

**MINISTRY OF SCIENCE AND EDUCATION OF THE REPUBLIC OF AZERBAIJAN
NAKHCHIVAN STATE UNIVERSITY**

SUBJECT SYLLABUS



Confirmation:

**E.Y. Ibrahimov / Ph.D. in Economics,
associate professor**

Date: 10th of February, 2025

ndu.edu.az

info@ndu.edu.az

Phone: (+99436) 544-08-61

Fax: (+99436) 545-72-88

General information	Faculty	Economics and Management				
	The specialty department of the subject	Economics and Marketing				
	Specialization (code) and course in which the subject is taught	050405, II				
	Subject mane	Business Basics				
	Subject code					
	General audience hour	62				
	General audience hour	5	Lecture	Seminar	Laboratory	Practical training
	Subject credit		30	30		
	The teaching semester of the subject	The second				
	The teaching language of the subject	English				
	Information about the teacher(s) teaching the subject	Elshan Nuraddin Nasirov				
	E-mail: Phone:	elshannasirov@ndu.edu.az (+994 50) 3580336				
Consulting hours	1 (on Fridays, at 16:00)					
Prerequisites	The name of the program					
The subject program for which the syllabus is prepared		Year		Verification information		
Used primary and additional literature	1.1. Primary: 1. Elly R. Twineyo Kamugisha, The Basics of Business Management – Vol I / Oxford University Press, 2023 2. Kostecki, M, Naray, O, “Commercial Diplomacy and International Business”, Netherlands Institute of International Relations, Clingendael, The Hague, 2017 3. Bloom E, Canning, D, “The Health and Wealth of Nations”, Science Vol.2 87 18 February 2000 4. George, P., Paschalis, A., Sotiris, P., “Determinants of economic growth, London, 2023 5. Godwin, N., Nelson, J.A., Ackerman, F., and Weisskopf, T., Microeconomics in Context. 2/E, M.E. Sharpe: London 2016					
	1.2. Additional:					

	1. Louis A. Allen, Management and Organization, McGraw-Hill Kogakusha, Ltd., 2018 2. Sadagopan, Management Information System,, Prentice Hall of India, 2014 3. McLeod, R. and George P. Schell, Management information systems (10th ed.), 2008 4. C. W. Frenzel and J. C. Frenzel, "Management of Information Technology", 4th edition Thomson course technology, Cengage Learning, 2004. 5. Laudon, K. C. & Laudon, J. P. Management Information Systems: Managing the Digital Firm. 10th ed. Prentice Hall and Pearson Education, 2006.
A brief description of the subject	The subject of "Business Basics" studies deals with fundamental business issues such as the organization of companies, the financing of projects and the planning of business strategies.
The purpose of teaching the subject	The purpose of the subject refers to the wider, long-term goals of a commercial enterprise. It expresses the corporate's reason for existing, its particular commitment with respect to the surrounding world.
Training outcomes of the subject	STO 1. Ability to explain the essence of the role of business categories and laws in economic processes. STO 2. Ability to evaluate consumer behavior by explaining the principles of operation of the elements of the market mechanism. STO 3. Ability to justify the role of utility in valuation from both theoretical and empirical points of view. STO 4. Ability to justify mutual substitution by identifying a new approach to production factors in business. STO 5. Ability to evaluate the impact of competition and monopoly on the market behavior of firms. STO 6. Ability to justify the need to regulate uncertainties arising in business.

Competency-based learning outcomes						
Competencies of the program	Training outcomes					
General competencies						
Analyzing complex systems, identifying and understanding relationships, understanding the principles of relationships between systems in different fields and at different levels, and operating in uncertain conditions (GC-13)	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Having the basic knowledge in the field of economic analysis, macroeconomic diagnostics and ability to analyze them (GC-16).	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Professional competencies	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Knowing the characteristics of markets in different competitive systems, the mechanism of action of firms in different market types, and different scenarios of mutual relations (PC-2).	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6
Understanding the fundamental concepts of economic schools and to be able to interpret modern ideas and approaches, to be able to perform comparative analysis of economic systems (PC-33).	T/o 1	T/o 2	T/o 3	T/o 4	T/o 5	T/o 6

