

**THE MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN**

**KHAZAR UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

Speciality code and name: **060409 Marketing**

**CURRICULUM**

<b>№</b>	<b>Course code</b>	<b>Course name</b>	<b>ECTS</b>	<b>Prerequisites</b>
<b>Required core courses</b>			<b>42</b>	
1	ACC 801	Financial Accounting	6	None
2	MGT 800	Applied Business Statistics	6	None
3	ECON 830	Managerial Economics	6	None
4	MKT 801	Marketing Management	6	ECON 830
5	ACC 840	Management and Cost Accounting	6	ACC 801
6	FIN 830	Financial Management	6	ACC 801
7	MGT 860	Strategic Management	6	ECON 830, MKT 801
<b>Concentration courses (five courses can be chosen)</b>			<b>30</b>	
1	MKT 846	Consumer Behavior	6	MKT 801
2	MKT 837	Service Marketing	6	MKT 801
3	MKT 855	Marketing Research	6	MKT 801
4	MKT 810	Marketing Policy	6	MKT 801
5	MKT 820	Marketing Analysis and Strategies	6	MKT 801, MKT 846, MKT 855
6	MKT 838	Advertising Strategy	6	MKT 801, MKT 855
7	MKT 853	Digital Marketing Strategy	6	MKT 801, MKT 855
8	MKT 850	International Marketing	6	MKT 801
9	MKT 860	Brand Management	6	MKT 801
<b>Electives (recommendations from a wide range of courses. Three courses can be chosen)*</b>			<b>18</b>	
1	MGT 810	Strategic Business Communication	6	None
2	MGT 835	Entrepreneurship and Enterprise	6	None
3	PMGT 810	Project Management Framework	6	None
4	MGT 840	Legal and Ethical Environment of Business	6	None
5	MGT 830	Organizational Behavior	6	None
6	MGT 850	Operations Management and Logistics	6	ECON 830, MGT 800
7	IB 820	International Business	6	ECON 830
8	MGT 828	International Management	6	ECON 830
9	LAW 810	International Business Law	6	None
10	PMGT 865	Strategic Project Management	6	PMGT 810
11	MGT 890	Global Supply Chain Management	6	ECON 830

**Required credits: 90**

Note: The Master students are able to select an MBA Thesis as their culminating experience in the program. If a student chooses to write a thesis, it will normally be valued at 12 ECTS.

\* Students can choose additional elective courses in their areas of interest from all disciplines in consultation with advisor.