foreign language proficiency;
- Enhancing entrepreneurial skills;
- Training personnel with full employability to meet high standards in both personal and professional spheres;
- Developing analytical and critical thinking abilities;
- Motivating and driving scientific research;
- Cultivating a critical and solution-oriented mindset;
- Staying progressive while keeping up with global trends;
- Developing strong academic writing skills;
- Contributing to Azerbaijan's economic, social, and political development by training specialists who can secure the country's national interests;
- Acquiring sufficient specialized knowledge;
- Building empirical analysis skills;
- Establishing teacher-mentor and student-mentor institutions across the university;
- Promoting proficiency in ICT use;
- Fostering leadership and teamwork skills;
- Enhancing the effectiveness of "orientation days" to help sub-bachelor's and bachelor's students adjust to university life, including creating and teaching short-term courses.

## **Alignment of the Strategic Vision Defined in the SDP with the Country's Labor Market, Society, and Economic Development Directions:**

The strategic vision of the university in preparing the 2021-2025 Strategic Development Plan (SDP) was defined as becoming a university that offers the most modern and high-quality education and research that meets the labor market demands in the region. To align the SDP with the directions of the labor market, society, and economic development in the Republic of Azerbaijan, surveys were conducted on "Labor Market Research" (Digital Development and Transport Agency, Embawood LLC, ATF Group of Companies LLC, ABB, Sumgayit Technology Park LLC, Performance Center CO), "Teaching and Scientific Research," "Student Satisfaction," and "Distance Education." The results of these surveys were taken into account during the preparation of the SDP.

## **Alignment of the Priorities Defined in the SDP with the Goals and Objectives Set for the University:**

The 2021-2025 Strategic Development Plan of Western Caspian University defines its priorities, and the alignment of these priorities with the university's goals and objectives is protected. The priorities were outlined in the 2021-2025 SDP include graduate relations, language skills, entrepreneurial skills, professional training in personal and professional fields, analytical and empirical analysis skills, promoting and stimulating scientific research, critical and solution-oriented thinking, progressiveness, acquiring academic skills, contributing to Azerbaijan's economic, social, and political development by training specialists who can secure national interests, establishing teacher-mentor and student-mentor institutions, ICT proficiency, leadership, digitization, application of innovative solutions, and increasing international competitiveness.

In line with these priorities, the Strategic Development Plan sets out the following goals and objectives:

- Improving the quality of education;
- Student-oriented development;

- Creating an environment that is creative, entrepreneurial, and meets international research requirements;
- Increasing international competitiveness;
- Implementing digitization and innovative solutions;
- Improving the work environment and labor conditions;
- Strengthening infrastructure and ensuring sustainability;
- Enhancing social responsibility and public reputation.

Based on these goals, a total of 8 objectives, 26 strategic targets, and corresponding strategic activities have been defined. Furthermore, when determining the priority directions in the university's 2021-2025 SDP, the alignment with the goals of the university's Charter was taken into account.

### **Employer Participation in Shaping Student Admission Quotas:**

The university's relevant departments continuously conduct research to ensure that graduates of the university can find employment in the labor market. To enhance the efficiency of this process, the Student and Graduate Internship and Development Center has been established at Western Caspian University (WCU). Additionally, there is a strong preference for involving professionals with pedagogical experience who are actively working in the labor market in teaching activities. The university investigates which specialties are in high demand in the labor market, and this feedback is taken into account when preparing student admission quotas in the future. For example, the discussions were held with the representatives from the Central Bank of the Republic of Azerbaijan, the State Tax Service Training Center under the Ministry of Economy, the Ministry of Labor and Social Protection of the Population, and the labor market representatives, and their feedback were considered in shaping the admission plan. Furthermore, during the regularly organized Career Fairs at the university, the recommendations of invited employers are also highly valued.