	Teaching and learning methods: (TLM)
TLM 1	Lecture:
	Relevant materials on the topics are prepared and applied in the audience as a discussion. This method is implemented directly under the supervision of the teacher.
TLM 2	Presentations:
	Presentations are made to students according to predetermined lecture topics and lecture topics are explained to students through slides.
TLM 3	Debates:
	By means of this method, team spirit is formed in students, they develop a more critical approach to issues, connections between all topics are established by means of counterarguments.

TLM 4	Assignments on the subject:
	According to this method, students are presented with appropriate tasks on topics prepared by the teacher before class time. Students are given a total of 30 minutes to solve the task. Then the answers are discussed based on the lesson. This method forms critical thinking skills in students.

Subject program and calendar plan

For bachelor level

Subject code: Specialty code: 050405 Group number _____

№	THEMES OF LECTURES	Relevant learning outcome	TLM	Hours	Date	Notes
1	Topic № 1. Introduction to the subject Why it matters? Definition of Business Basics. The main components of business. Basic concepts of business. Stakeholders and identifying the stakeholder groups. The macro-business environment model of an industry. Entrepreneurship, profit and revenue. A business as an activity to provides goods or services. Business participants and activities. Functional areas of business. Accounting and financing.	T/o 1 T/o 2	TLM 1 TLM 2 TLM 3 TLM 4	2		
	Literature: 1.2. [1. p. 67-88], 1.1. [2. p. 23-45], 1.2. [3. p. 22-29]					
2	Topic № 2. Economics and business Why it matters? The foundational philosophies of capitalism and socialism. Private property rights. The role of business in economic development. The concept of GDP. The difference between fiscal and monetary policy. The concept of the unemployment rate measurement. Concepts of inflation and deflation. Supply and demand. Equilibrium price. Monopolies in the modern economy. The reasons of recession. The reasons of depression in society.	T/o 1 T/o 2 T/o 3	TLM 1 TLM 2 TLM 3	2		
	Literature: 1.1. [5. p.23-77], 1.2. [3. p. 16-67], 1.2. [3. p. 22-29]					
3	Topic № 3. Business models in the digitalization of economy Why it matters? Technological solutions are the basis of business models of the digital economy. Approaches to the formation of business models in the digital economy. The concept of a digital ecosystem as the basis of business models in the digital economy. Methods of Big Data Analysis. Methods of Big Data visualization and presentation. Digital technologies in the modern economy.	T/o 3 T/o 4 T/o 5	TLM 1 TLM 2 TLM 3	2		
	Literature: 1.1. [4. p. 34-48], 1.1. [3. p. 12-67]					
4	Topic № 4. Business in a global environment Why it matters? Business participating in the international trade. Mechanisms of import and export. How companies enter the international market. Licensing agreements and franchises. Manufacturing and outsourcing. International strategic alliances and joint ventures. Foreign direct investments and international subsidiaries. The principle successful business dealings. Regulation of the global trade. International trade barriers and promoting the free trade.	T/o 2 T/o 4 T/o 6	TLM 1 TLM 2 TLM 3	2		
	Literature: 1.1. [8. p. 13-19], 1.1. [9. p. 11-24], 1.1. [10. p. 22-48]					
5	Topic № 5. Business Ownership Why it matters? The appropriate form of ownership for a business. The sole proprietorship and partnership forms of organization. Specifying the advantages and disadvantages. Identifying the different types of partnerships. The importance of a partnership agreement. Advantages and disadvantages of the corporate form of ownership. Special types of business ownership. Limited-liability companies and cooperatives. Not-for-profit corporations.	T/o 5	TLM 1 TLM 2	2		
	Literature: 1.2. [5. p. 12-14], 1.2. [2. p. 34-38], 1.2. [4. p.13-28]					

