“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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|  | **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** |
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| **2a** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** | **\*** |  |  |  |  |  |  |  |  |
| **2b** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** | **=** | **=** |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | **:** | **:** | **:** | **:** | **:** |  |  |  |  |  |  |  |  |

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| **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** |
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1. **TƏDRİS PROSESİNİN PLANI CURRICULUM**

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| **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** |

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|  |  | **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)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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)**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| **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