“TƏSDİQ EDİR” APPROVED BY UNEC

rektoru prof. Ə.C.Muradov rector (imza/signature) prof. A.J. Muradov

“ ” 2022 il //**year Elmi Şuranın qərarı**

Decision of the Scientific Council

**AZƏRBAYCAN RESPUBLİKASININ TƏHSİL NAZİRLİYİ MINISTRY OF EDUCATION THE REPUBLIC OF AZERBAIJAN AZƏRBAYCAN DÖVLƏT İQTİSAD UNİVERSİTETİ (UNEC) AZERBAIJAN STATE UNIVERSITY OF ECONOMICS**

**UNEC BİZNES MƏKTƏBİ / UNEC BUSINESS SCHOOL MBA PROQRAMI / MBA PROGRAM**

TƏDRİS PLANI

**CURRICULUM**

# FORMA №1 FORM # 1

**İxtisasın adı: Biznesin idarə edilməsi Name of specialty: Business Administration**

**İxtisaslaşma: Biznesin təşkili və idarə edilməsi (Rəqəmsal marketinq üzrə)**

“ ” 2022 il/**year** (protokol № )

protocol #

(magistr səviyyəsi üçün/ for master's degree) **Specialization: Business Organization and Management (Digital Marketing)**

Təhsil müddəti: 2 il / Duration of Studies: 2 years

# TƏDRİS PROSESİNİN QRAFİKİ / SCHEDULE OF EDUCATIONAL PROCESS

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Sentyabr September** | **29****IX 5****X** | **Oktyabr October** | **27****X 2****XI** | **Noyabr November** | **Dekabr December** | **29****XII 4****I** | **Yanvar January** | **26****I 1****II** | **Fevral February** | **23****II 1****III** | **Mart March** | **30****III 5****VI** | **Aprel April** | **27****IV 3****V** | **May May** | **İyun June** | **29****VI 5****VII** | **İyul July** | **27****VII 2****VIII** | **Avqust August** |
| **1****7** | **8****14** | **15****21** | **22****28** | **6****12** | **13****19** | **20****26** | **3****9** | **10****16** | **17****23** | **26****30** | **1****7** | **8****14** | **15****21** | **22****28** | **5****11** | **12****18** | **19****25** | **2****8** | **9****15** | **16****22** | **2****8** | **9****15** | **16****22** | **23****29** | **6****12** | **13****19** | **20****26** | **4****10** | **11****17** | **18****26** | **25****31** | **1****7** | **8****14** | **15****21** | **22****28** | **6****12** | **13****19** | **20****26** | **3****9** | **10****16** | **17****23** | **26****30** |
| **1** | **-** | **-** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** | **=** | **=** | **=** | **=** | **=** | **=** |
| **2a** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** |  |  |  |  |  |  |  |  |
| **2b** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** |  |  |  |  |  |  |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ŞƏRTİ İŞARƏLƏR: SYMBOLS** | **NƏZƏRİ TƏLİM THEORETICAL TRAINING** | **İMTAHAN SESSİYASI EXAM SESSION** | **MAGİSTR DİSSERTASİYASININ HAZIRLANMASI VƏ MÜDAFİƏSİ PREPARATION AND DEFENSE OF MASTER'S DISSERTATION** | **TƏTİL****Vacation** |
|  |  | **:** | **\*** | **=** |