6	Topic № 6. Entrepreneurship and starting a business Why it matters? Definition of the entrepreneurship. The three characteristics of entrepreneurial activity. Identifying five potential advantages to starting a business. Definition of a small business. The importance of small businesses in economy. Goods-producing and service-producing sectors of an economy. Evaluation of the advantages and disadvantages in a business. The reasons of businesses failures. Sources of small business assistance from the administration.	T/o 6	TLM 2 TLM 3 TLM 4	2		
	Literature: 1.2. [3. p. 12-14], 1.2. [5. p. 13-17], 1.2. [4. p. 12-17]					
7	Topic № 7. Structuring organizations in a business Why it matters? The three levels of management in a business. Various options for organizing a business. Creation of an organizational chart. Specialization of organizations in a business. Departmentalization and functional organizations in a business. Divisional organizations in a business. Customer and geographical divisions in a business.	T/o 1 T/o 3	TLM 1 TLM 4	2		
	Literature: 1.1. [2. p. 12-14], 1.2. [4. p. 12-24], 1.1. [5. p. 11-18]					
8	Topic № 8. Operational management in a business Why it matters? The role of the operations manager in a manufacturing company. Decisions and activities of the operations manager. Production process in a manufacturing company. Product delivery process in a service company. The activities undertaken to manage operations in a service organization. Total quality management and outsourcing. Providing value to customers.	T/o 2 T/o 3 T/o 6	TLM 1 TLM 2	2		
	Literature: 1.1. [4. p. 12-43], 1.2. [1. p. 16-22], 1.1. [5. p. 36-39]					
9	Topic № 9. Motivating employees in a business Why it matters? Understanding the importance of motivation in the workplace. Differences between intrinsic and extrinsic motivation. Major theories of motivation. The hierarchy of needs theory. The two-factor theory in a business. Expectancy theory in a business. Equity theory in a business. Maslow's hierarchy of needs. Motivation factors in a business. Strong contributors to job satisfaction. Hygiene factors in the workplace.	T/o 2 T/o 3	TLM 3 TLM 4	2		
	Literature: 1.1. [3. p. 12-22], 1.2. [4. p. 4-8], 1.2. [5. p. 22-38]					
10	Topic № 10. Managing Human Resources in a business Why it matters? Definition of the human resource management. Implementation a human resource plan. The importance of a diverse workforce. Identifying factors that make an organization a good place to work. Competitive compensation and benefits packages. Evaluation of employee performance. Retaining the qualified employees.	T/o 4 T/o 5 T/o 6	TLM 1 TLM 2	2		
	Literature: 1.1. [3. p. 12-40], 1.2. [1. p. 22-28], 1.3. [4. p. 1-10]					
11	Topic № 11. Teamwork in a business Why it matters? Definition of teamwork in a business. A team and describing its key characteristics. Describing the different types of teams. Effective and ineffective team strategies. Factors that contribute to team cohesiveness. The importance of team-based activities. The skills needed by team members. The roles that members of a team might play. Surviving team projects in a business. The skills and behaviors that foster effective team leadership.	T/o 2 T/o 3 T/o 4	TLM 2 TLM 3 TLM 4	2		
	Literature: 1.1. [5. p. 3-4], 1.1. [3. p. 7-16], 1.1. [4. p. 3-8]					
12	Topic № 12. Providing value to customers in a business Why it matters? Marketing concept and marketing strategy. The tasks involved in selecting a target market. Conducting the marketing research. Various branding strategies in a business. The benefits of packaging and labeling in a business. The elements of the promotion in a business. Customer relationships in a business. The advantages and disadvantages of social media marketing.	T/o 3 T/o 4	TLM 3 TLM 4	2		
	Literature: 1.2. [3. p. 16-24], 1.2. [4. p. 12-16], 1.1. [3. p. 22-34]					