### **Alignment of the Educational Program with the Approved Learning Outcomes and Content Standards:**

The educational program for the bachelor's level in Business Management (050402) at WCU is conducted in accordance with the learning outcomes and content standards approved by the Ministry of Science and Education of the Republic of Azerbaijan through Decision No. 343 dated 2020. This ensures that the teaching of the Business Management program meets the expectations outlined in the approved standards and outcomes.

**Compliance of Course Hour Distribution with the European Credit Transfer and Accumulation System (ECTS) Principles:**

The curriculum at the bachelor's level comprises 240 ECTS credits over a 4-year period. In line with the requirements of the educational program, the courses at the bachelor's level are divided into three blocks in the teaching plan. These blocks include general courses, specialization courses and elective courses determined by the higher education institution. The general courses block is further divided into mandatory courses (24 ECTS) and elective courses (6 ECTS), making a total of 30 ECTS for general courses. Specialization courses account for 120 ECTS, and the courses determined by the university account for 60 ECTS, Internship courses and the other courses related to these courses account for 30 ECTS.

The distribution of course hours at WCU and its alignment with the principles of the European Credit Transfer and Accumulation System (ECTS) complies with the requirements set by the Cabinet of Ministers of the Republic of Azerbaijan in Decision No. 348, dated December 24, 2013, titled "Regulations on Organizing Credit-Based Education in Higher Education Institutions and the Azerbaijan National Academy of Sciences." Additionally, the distribution complies with the requirements of Decision No. 215, dated November 24, 2010, on "Teaching Load Norms for Educational Institution Faculty Members."

Specifically, the annual teaching load for a professor or lecturer at WCU -is no less than 500 hours, and at least 60% of this load is allocated to lectures, seminars, laboratory, and practical sessions. Depending on the

length of the program, students are allocated between 240-300 credits for their bachelor's studies.

### **Compliance of Teaching Subjects with the Educational Program Requirements:**

To ensure the effective training of specialists, the subjects taught in the educational program are divided into three blocks: General subjects, Specialization subjects, and subjects determined by the higher education institution. During the preparation of the educational programs and the identification of subjects for each specialty, consultations with participants from the labor market were conducted, and the practices of internationally renowned universities were studied. The selection of subjects was made in line with the educational program's requirements. It is considered that which skills and competencies will be instilled to graduates by the defined subjects for each specialty. The learning outcomes for these subjects were prepared in accordance with the sixth section of the Educational Program — "Program and Subject Learning Outcomes."

### **Maintaining Balance Between General and Specialization Subjects in the Curriculum:**

When preparing the curricula at WCU, the credit allocation and the number of subjects in the General and Specialization subject blocks were determined in accordance with the requirements of the Ministry of Science and Education of the Republic of Azerbaijan, based on the following decisions:

- F-343, dated 09.07.2020
- F-363, dated 07.08.2020
- F-354, dated 30.07.2020
- F-383, dated 24.08.2020

These decisions are part of the approved "Curricula for Undergraduate Programs (Basic Medical Education Programs)" for specialties, ensuring that the teaching plans adhere to national standards. The Business



Management (050402) program also follows this practice, which creates a favorable environment for the preparation of quality specialists.

**Provision of Career Counseling Services to Students and Graduates:**

The Self-Analysis Report indicates that the Student and Graduate Internship and Development Center plans to offer training on "Career Planning," "Soft Skills," and "Hard Skills." Upon reviewing the provided teaching plans, it was observed that for certain specialties, these subjects are included in the internship programs. In October 2023, a training session titled "Emotional Intelligence – Soft Skills" was organized at WCU by the founder of CIBS Europe Psychology and Training Center, Tabriz Hacinski. Furthermore, during discussions with the administration, it was stated that the Internship and Development Center (IDC) has active cooperation agreements with 60 companies, and memorandums of understanding with these companies and organizations were presented. One of these partnerships is the Memorandum of Understanding between WCU and Sumgait Technology Park.

**Mechanisms for Tracking Graduates' Participation in the Labor Market:**

During the field visit, it was reported that the Internship and Development Center organizes career fairs annually or biennially, where at least 40 companies participate.