

AZERBAIJAN STATE UNIVERSITY OF ECONOMICS (UNEC)



DEPARTMENT:

MASTER OF BUSINESS ADMINISTRATION

PROGRAM: MBA

SPECIALIZATION: MARKETING



Objective:

Marketing specialization prepares magistrates for professional experience in consumer goods, financial services, luxury products, hi-tech, social media, and other areas. Matters dealt in this specialization explores ways to meet the requirements of product development, service, distribution, advertisement, measurement (market mix) where competitors, intermediaries, facilitators, mass media and government operates. Marketing is taught more as a multifaceted relationships rather than the exchange of product and services.

length and location:

Marketing specialization of the MBA program lasts for 4 semesters within 2 academic years.

The course requirement is 11 core courses (66 credits), 3 electives (18 credits) and a capstone project (12 credits), total 96 ECTS (European Credit Transfer System) credits.

Converted to US credit system the course requirement is 11 core courses (33 credits), 3 electives (9 credits) and a capstone project (6 credits), 48 credits in total.

Courses are taught in fall, spring and summer semesters three times a week. University is located in Istiglaliyyat Street 6, AZ1001, Baku, Azerbaijan.

Contacts: e-mail: mba@asue.edu.az, tel/fax + (99412) 497 62 67

Admission requirements to the program:

Baccalaureates having a minimum of 2 years of work experience with different backgrounds (economics, commerce, mathematics, engineering, medicine etc.) are eligible to join the MBA program. Eligible international students are accepted to the program based on a contract signed between both parties (university and potential student). Local students are required to pass a uniform state attestation exam before applying to the MBA program. All students are required to provide a proof of English language skills along with academic eligibility.

Admission of international students:

Online admission process is carried out through kabinet.unec.edu.az website. International applicants choose a specialty, a language of instruction, and submit the required documents in electronic format. Candidates who meet the application requirements will be admitted. The recommendation letter is included in the required documents. If needed, applicants will be interviewed via "Skype".

Advantages of teaching methods in the MBA program:

The MBA program seeks to improve students for their leadership skills, prepare them to master systematic knowledge, capabilities and management skills, enhance their professional competence, investigate complex business information, learn analytical thinking and decision-making skills, nourish student's entrepreneurial mind, teach them business ethics, presentation and time management skills, This program prepares students to occupy top positions in organizations with different cultures. Case studies, presentations, time management skills, group/individual projects, and business games along with theoretical approach complement a rigorous MBA program in the Azerbaijan State University of Economics. The program also aims at teaching students with change management skills peculiar to non-government, not-for-profit and commercial organizations along

with proactive thinking style to project scenarios in regulatory environments. Students will be graded through midterm, class attendance, participation, home works, and final examinations.

Lecturers/Professors of the MBA Program:

Along with full time faculty members of UNEC the MBA program benefits from scientific and practical potential of professors and lecturers with top academic and managerial background whether in public, government, or private. The program also invites academicians from high ranked universities around the globe and takes advantage of their scientific knowledge and practical potential.

Diploma:

Magistrates who maintain excellent, good, or satisfactory academic standing throughout and graduate from the MBA program of the Azerbaijan State University of Economics receive their MBA degree with all the rights and privileges related to this degree.

Marketing courses:

First semester:

SMO 652	Leadership and Organizational Behaviour
MGTSC 501	Statistics for Business and Economics
ECON 503	Managerial Economics
ACCTG 503	Financial Accounting

Second semester:

BUEC 501	Business in the Global Environment
FIN 502	Corporate Finance
MARK 502	Marketing Strategy
ACCTG 502	Management Accounting

Third semester:

ACCTG 501	Financial Reporting and Control (FRC)
OM 502	Operations Management
SMO 502	Strategy, Organization and Innovation Elective

Forth semester – 3 major electives

MARK 520	Digital Marketing Strategy
MARK 530	International Marketing
MARK 525	Firms, Markets and Crises
MARK 632	Pricing Strategy
MARK 550	Enterprise Development
SMO 635	Design Thinking and Innovation
MARK 615	Retailing
MARK 644	Strategic Marketing in Creative Industries
MARK 677	Marketing Researches
SMO 634	Technology and Global Competition
HRM 602	International Business Ethics and Corporate Governance
BUEC 644	International Business environment
BLAW 642	International Business Law
BLAW 631	Legal Aspects of Management
SMO 607	Managing Chang in Organizations

Capstone – Topics related to Marketing