13	Topic № 13. Pricing strategy in a business Why it matters? Pricing strategies that are appropriate for new and existing products. The stages of the product life cycle. New product pricing strategies. Skimming and penetration pricing. Cost-based pricing. Demand-based pricing. Supply-based pricing. Prestige and odd-even pricing.	T/o 1 T/o 2 T/o 3	TLM 1 TLM 2 TLM 4	2		
	Literature: 1.2. [5. p. 11-14], 1.2. [4. p. 16-19], 1.1. [5. p. 30-38]					
14	Topic № 14. Accounting and financial information in a business Why it matters? Differences between managerial accounting and financial accounting. How the accounting information is used in a business. The functions of the income statements. The functions of the balance sheet. Calculating the break-even point for the necessary information. Evaluating the company’s performance using financial statements. Ratio analysis in the accounting.	T/o 3 T/o 4 T/o 6	TLM 1 TLM 4	2		
	Literature: 1.1. [5. p. 15-35], 1.1. [2. p. 14-22], 1.2. [4. p. 12-33]					
15	Topic № 15. Starting a business in Azerbaijan Why it matters? The process of starting a business in Azerbaijan. The legal registering a business. Opening bank accounts and obtaining a digital signature (ASAN IMZA). Leasing a commercial space. Obtaining a POS Terminal and cash registering. Obtaining a corresponding business license. Legal requirements and regulations for business in Azerbaijan. Accounting and tax services in Azerbaijan. Reorganization and liquidation of companies in Azerbaijan.	T/o 3 T/o 4 T/o 6	TLM 1 TLM 4	2		
	Literature: 1.1. [5. p. 15-35], 1.1. [2. p. 14-22], 1.2. [4. p. 12-33]					
Total				30		

№	THEMES OF SEMINARS	Relevant learning outcome	TLM	Hours	Date	Notes
1	Topic № 1. Introduction to the subject 1. Definition of Business Basics. 2. The main components of business. 3. Basic concepts of business. 4. Stakeholders and identifying the stakeholder groups. 5. The macro-business environment model of an industry.	T/o 1 T/o 2	TLM 1 TLM 2	2		
	Literature: 1.1. [1. p. 18-24], 1.1. [2. p. 4-16], 1.2. [3. p. 16-29]					
2	Topic № 2. Economics and business 1. The foundational philosophies of capitalism and socialism. 2. Private property rights. 3. The role of business in economic development. 4. The difference between fiscal and monetary policy. 5. The concept of the unemployment rate measurement. 6. Concepts of inflation and deflation.	T/o 1 T/o 2 T/o 3	TLM 1 TLM 2	2		
	Literature: 1.1. [5. p.63-69], 1.2. [4. p. 22-49], 1.2. [3. p. 22-29]					
3	Topic № 3. Business models in the digitalization of economy 1. Technological solutions and basis of business models. 2. Approaches to the formation of business models in the digital economy. 3. The concept of a digital ecosystem as the basis of business models in the digital economy. 4. Methods of Big Data Analysis in a business. 5. Methods of Big Data visualization and presentation.	T/o 3 T/o 4 T/o 5	TLM 1 TLM 2 TLM 3	2		
	Literature: 1.1. [4. p. 34-48], 1.1. [3. p. 12-67]					
4	Topic № 4. Business in a global environment 1. Business participating in the international trade. 2. Mechanisms of import and export. 3. How companies enter the international market. 4. Licensing agreements and franchises. 5. Manufacturing and outsourcing. 6. International strategic alliances and joint ventures.	T/o 2 T/o 4 T/o 6	TLM 1 TLM 2 TLM 3	2		

