

O‘ZBEKISTON RESPUBLIKASI
OLIY TA‘LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
SAMARQAND DAVLAT ARHITEKTURA – QURILISH UNIVERSITETI

“KELISHILGAN”
O‘quv ishlari bo‘yicha
prorektor _____
M.T. Shodmonqulov
Ro‘yxatga olindi: № 201A
«29» avgust 2025 yil



XALQARO MARKETING

FAN DASTURI

Bilim sohasi:	400000	Biznes, boshqaruv va huquq
Ta‘lim sohasi:	410000	Biznes va boshqaruv
Ta‘lim yo‘nalishi:	60411300	Biznesni boshqarish (tarmoqlar bo‘yicha)

Samarqand – 2025

Kurs ma'lumotlari
Course Information Form

Modul kodi Code BIZ3130	O'quv yili 2025-2026	Semestr 6	ECTS – Kreditlar 4		
Modul turi Majburiy	Ta'lim tili O'zbek/rus		Auditoriya soatlari		Mustaqil ta'lim (soat/hafta) Independent Education (hour/week)
Fan nomi Title	Jami yuklama	Ma'ruza (soat/hafta) Lecture (hour/week)	Amaliy (soat/hafta) Practical (hour/week)	Laboratoriya (soat/hafta) Laboratory (hour/week)	
Xalqaro marketing	120	4	-	-	4

Dastlabki shart Prerequisite	Yo'q None
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Semestr Semestr	Bahorgi Spring
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Kurs tili Course language	O'zbek, Ingliz, Rus Uzbek, English, Russian
O'quv kursi Level of Course	Uchinchi kurs Third Cycle
Ta'lim yo'nalishlari Course type	60411300 – Biznesni boshqarish (tarmoqlar bo'yicha)
Kurs toifasi Course Category	Asosiy Core Courses
Dars shakli Mode of Delivery	An'anaviy (Yuzma – yuz muloqot) Face – to – face

Ma'sul kafedra Owner academic unit	Biznesni boshqarish Business administration
Kursga ma'sul Course Coordinator	Sh.N.Jumanov
O'qituvchilar Instructor(s)	Z.A. Mirzayev
Yordamchilar Asistant(s)	R.T. Murodov

Fanni o'qitishdan maqsad Course objectives	Talabalarni xalqaro marketing, bozordagi talab va taklifning shakillanishi, marketing mixni tashkil etish tushunchalar haqida nuqtai nazar. Students' views on the concepts of international marketing, the formation of market demand and supply, and the organization of the marketing mix.
Fanning mazmuni Course content	Marketing va tashkilotning asosiy masalalari: marketing evolyutsiyasi, menejment maktablari, sotish kanallari (rejalashtirish, tashkil etish, yetakchilik, muvofiqlashtiruvchi, nazorat qilish), miqdoriy maktsifatni taminlashda (qaror qabul qilish usullari), xatti-harakatlar, maktab (aloqa, motivatsiya,

	<p>etakchilik, inson resurslari), kelajagi, boshqaruv</p> <p>The main issues of marketing and organization: marketing evolution, management schools, sales channels (planning, organization, leadership, coordination, control), quantitative quality assurance (decision-making methods), behavior, school (communication, motivation, leadership, human resources), future, management.</p>
<p>Tavsiya qilingan yoki talab qilinadigan adabiyotlar ro'yxati Recommended Or Required Reading</p>	<p>Asosiy adabiyotlar:</p> <ol style="list-style-type: none"> 1. Z.T.Gaibnazarov, X.T.Buriyev. Qurilishda marketing. Darslik. Toshkent. 2021 y. 2. Qosimova M.S., Ergashxodjayeva Sh.J. Marketing. O'quv qo'llanma.-T.: TDIU, 2016. - 125 b. 3. Ikramov M.A., Abduxalilova L.T., Nabiyeva N.M. Marketing tadqiqotlari. O'quv qo'llanma. -T.: TDIU, 2017. - 145 b. 4. Miraxmedov M. Marketingni tashkil etish va boshqarish. O'quv qo'llanma. TAQI. 20215. 5. Qosimova M.S., Abduhalilova L.T. Marketing tadqiqotlari. O'quv qo'llanma. - T.: TDIU, 2016.-157 b. <p>Qo'shimcha adabiyotlar:</p> <ol style="list-style-type: none"> 6. G'ulomov S.S., Qosimov G'.M. Marketing ilmiy tadqiqot metodologiyasi. Darslik. – T.: TDIU, 2017.-145b. 7. Salomov S. Marketingni boshqarish (darslik). 2015. 8. Гусева М., Коготкова И. Маркетинг в строительстве М.: “Книжный мир”, 2017. <p>O'ZBEKISTON RESPUBLIKASI PREZIDENTINING FARMONI</p> <ol style="list-style-type: none"> 1. O'zbekiston Ryepublikasini yanada rivojlantirish bo'yicha harakatlar strategiyasi to'g'risida. (O'zbekiston Respublikasi qonun hujjatlari to'plami, 2017 y., 6-son, 70-modda) 2. O'zbekiston Respublikasi Prezidentining 2020 - yil 6 – noyabrdagi “O'zbekistonning yangi taraqqiyot davrida ta'lim - tarbiya va ilm - fan sohalarini rivojlantirish chora tadbirlari to'g'risida” gi PF - 6108 - son farmoni. <p>Axborot manbaalari</p> <ol style="list-style-type: none"> 3. http://www.gov.uz– O'zbekiston Respublikasi xukumati portali. 4. www.pedagog.uz 5. www.apkpro.ru/content/view 6. www.prometeus.nsc.ru/contents/books/slasten 7. www.relarn.ru/conf/conf2007 8. http://vilenin.narod.ru/Mm/Books/ 9. http://www.allmath.ru/
<p>Tavsiya etilgan qo'shimcha dasfur komponentlari Recommended Optional Program Components</p>	<p>Yo'q\ (bor bo'lsa yoziladi)</p> <p>None</p>

