

Module description

Field of study HES-SO Business, Management and Services
Degree course Master of Science in Business Administration

1 Title of module **Analyzing the Caucasian and Central Asian Market** **2023-2024**

Code E.MScBA.390.OB31.E.22	Type of course * <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
Level <input type="checkbox"/> Basic module <input type="checkbox"/> Further studies module <input checked="" type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	Description <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	Type of module <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	Time schedule <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Spring semester <input checked="" type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

2 Organisation

ECTS Value 5	Language <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English	
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3 Prerequisites

The following module(s) must have been validated
 The following module(s) must have been attended
 none
 other

Other prerequisites

4 Skills to be gained / general learning objectives

Upon completion of the course unit, students will be able to:

- Master key data on the economic situation of the Caucasus and Central Asian region and know its business environment
- Analyze a business environment in Azerbaijan
- Transpose concepts to real-life applications while using appropriate tools

5 Teaching and content

Part 1. Analysis of macroeconomic environment in Azerbaijan: General overview and important Businesses spheres. An analysis of the Azerbaijani economy's numerous aspects is provided in this course. The macroeconomic state of the country, economic policies, and different sectors of economy will be covered in this section of the course. The potential of oil and non-oil sectors will also be covered in this course.

Part 2. Extensive analysis of Banking Environment: Assessing the attractiveness and development of the Azerbaijani banking sector. This module aims to reflect the activity of the banking sector of Azerbaijan. Central bank policies and development, transformation in the banking sector will be described in this course. Group discussions will include SWOT analysis of current activities and comparison with other countries.

Part 3. Potential and current foreign investment opportunities for collaboration with Swiss companies. This course aims to cover the opportunities for foreign investments for foreign countries especially Swiss firms in Azerbaijan. The module conducts green transformation in foreign investments of the Azerbaijani Economy and describes investment activities of local companies. The course will examine the potential collaboration between Swiss companies and Azerbaijan for investment activities.

Teaching methods: includes lectures, active discussions, team works, and presentations.

6 Assessment and validation methods

Written exam

7 Reassessment requirements * **7a Reassessment requirements (if module is repeated) ***

<input checked="" type="checkbox"/> reassessment possible <input type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)	<input type="checkbox"/> reassessment possible <input checked="" type="checkbox"/> no reassessment <input type="checkbox"/> other (please specify below)
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other reassessment modalities

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8 **Remarks**

9 **Bibliography**

10 **Teaching staff**

Name of head of module *
Julia Wirth

Description validated on *
13.09.2023

Description validated by *
Lukas Baschung