	Literature: 1.1. [8. p. 13-19], 1.1. [9. p. 11-24], 1.1. [10. p. 22-48]					
5	Topic № 5. Business Ownership 1. The appropriate form of ownership for a business. 2. The sole proprietorship and partnership forms of organization. 3. Specifying the advantages and disadvantages. 4. Identifying the different types of partnerships. 5. The importance of a partnership agreement. 6. Not-for-profit corporations.	T/o 5	TLM 1 TLM 2	2		
	Literature: 1.2. [5. p. 12-14], 1.2. [2. p. 34-38], 1.2. [4. p.13-28]					
6	Topic № 6. Entrepreneurship and starting a business 1. Definition of the entrepreneurship. 2. The three characteristics of entrepreneurial activity. 3. Identifying five potential advantages to starting a business. 4. Definition of a small business. 5. The importance of small businesses in economy. 6. Goods-producing and service-producing sectors of an economy.	T/o 6	TLM 2 TLM 3 TLM 4	2		
	Literature: 1.2. [3. p. 12-14], 1.2. [5. p. 13-17], 1.2. [4. p. 12-17]					
7	Topic № 7. Structuring organizations in a business 1. The three levels of management in a business. 2. Various options for organizing a business. 3. Creation of an organizational chart. 4. Specialization of organizations in a business. 5. Departmentalization and functional organizations in a business..	T/o 1 T/o 3	TLM 1 TLM 4	2		
	Literature: 1.1. [2. p. 12-14], 1.2. [4. p. 12-24], 1.1. [5. p. 11-18]					
8	Topic № 8. Operational management in a business 1. The role of the operations manager in a manufacturing company. 2. Decisions and activities of the operations manager. 3. Production process in a manufacturing company. 4. Product delivery process in a service company. 5. The activities undertaken to manage operations.	T/o 2 T/o 3 T/o 6	TLM 1 TLM 2	2		
	Literature: 1.1. [4. p. 12-43], 1.2. [1. p. 16-22], 1.1. [5. p. 36-39]					
9	Topic № 9. Motivating employees in a business 1. Understanding the importance of motivation in the workplace. 2. Differences between intrinsic and extrinsic motivation. 3. Major theories of motivation. 4. The hierarchy of needs theory. 5. The two-factor theory in a business. 6. Expectancy theory in a business.	T/o 2 T/o 3	TLM 3 TLM 4	2		
	Literature: 1.1. [3. p. 12-22], 1.2. [4. p. 4-8], 1.2. [5. p. 22-38]					
10	Topic № 10. Managing Human Resources in a business 1. Definition of the human resource management. 2. Implementation a human resource plan. 3. The importance of a diverse workforce. 4. Factors that make an organization a good place to work. 5. Competitive compensation and benefits packages.	T/o 4 T/o 5 T/o 6	TLM 1 TLM 2	2		
	Literature: 1.1. [3. p. 12-40], 1.2. [1. p. 22-28], 1.3. [4. p. 1-10]					
11	Topic № 11. Teamwork in a business 1. Definition of teamwork in a business. 2. A team and describing its key characteristics. 3. Describing the different types of teams. 4. Effective and ineffective team strategies. 5. Factors that contribute to team cohesiveness. 6. The importance of team-based activities.	T/o 2 T/o 3 T/o 4	TLM 2 TLM 3 TLM 4	2		
	Literature: 1.1. [5. p. 3-4], 1.1. [3. p. 7-16], 1.1. [4. p. 3-8]					
12	Topic № 12. Providing value to customers in a business 1. Marketing concept and marketing strategy. 2. The tasks involved in selecting a target market. 3. Conducting the marketing research. 4. Various branding strategies in a business. 5. The benefits of packaging and labeling in a business.	T/o 3 T/o 4	TLM 3 TLM 4	2		
	Literature: 1.2. [3. p. 16-24], 1.2. [4. p. 12-16], 1.1. [3. p. 22-34]					