Kursni o'rganish natijalari
Course learning outcomes

1	Ushbu kursni muvaffaqiyatli tamomlagan talabalar fan dasturi bo'yicha chuqur amaliy va nazariy bilimlarga ega bo'ladilar; Students who successfully complete this course; they will have in-depth practical and theoretical knowledge of the science program;
2	Globallashuv sharoitida marketing va uni boshqarish ko'nikmalariga ega bo'lishi kerak; Must have international marketing and management skills in the conditions of globalization;
3	Talaba global miqyosda fikrlash, xorijda tadbirkorlik sharoitlariga tez moslashishni qo'llay oladi; The student can use global thinking, quick adaptation to business conditions abroad;
4	Mamlakatni modernizatsiyalash, demokratik bozor islohotlarini va iqtisodiyotini liberallashtirishni yanada chuqurlashtirish; Modernization of the country, further deepening of democratic market reforms and economic liberalization.
5	Talabalar xalqaro marketing tamoyillari, marketing konsepsiyalari mahsulot assortimentini yangilashni o'rganaadilar; Students learn the principles of marketing, marketing concepts to update the product range;
6	O'z fikr-mulohaza va xulosalarini asosli tarzda aniq bayon eta olish malakalariga ega bo'ladilar. They will have the skills to express their opinions and conclusions clearly.

No	Nazariy qism (ma'ruza mashg'ulotlari) Fan tarkibiga quyidagi mavzular kiradi:	Resurslar Related preparation
1.	Xalqaro marketing fanining predmeti mazmuni va vazifalari. Marketing tushunchasi va mohiyati. Marketingni hozirgi zamon ta'riflari va bozor iqtisodiyoti sharoitida tutgan o'rni.	1 - adabiyot (I-bob)
2.	Xalqaro marketing tamoyillari, vazifalari, funksiyalari va turlari. Marketingning asosiy tamoyillari, Marketingning vazifalari. Talabning xolati va uning rivojlanishiga kura marketing turlari	1,4-adabiyotlar
3.	Xalqaro bozor imkoniyatlarini baholash. Xalqaro marketing tadqiqotlarining kengligi va ko'lami. Marketing tadqiqotlarini o'tkazish uchun javobgarlik Heriot-Watt University	https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf
4.	Xalqaro marketingda axborot. Axborot-marketingning poydevoridir. Axborot tizimi. Axborot turlari va ularni turkumlash	1, 2, 5, - adabiyotlar
5.	Rivojlanayotgan bozorlar va bozor xatti-harakatlari. Rivojlanayotgan mamlakatda marketing. Bozor xulq-atvorini o'zgartirish va bozor segmentatsiyasini o'rganish bo'yicha xulosa Heriot-Watt University	https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf
6.	Xalqaro bozor konyukturasini. Bozor kon'yunkturasi xakida tushuncha.Bozor kon'yunkturasi xolati va kelgusida rivojlanish kursatkichlari xamda baxolash uslublari	1, 2,7 – adabiyotlar
7.	Ko'p millatli bozor hududlari va bozor guruhlari. Ko'p millatli hamkorlikning namunalari. Global bozorlar va ko'p millatli bozor guruhlari. Lotin Amerikasi iqtisodiy hamkorligi Heriot-Watt University	https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf
8.	Xalqaro tovar siyosati. Tovar xakida tushuncha. Rakobat va tovarning rakobatbardoshligi buyicha tushuncha. Tovarning yashash davri	1 - adabiyot