1. **TƏDRİS PROSESİNİN PLANI CURRICULUM**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sıra № Row #** | **Fənnin şifri Course Code** | **Fənlərin adı Courses Name** | **Kreditin sayı Credits ECTS** | **Ümumi saatlar Total Hours** | **Auditoriyadan kənar saatlar****Out of Class Hours** | **Auditoriya saatları Class Hours** | **Fənnin tədrisi nəzərdə tutulan semestr (payız və ya yaz)****Fall or Spring Semester** | **Həftəlik dərs yükü****Weekly Course Load** |
|  | **ÜMUMİ FƏNLƏR a) Dissertasiya işi yazanlar üçün – For those who write dissertation****CORE COURSES b) Dissertasiaya işi yazmayanlar üçün – For those who do not write dissertation** | 1. **90**
2. **60**
 | 1. **1800**
2. **1800**
 | 1. **1560**
2. **1560**
 | 1. **240**
2. **240**
 |  |  |
| **1** | **SMO 652** | **Liderlik və təşkilati davranış****Leadership and Organizational Behavior** | **7.5** | **225** | **195** | **30** | **P/F– 1** | **2** |
| **2** | **ECON 503** | **Menecment iqtisadiyyatı Managerial Economics** | **7.5** | **225** | **195** | **30** | **P/F– 1** | **2** |
| **3** | **MGTSC 501** | **Biznes və iqtisadiyyat üçün statistika Statistics for Business and Economy** | **7.5** | **225** | **195** | **30** | **P/F– 1** | **2** |
| **4** | **MARK 532** | **Marketinq menecmenti Marketing Management** | **7.5** | **225** | **195** | **30** | **P/F– 1** | **2** |
| **5** | **MARK 502** | **Rəqəmsal marketinq strategiyası Digital Marketing Strategy** | **7.5** | **225** | **195** | **30** | **Y/S– 1** | **2** |
| **6** | **MARK 520** | **Rəqəmsal marketinq Digital Marketing** | **7.5** | **225** | **195** | **30** | **Y/S– 1** | **2** |
| **7** | **MARK 528** | **Rəqəmsal markalanma Digital Marking** | **7.5** | **225** | **195** | **30** | **Y/S– 1** | **2** |
| **8** | **MARK 660** | **Sosial media marketinqi Social Media Marketing** | **7.5** | **225** | **195** | **30** | **Y/S– 1** | **2** |
| **9a** |  | **Dissertasiya işi Dissertation** | **30** |  |  |  | **Y/S – 2** |  |
|  |  |  |  |  |  |  |  |  |
|  | **SEÇMƏ FƏNLƏR - ELECTIVE COURSES** |  |  |  |  |  |  |
|  | **a) dissertasiya işi yazanlar üçün - 4 (dörd) fənn / For those who write dissertation – 4 courses** | **a) 30** | **a) 900** | **a) 780** | **a) 120** |  |  |
|  | **b) dissertasiaya işi yazmayanlar üçün - 8 (səkkiz) fənn / For those who do not write dissertation - 8 courses** | **b) 60** | **b) 1800** | **b) 1560** | **b) 240** |  |  |
|  |  |  |  |  |  |  |  |
| **1** | **MARK 532** | **Kontent marketinq Content Marketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **2** | **MARK 538** | **Mobil marketinq Mobile Marketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **3** | **MARK 540** | **Elektron poçt marketinq Email Marketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **4** | **MARK 641** | **E-kommersiya E-commerce** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **5** | **MARK 645** | **Web analitikası Web Analytics** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **6** | **MARK 648** | **Axtarış sistemlərində marketinq Search Engine Marketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **7** | **MARK 625** | **Marketinq analitikası Marketing Analytics** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **8** | **MARK 624** | **Telemarketinq Telemarketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **9** | **MARK 530** | **Beynəlxalq marketinq International Marketing** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **10** | **MARK 644** | **Kreativ sənayedə strateji marketinq Strategic Marketing in the Creative Industry** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **11** | **MARK 632** | **Qiymət strategiyası Price Strategy** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **12** | **MARK 643** | **Satışın idarə edilməsi Sales Management** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **13** | **MARK 615** | **Pərakəndə satış Retail** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **14** | **MARK 647** | **Xidmət sahələrinin marketinqi Marketing of Service Areas** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **15** | **HRM 605** | **İnsan resurslarının idarə edilməsi Human Resources Management** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **16** | **SMO 610** | **Layihələrin idarə edilməsi Project Management** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **17** | **ACCTG 503** | **Maliyyə uçotu (FA) Financial Accounting (FA)** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **18** | **ACCTG 502** | **İdarəetmə uçotu (MA) Management Accounting (MA)** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **19** | **SMO 623** | **Sahibkar menecer****The Entrepreneurial Manager** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **20** | **BLAW 642** | **Biznes hüququ (BL) Business Law (BL)** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **21** | **FIN 645** | **Korporativ maliyyə Corporate Finance** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **22** | **SMO 634** | **Texnologiya və qlobal rəqabət** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **Technology and Global Competition** |  |  |  |  |  |  |
| **23** | **HRM 602** | **Beynəlxalq biznes etikası və korporativ idarəetmə International Business Ethics and Corporate Governance** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **24** | **MIS 521** | **İdarəetmənin informasiya sistemləri Information Management Systems** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **25** | **SMO 512** | **Strategiya Strategy** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |
| **26** | **RES 620** | **Qərarqəbuletmədə tədqiqat metodları Research Methods in Decision Making** | **7.5** | **225** | **195** | **30** | **Y/P /F/S– 2** | **2** |

1. **a) TƏLİM HAQQINDA MƏLUMAT (Dissertasiya işi yazanlar üçün) / TRAINING INFORMATION (For those who write dissertation)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Tədris ili Academic Year** |  | **Kredit Credit** | **Nəzəri təlim (həftə) Theoretical Training (weeks)** | **İmtahan (həftə) Exam (week)** | **İmtahanların sayı Number of Exams** | **Dissertasiya işi (həftə) Dissertation (week)** | **Tətil Vacation** |
| **I** | **P/F – 1** | **60** | **30** | **30** | **15** | **10** | **5** | **8** | **4** | **0** | **0** | **12** | **2** |
| **Y/S – 1** | **30** | **15** | **5** | **4** | **0** | **10** |
| **II** | **P/F – 2** | **60** | **30** | **30** | **15** | **10** | **5** | **4** | **4** | **15** | **0** | **2** | **2** |
| **Y/S– 2** | **30** | **15** | **5** |  | **15** | **0** |
| **Сəmi: Total:** |  | **120** | **60** | **20** | **12** | **15** | **14** |

**III. b) TƏLİM HAQQINDA MƏLUMAT (Dissertasiya işi yazmayanlar üçün) /** / **TRAINING INFORMATION (For those who do not write dissertation)**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Tədris ili Academic Year** |  | **Kredit Credit** | **Nəzəri təlim (həftə) Theoretical Training (weeks)** | **İmtahan (həftə) Exam (week)** | **İmtahanların sayı Number of Exams** | **Dissertasiya işi (həftə) Dissertation (week)** | **Tətil Vacation** |
| **I** | **P/F – 1** | **60** | **30** | **30** | **15** | **10** | **5** | **8** | **4** | **0** | **0** | **12** | **2** |
| **Y/S – 1** | **30** | **15** | **5** | **4** | **0** | **10** |
| **II** | **P/F– 2** | **60** | **30** | **30** | **15** | **10** | **5** | **8** | **4** | **0** | **0** | **2** | **2** |
| **Y/S – 2** | **30** | **15** | **5** | **4** | **0** | **0** |
| **Сəmi: Total:** |  | **120** | **60** | **20** | **16** | **0** | **14** |

TƏQDİM EDİR: PRESENTED BY:

Tədris üzrə prorektor / Vice Rector for Education dos. G. C.Musayev / G. J. Musayev Tədris-Metodiki Mərkəzinin direktoru / Director of the Training-Methodical Center dos. E. H. Azadov / E. H. Azadov UNEC Biznes Məktəbinin direktoru / Director of UNEC Business School dos. N. Ö. Hacıyev / N. O. Hajiyev