13	Topic № 13. Pricing strategy in a business 1. Pricing strategies that are appropriate for new and existing products. 2. The stages of the product life cycle. 3. New product pricing strategies. 4. Skimming and penetration pricing. 5. Cost-based pricing. Demand-based pricing. Supply-based pricing.	T/o 1 T/o 2 T/o 3	TLM 1 TLM 2 TLM 4	2		
	Literature: 1.2. [5. p. 11-14], 1.2. [4. p. 16-19], 1.1. [5. p. 30-38]					
14	Topic № 14. Accounting and financial information in a business 1. Differences between managerial accounting and financial accounting. 2. How the accounting information is used in a business. 3. The functions of the income statements. 4. The functions of the balance sheet. 5. Calculating the break-even point for the necessary information.	T/o 3 T/o 4 T/o 6	TLM 1 TLM 4	2		
	Literature: 1.1. [5. p. 15-35], 1.1. [2. p. 14-22], 1.2. [4. p. 12-33]					
15	Topic № 15. Starting a business in Azerbaijan 1. The process of starting a business in Azerbaijan. 2. The legal registering a business. 3. Obtaining a digital signature (ASAN IMZA). 4. Leasing a commercial space. 5. Obtaining a POS Terminal and cash registering. 6. Reorganization and liquidation of companies in Azerbaijan.	T/o 3 T/o 4 T/o 6	TLM 1 TLM 4	2		
	Literature: 1.1. [5. p. 15-35], 1.1. [2. p. 14-22], 1.2. [4. p. 12-33]					
Total				30		

Rules:	
The requirement for organizing a lecture class:	
✓	General information related to the subject (syllabus, lecture texts, slides, video files and other theoretical training materials) must be delivered to students through the LMS portal within the first 10 days of the beginning of the educational process.
Requirements for the organization of a workshop (seminar) class:	
✓	When organizing classes (seminars), different teaching methods should be used. These methods should promote a student-centered approach and the active role of the student in the learning process. Teaching and learning methods that can be used are reflected in the Teaching and Learning section (Section 4) of the educational programs of each specialty.
✓	During the seminar sessions, students' mastery of the previous topic should be evaluated in each lesson by conducting an oral and written survey.
✓	At the end of the semester, the joint grade of the students for the workshop (seminar) lesson should be calculated (Activity).
The requirement for performing free works (individual):	
Subjects and submission dates of the free work (the free work can consist of a single topic, provided that the topic covers 70% of the content of the subject).	
During the semester, the completion of free (individual) topics must be given by the student in the form of presentations. No more than 15 minutes should be allocated to the discussion of free work. The presentation itself (presentation) must be submitted in electronic and printed version.	
Requirements for holding colloquiums:	
3 colloquiums are held during the semester. Depending on the topic, the teacher can freely choose the form of the colloquiums (oral, written, quiz, comparison table, etc.).	

Assessment and distribution of points during the semester:	Maximum points earned during the semester	50 points
---	--	-----------

	For class attendance. Attendance requirements. The maximum score for class attendance is 10 points. The amount of points is usually 10 points if the student attends all classes in the subject during the semester. During the semester, 1 point is deducted for every 10% of the hours allocated to teaching the subject. If the total number of hours of lessons missed during the semester for all subjects exceeds the limit specified in the normative documents, the student is not admitted to the exam session and a certain decision is made about him (her).			10 points
	Maximum points for free work of students			10 points
	According to the results of the seminar (exercise) or laboratory lessons (in the case that both seminar, practical (exercise) and laboratory lessons are planned for the same subject, a maximum of 10 points is allocated to each of them). Maximum 30 points in total). If there are no practical and laboratory exercises, the seminar score is evaluated with a maximum of 30 points based on the appropriate assessment.			30 points
Assessment according to semester exam	The form of the exam can be written, oral, practical or test			
	There are 5 questions in each ticket. A maximum of 10 points is awarded to each question By electronic test method - 50 tests Each test - a maximum of 1 point. Note: The student's score in the exam should not be less than 17.			
Final assessment	The student's final knowledge is evaluated with a maximum of 100 points. The maximum 50 points the student collects during the semester, and the maximum 50 points in the exam. According to the final amount of points collected during the semester for the subject, the student's knowledge is evaluated according to the European Credit Transfer System (ECTS) as follows:			
	91-100 points	excellent	A	
	81-90	very Good	B	
	71-80	good	C	
	61-70	enough	D	
	51-60	satisfactory	E	
	Less than 51	insufficient	F	
Violation of the rules of conduct	If a student violates the internal disciplinary rules of the university, measures are taken in accordance with the regulations of the university.			

