

Identification	Subject (code, title, credits)	BSA 310 Fundamentals of Business - 3KU credits (6ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2024	
	Instructor	Ayaz Museyibov	
	E-mail:	ayaz.museyibov@khazar.org	
	Classroom/hours	405N/Tuesday, 19:00-21:00	
	Office hours	By appointment	
Prerequisites	ECON 101 Introduction to Economics		
Language	English		
Compulsory/Elective	Compulsory		
Required textbooks and course materials	Main textbook: Essentials of Entrepreneurship and Small Business Management, Ninth Edition, Global Edition, Norman M. Scarborough, Jeffrey R. Cornwall, Pearson Education Limited 2019. Additional materials: Richard L. Daft (2016). Management. 12th ed. Thomson South Western.		
Course outline	This course introduces students to the dynamic and ever-evolving field of entrepreneurship. Students will explore the fundamentals of starting and managing a business, gain insight into the mindset of entrepreneurs, and learn about the opportunities and challenges involved in launching a business. The course is designed to provide practical tools and knowledge needed for students to embark on the entrepreneurial journey, while highlighting the risks and rewards of entrepreneurship. By the end of the course, students will be equipped with the basic skills to develop a business idea and take steps toward making it a reality.		
Course objectives	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 a small business with the staying power to succeed and grow. It will also help students who aspire to become successful innovators within their organizations, as well as those who plan to become entrepreneurs creating successful new ventures.		
Learning outcomes	The learning outcomes of this course are as follows: <ul style="list-style-type: none"> • Possess a well-grounded understanding of essential entrepreneurial business principles, including the fundamentals of starting and managing a business. • Develop a comprehensive understanding of key business issues related to new ventures, such as financing, marketing, and operational challenges. • Identify, appreciate, and assess the knowledge, attitudes, and skills required to be a successful entrepreneur, including risk-taking, innovation, and adaptability. • Study and observe real entrepreneurial settings and role models through exposure to actual business environments and experiences, allowing for practical application of theoretical knowledge. • Have an expanded awareness of the resources and tools available for creating a viable business plan, including market research, financial projections, and strategic planning. • Establish a level of confidence in creating a business plan as a practical tool to assess, create, and communicate a business concept effectively, preparing students for real-world entrepreneurial ventures. 		
Teaching methods	Lecture		x
	Group discussion		x
	Case analysis		x
	Simulation		x
Evaluation	Methods	Description and deadline	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Quizzes/Case	During semester	10
	Project/Presentation	Business Plan, 15 th week	10
	Final Exam	TBA	40
	Total		100
Policy	Attendance: 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>Quizzes: There will be 2 quizzes throughout the course. It is intended to encourage critical thinking for learners to develop responses regarding the application of concepts. Each quiz will be 5 points.</p> <p>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.</p> <p>Presentation (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	Chapter 1, page 25
2		The World of Innovative Management	Chapter 2, Page 2 (Richard L. Daft. 2016. Management. 12th ed. Thomson South Western.)
3		Creativity and Innovation: Keys to Entrepreneurial Success	Chapter 3, page 115
4		Forms of Business Ownership	Chapter 6, page 255
5		Buying an Existing Business	Chapter 7, page 278
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		Midterm Exam	
9		Creating a Successful Financial Plan	Chapter 12, page 496
10		Managing Cash Flow	Chapter 13, page 534
11		Sources of Financing: Equity and Debt	Chapter 15, page 635
12		Building a Powerful Bootstrap Marketing Plan	Chapter 10, page 401
13		E-Commerce and the Entrepreneur	Chapter 9, page 360
14		Pricing and Credit Strategies	Chapter 11, page 456
15		Business Plan Presentations	
16		Final Exam	