

Identification	Subject (code, title, credits)	BSA 310 Fundamentals of Business - 3KU credits (6ECTS)
	Department	Economics and Management
	Program (undergraduate, graduate)	Undergraduate
	Term	Fall 2026
	Instructor	Gunel Aghajanova
	E-mail:	
	Classroom/hours	
	Office hours	By appointment
Prerequisites	ECON 101 Introduction to Economics	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	Textbook: 1) Gitman, L. J., McDaniel, C., Shah, A., Reece, M., Koffel, L., Talsma, B., & Hyatt, J. C. (2026). <i>Introduction to Business 2e</i>. OpenStax, Rice University. Optional: 2) Karen Collins <i>An Introduction to Business Virginia College-2008</i> 3) Skripak, S. J., & Poff, R. (2022). <i>Fundamentals of Business</i> (4th ed.). Virginia Tech Publishing. Additional Books & materials 4) Daft, R. L. (2026). <i>Management</i> (15th ed.). Cengage Learning. 5) Scarborough, N. M., & Cornwall, J. R. (2025). <i>Essentials of Entrepreneurship and Small Business Management</i>, Global Edition (10th ed.). Pearson. 6) Aghajanova, G., & Yusuf, R. (2024). The impact of ERP systems on enterprise management: A comparative analysis of global practices and Azerbaijan. <i>Proceedings of the 5th International Khazar Scientific Research and Innovation Congress. (article)</i> Online resources: 1) https://openstax.org/books/introduction-business-2e/pages/1-introduction?utm 2) https://learn.saylor.org/mod/page/view.php?id=89177 Course reading is mainly composed of book chapters and articles. Additional information will be distributed either electronically or delivered in printed forms.	
Course website	N/A	
Course outline	This course provides a comprehensive introduction to the fundamental concepts and functions of business in today's dynamic global environment. It explores the role of business in society, the principles of entrepreneurship, business ownership, management, leadership, human resource management, marketing, accounting, finance, and information systems. Students will examine how organizations operate, make strategic decisions, and respond to ethical, technological, and economic challenges. Through lectures, case studies, and practical discussions, the course develops a solid foundation in business principles and prepares students for further studies in business and management disciplines.	
Course objectives	The main objective of this course is to provide students with a solid foundation in the fundamental principles and functions of business in today's dynamic	

	global environment. The course aims to develop students' understanding of business organizations, entrepreneurship, management, marketing, human resource management, accounting, finance, and information systems. It will also help students understand how businesses operate, make strategic decisions, respond to ethical and social responsibilities, and adapt to technological and economic changes. By the end of the course, students will be equipped with the essential knowledge and analytical skills required for further studies in business and management, as well as for future professional careers.		
Learning outcomes	Upon successful completion of this course, students will be able to: • Differentiate between various types of businesses, including small and large, domestic and international, established and start-up organizations. • Explain the fundamental principles of entrepreneurship, business ownership, and new venture creation. • Demonstrate an understanding of leadership, teamwork, and employee behavior in organizational settings. • Describe the role of banking and financial institutions in supporting business activities. • Apply basic principles of accounting and financial management to business decision-making. • Develop a basic business plan by integrating fundamental business concepts and entrepreneurial ideas. • Make informed decisions regarding future academic and career opportunities in business and management.		
Teaching methods	Interactive Lectures		x
	Group discussion		x
	Case analysis		x
	Simulation		x
Evaluation	Methods	Description and deadline	Percentage (%)
	Midterm Exam	8 th week	30
	Case studies	During semester	5
	Attendance	Throughout the semester	5
	Project	Business Plan, 14 th week	10
	Presentation	Business Plan, 15 th week	15
	Final Exam	16 th week	35
	Total		100
Policy	Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam. Students are expected to prepare for and actively participate in class discussions. Case studies: There will be five case studies throughout the course. It is intended to encourage critical thinking for learners to develop responses regarding the application of concepts. Each case study will be 1 point. Project: Students will be divided into teams, and each team will be required to write a 15–20-page business plan. Teams will work on a business idea during class and will continue turning that idea into a new venture after the class. Presentation: (20 min) and discussions will be graded based on the depth of analysis and quality of teams' presentation and participation. Artificial Intelligence (AI) Use Policy: Students may use generative AI tools (e.g., ChatGPT, Gemini, or similar tools) as supplementary learning aids for		

		brainstorming, idea generation, language improvement, and understanding course concepts. However, AI-generated content must not replace the student's own analysis, critical thinking, or original work. Students are responsible for verifying the accuracy and reliability of any AI-assisted content. When AI tools are substantially used in an assignment or project, their use must be clearly acknowledged. Submitting fully AI-generated work as one's own, using AI during examinations unless explicitly permitted, or presenting fabricated AI-generated information or references is considered a violation of academic integrity. The instructor may ask students to explain, discuss, or defend any submitted work to demonstrate their understanding and authorship.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Understanding economic system and Business Environment	Chapter 1, page 9
2		Making Ethical Decisions and Managing a Socially Responsible Business Case Study	Chapter 2, page 53
		Competing in the Global Marketplace Case Study	Chapter 3, page 77
3		Forms of Business Ownership	Chapter 4, page 115
4		Entrepreneurship: Starting and Managing Your Own Business Buying Existing Business, Licencing, Franchising Case Study	Chapter 5, page 151
5		Management Process,types of managers	Chapter 6, page 187
		Leadership and Desicion making Case Study	Book 1. Chapter 6, page 207 Book 3. Chapter 15, page 510
6		Managing Human Resources and Labor Relations Achieving High Performance Through Human Resources Management. Employee Recruitment, Selection	Chapter 8, page 251
7		Managing Human Resources and Labor Relations Training and Development	Chapter 9, page 295
8		Midterm Exam	
9		Principles of Marketing. Identifying 4P's, Advertising Case Study	Chapter 11, page 361
		Strategic management:Setting goals and formulating strategy	Book 3. Chapter 8, page 248
10		The Role of Accounting in Business	Chapter 14, page 471
13		Understanding Money and Financial Institution	Chapter 15, page 509
14		Digital Transformation in Business: ERP Systems and Artificial Intelligence	Chapter 13, page 437

			Additional reading: Source 6. Aghajanova & Yusufov (2024)
15		Business Plan Presentations	
16		Final Exam	