Assessment reliability of training outcomes							
№	Exam Questions	Training outcomes					
		1	2	3	4	5	6
1	Definition of Business Basics.	+			+		
2	The main components of business.	+	+	+		+	
3	Basic concepts of business.		+	+			
4	Stakeholders and identifying the stakeholder groups.					+	
5	The macro-business environment model of an industry.					+	
6	Entrepreneurship, profit and revenue.				+		
7	A business as an activity to provides goods or services.	+					
8	Business participants and activities.	+					
9	Functional areas of business. Accounting and financing.				+		
10	The foundational philosophies of capitalism and socialism.			+	+		
11	Private property rights.	+		+			

12	The role of business in economic development.			+		+	
13	The concept of GDP.			+		+	
14	The difference between fiscal and monetary policy.	+		+		+	
15	The concept of the unemployment rate measurement.	+		+		+	
16	Concepts of inflation and deflation.			+			+
17	Supply and demand.						+
18	Equilibrium price.				+		+
19	Monopolies in the modern economy.	+			+		
20	The reasons of recession.	+			+		
21	The reasons of depression in society.				+		+
22	Business models in the digitalization of economy.						+
23	The basis of business models of the digital economy.		+				
24	Approaches of business models in the digital economy.		+	+			
25	Methods of Big Data Analysis in a business.			+			
26	Methods of Big Data visualization and presentation.			+	+		
27	Digital technologies in the modern economy.			+		+	
28	Business in a global environment	+		+			
29	Business participating in the international trade.			+			+
30	Mechanisms of import and export.			+			
31	How companies enter the international market.			+	+	+	
32	Licensing agreements and franchises.			+	+	+	
33	Manufacturing and outsourcing.			+	+	+	
34	International strategic alliances and joint ventures.			+	+	+	
35	Foreign direct investments and international subsidiaries.		+	+	+	+	
36	The principle successful business dealings.		+	+	+		
37	Regulation of the global trade.		+	+	+		
38	International trade barriers and promoting the free trade.	+	+				
39	The appropriate form of ownership for a business.	+					
40	The sole proprietorship and partnership forms of organization.	+					
41	Identifying the different types of partnerships.	+				+	
42	The importance of a partnership agreement.	+				+	
43	Advantages and disadvantages of the corporate form of ownership.	+				+	+
44	Special types of business ownership.	+					+
45	Limited-liability companies and cooperatives.						+
46	Not-for-profit corporations.						+
47	Entrepreneurship and starting a business.	+					
48	Definition of the entrepreneurship.	+					
49	The three characteristics of entrepreneurial activity.	+					
50	Specifying the advantages and disadvantages.			+	+		+

Evaluation of the teaching results of the subject:

Assessing the outcomes of the subject taught to students involves assessing not only students' knowledge, but also their skills, understanding and application of the material. Different forms of assessment are taken into account here and students are assessed in the following ways:

1. Exams and tests: Midterm exams, midterms, and final exams: Traditional written assessments measure students' understanding of key concepts and their ability to recall information.
2. Research Papers and Essays: Helps assess students' ability to conduct research, analyze data, and communicate effectively.
3. Participation in class discussions: Assess the extent to which students actively contribute to class discussions, ask questions, and engage with the material.
4. Group activities: Assess cooperation and teamwork skills through group projects or presentations.
5. Homework: Regular assignments can provide ongoing feedback on student progress.
6. In-Class Assessments: Quick question-and-answer assessments during class time to gauge understanding.
7. Demonstrations or presentations: To assess communication and presentation skills.

Lecturer: _____ **Elshan Nuraddin Nasirov**

Seminar teacher: _____ **Elshan Nuraddin Nasirov**

Head of Department: _____ **Eltun Yulat Ibrahimov / Ph.D. in Economics, associate professor**

Work-study program (syllabus) was discussed and approved at the meeting of the Department on 6th of February, 2025 (Protocol No. 9)

Work-study program (syllabus) was approved at the meeting of the Scientific Council of the Faculty on 7th of February, 2025 (Protocol No. 6)

Address: Republic of Azerbaijan, city of Nakhchivan,
University Campus, AZ7012,
Nakhchivan State University