	va uning boskichlari.	
9.	Xalqaro marketingda madaniyat dinamikasi. Madaniyat va uning elementlari. Rejalashtirilgan madaniy o'zgarishlar.	1,3,4-adabiyotlar
10.	Xalqaro marketing strategiyalarini ishlab chiqish. Global bozorda xalqaro marketing. Heriot-Watt University	https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf
11.	Narx va narx siyosati. Narx tushunchasi va uning mohiyati. Narx siyosatini shakllantirish va narx darajasini xisoblash uslublari	1, 5, 7, - adabiyotlar
12.	Raqobat va uning turlari. Tovarning raqobat qobiliyati va uni baxolash uslublari. Korxonada raqobat qobiliyatini taxlil qilish va baxolash	7-adabiyot
13.	Sotish va sotish siyosati. ovarlarni tarkatish tarmoklari xususiyatlari va ularning tuzilishi. Chakana savdo, ulgurji savdo, vositachini tanlash va sotish tarmogini shakllantiruvchi omillar	1, 4,6 – adabiyotlar
14.	Kommunikatsiya siyosati. Talabni shakllantirish va sotishni ragbatlantirishning mohiyati. Kommunikatsiya siyosatining mohiyati, mazmuni va maqsadlari	6, 8 – adabiyotlar
15.	Eksport, boshqarish va logistika. Eksport va import qilish qoidalari va cheklovlari. Bojxona imtiyozlari. Eksport hujjatlari Heriot-Watt University	https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf

Baholash jarayoni Evaluation System		
Mashg'ulot turi Activities	Soni Number	Baholash Percentage of Grade
Darsga qatnashish Attendance / participation		
Laboratoriya ishi Laboratory		
Amaliy ish (qo'shimcha vazifa) Application		
Kurs ishi Field work		
Maxsus kurs amalyoti (ish joyida) Special course internship (work placement)		
Testlar Quizzes / studio critics		
Uyga vazifani baholash Homework assignments		
Ijodiy ish (taqdimot) Presentations / jury		
Loyiha ishi Project		
Seminar Seminar / workshop		
Oraliq nazorat	2	60

Mid -Terms		
Yakuniy nazorat Final	1	40
O'zlashtirish ko'rsatgichi Percentage of in – term studies		60
Yakuniy imtihon bahosi Percentage of final examination		40
Jami Total		100

ECTS taqsimoti ECTS workload table			
Topshiriqlar Activities	Soni Number	Davomiyligi (soat) Duration (hour)	Umumiy yuklama Total workload
Mashg'ulot soati Course hours	15	4	60
Laboratoriya ishi Laboratory			
Amaliy ish (qo'shimcha vazifa) application			
Kurs ishi Field work			
Mustaqil ta'lim (maslahat) Study hours out of class	15	4	60
Maxsus kurs amalyoti (ish joyida) Special course internship (work placement)			
Uyga vazifani baholash Homework assignments			
Testlar / Viktorina Quizzes / studio critics			
Loyiha ishi Project			
Ijodiy ish (taqdimot) Presentations / seminar			
Oraliq nazorat Mid – terms (Examination +Examination prep. Duration)			
Yakuniy nazorat (nazorat va nazoratga tayyorlanish soati) Final (examination +examination prep.Duration)			
		Jami yuklama Total workload	120
		Jami yuklama / 30 (soat) Total workload / 30(h)	120/30=4
		Kredit ECTS credit	4
Qo'shimcha eslatmalar Extra Notes	Yo'q\ (bor bolsa yoziladi) None		

Oliy ta'lim, fan va innovatsiyalar vazirligi tomonidan 2025-yil uchun tasdiqlangan xalqaro e'tirof etilgan tashkilotlarning reytingida top 300 talikka kiruvchi Heriot-Watt University <https://ebs.online.hw.ac.uk/EBS/media/EBS/PDFs/International-Marketing-Course-Taster.pdf> (QS-204, THE-88, ARWU-49) ning "Xalqaro marketing" fan dasturlari tahlil qilinib ushbu asosda fan dastur ishlab chiqildi. "Xalqaro marketing" fanining dasturi tayyorlanib 5 ta mavzusi yangilandi.

Fan dastur Iqtisodiyot va boshqaruv fakultetning 2025-yil __ - _____ dagi _____ sonli farmoyish bilan tuzulgan ishchi guruh tomonidan maqullangan.

Kafedra mudiri:



Sh.N. Jumanov

Tuzuvchilar:



Z.A. Mirzayev



R.T. Murodov