

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>BSA 310</b> Fundamentals of Business - 3KU credits (6ECTS)	
	<b>Department</b>	Economics and Management	
	<b>Program (undergraduate, graduate)</b>	Undergraduate	
	<b>Term</b>	Fall 2023	
	<b>Instructor</b>	Salman Babazade	
	<b>E-mail:</b>	salman.babazada@khazar.org	
	<b>Classroom/hours</b>	507 old	
	<b>Office hours</b>	By appointment	
<b>Prerequisites</b>	<b>ECON 101</b> Introduction to Economics		
<b>Language</b>	English		
<b>Compulsory/Elective</b>	Compulsory		
<b>Required textbooks and course materials</b>	Essentials of Entrepreneurship and Small Business Management, Ninth Edition, Global Edition, Norman M. Scarborough, Jeffrey R. Cornwall, Pearson Education Limited 2019		
<b>Course website</b>	N/A		
<b>Course outline</b>	Entrepreneurship is fast-growing and ever-changing discipline. People of all ages, backgrounds, all nationalities are launching businesses of their own and in the process are reshaping the world’s economy. The purpose of this course is to open students’ mind to possibilities, challenges and rewards of owning their own businesses and to provide tools they will need to be successful if they choose the path of the entrepreneur. It is not an easy road to follow, but the rewards – both tangible and intangible- are well worth the risks. Not only may you be rewarded financially for your business ideas, but also like entrepreneurs the world over, you will be able to work at something you love!		
<b>Course objectives</b>	The main objective of this course is to lay the foundation for a solid understanding of the entrepreneurship concept and to serve as a practical guide to successfully launching and growing an entrepreneurial venture. This course will help students to understand the right way to launch and manage small business with the staying power to succeed and grow. It will also help students who want to become a successful innovator within their organization as well as those who plan to be entrepreneurs creating successful new ventures.		
<b>Learning outcomes</b>	The learning outcomes of this course are as follows: <ul style="list-style-type: none"><li>• To possess a well-grounded understanding of essential entrepreneurial business principals.</li><li>• To develop an understanding of important business issues as they relate to new ventures.</li><li>• To identify, appreciate, and assess the knowledge, attitudes, and skills of an entrepreneur.</li><li>• To study and observe entrepreneurial settings and entrepreneurial role models through exposure to actual business settings and experiences.</li><li>• To have an expanded awareness of the resources available for creating a business plan.</li><li>• To establish a level of confidence in creating a business plan as a tool to assess, create and communicate a business concept.</li></ul>		
<b>Teaching methods</b>	Lecture		x
	Group discussion		x
	Case analysis		x
	Simulation		x
<b>Evaluation</b>	<b>Methods</b>	<b>Description and deadline</b>	<b>Percentage (%)</b>
	<b>Attendance</b>		5
	<b>Case studies</b>	During semester	5
	<b>Midterm Exam</b>	8 <sup>th</sup> week	30
	<b>Project</b>	Business Plan, 14 <sup>th</sup> week	10
	<b>Presentation</b>	Business Plan, 15 <sup>th</sup> week	10
	<b>Final Exam</b>	16 <sup>th</sup> week	40
	<b>Total</b>		<b>100</b>
<b>Policy</b>	<b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam. Students are expected to prepare for and actively participate in class discussions.		

		<p><b>Case studies:</b> 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.</p> <p><b>Project:</b> 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.</p> <p><b>Presentation</b> (20 min) and discussions will be graded based on the depth of analysis and quality of teams’ presentation and participation.</p>	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		The Foundations of Entrepreneurship <b>Case Study</b>	Chapter 1, page 25
2		Creativity and Innovation: Keys to Entrepreneurial Success	Chapter 3, page 115
3		Forms of Business Ownership <b>Case Study</b>	Chapter 6, page 255
4		Buying an Existing Business	Chapter 7, page 278
5		Franchising and the Entrepreneur <b>Case Study</b>	Chapter 8, page 315
6		Conducting a Feasibility Analysis and Designing a Business Model	Chapter 4, page 169
7		Crafting a Business Plan and Building a Solid Strategic Plan	Chapter 5, page 201
8		<b>Midterm Exam</b> Building a Powerful Bootstrap Marketing Plan	Chapter 9, page 360
9		E-Commerce and the Entrepreneur <b>Case Study</b>	Chapter 10, page 401
10		Pricing and Credit Strategies	Chapter 11, page 456
11		Creating a Successful Financial Plan <b>Case Study</b>	Chapter 12, page 496
12		Sources of Financing: Equity and Debt	Chapter 15, page 635
13		Global Aspects of Entrepreneurship	Chapter 16, page 681
14		Ethics and Social Responsibility: Doing the Right Thing	Chapter 2, page 77
15		<b>Business Plan Presentations</b>	
16		<b>Final Exam</b>	