

## CATALOG OF ELECTIVE DISCIPLINES

**6B04 - Business, Administration and Law**  
(Code and classification of the field of education)

**6B041 - Business and administration**  
(Code and classification of the direction of training)

**0410**

(Code in the International Standard Classification of Education)

**B044 - Management and administration**  
(Code and classification of the educational program group)

**6B04108 - Economics and Management**  
(Code and name of the educational program)

**bachelor**  
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**Developed**

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**Reviewed**

At the meeting of the Quality Assurance Commission of the  
Faculty of Humanities and Economics  
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Protocol No.4a "05" april 2023 year  
Chairman of the Commission Abisheva Sh.Sh.

**Approved**

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Chairman of the Academic Council Oralkanova I.A.

## Services Marketing

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course will introduce students to the modern economic categories of marketing services, allows them to master the practical aspects of planning and providing competitive services, analyzing the scope of marketing services, and developing an enterprise development strategy. Attention is paid to research and marketing strategy in the services market, pricing, sales of services, communication and promotion of their sales, control and audit of marketing in the service sector, development of innovations in the service sector.

### Purpose of studying of the discipline

To study the scientific principles of decision-making on the production, sale and promotion of services to the market, to adequately assess and predict the market situation, to develop a strategy and tactics of competition.

### Learning Outcomes

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

### Learning outcomes by discipline

1. Knows the basic theoretical concepts of service marketing.
2. Is able to use marketing information and identify information needs of users.
3. Knows the methods of making managerial decisions taken in the marketing activities of the enterprise.

### Prerequisites

School course

### Postrequisites

Price formation

## Marketing Basics

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Marketing basics" will acquaint students with the theory and practice of marketing, they will study the market, product policy, the life cycle of goods, the peculiarities of the formation of the nomenclature and assortment, the pricing policy of the enterprise, influencing the decision on the price, methods and strategies of pricing, sales policy, will do marketing research, planning the marketing activities of the enterprise, the organizational structures of the marketing service and the effectiveness of the marketing activities of the enterprise as a whole.

### Purpose of studying of the discipline

Formation of students' theoretical knowledge and practical skills about the functioning of marketing in market conditions, the ability to creatively apply the knowledge gained in the field of future professional activities.

### Learning Outcomes

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### Learning outcomes by discipline

1. To know the basic concepts of marketing, elements of the marketing environment of the enterprise, directions of marketing research, elements of the marketing information system and methods of its collection, criteria and methods of market segmentation.
2. Be able to conduct marketing research, analyze their results and make marketing decisions, develop marketing strategies.
3. Possess modern methods of collecting, processing and analyzing secondary and primary (operational) marketing information.

### Prerequisites

School course

### Postrequisites

Price formation

## Pricing policies of firms

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Pricing policy of the company" encourages students to obtain representation on the content of the company's pricing policy and the specifics of pricing in conditions of inflation, government regulation, and also gives mobility to master the methods of pricing and justification of the entire pricing policy of the company. In addition, the studied Danish disciplines consider topical issues of pricing in conditional liquid rice economies of Kazakhstan and promising practitioners of the skills of mandatory tactics and pricing strategies.

### Purpose of studying of the discipline

Assimilation of pricing policy, economically sound methods of setting prices in order to make competent decisions in the field of pricing.

### Learning Outcomes

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. Knows the essence of the price as an economic category, the composition, structure and functions of the price.
2. Is able to determine the pricing strategy of the enterprise, taking into account the specifics of its activities and the structure of the market.
3. Acquires skills in choosing methods for calculating prices for the company's products in specific conditions.

### Prerequisites

School course

### Postrequisites

Price formation

## The History of Economic Thought

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The History of Economic Thought is a discipline that studies the evolution and development of various economic theories of ideas and concepts throughout history. It helps to understand which ideas and approaches influence economic thought and influence the impact of economic policies and systems. The content of the discipline includes the study of various schools of economic and draft economists.

### Purpose of studying of the discipline

To study the patterns of the main stages of the development of economic thought.

### Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

### Learning outcomes by discipline

1. Knows the history and logic of the development of economic thought, the transformation of its main teachings, schools;
2. Is able to use the basic provisions of historical and economic science to analyze specific problems;
3. Has the skills to search for and use information about economic concepts in the context of historical epochs and trends (schools) of economic thought.

### Prerequisites

School course

### Postrequisites

Regional and national economy

## International economy

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline examines the theoretical and methodological foundations of trade between countries, the development of world markets for goods and services, labor and material resources, currency, global and regional integration. Studying the relationship between the subjects of the world market for the exchange, distribution of goods and services, labor, money, know-how, etc. students acquire skills to analyze the state of the economy of countries, as well as to assess the level of socio-economic development of Kazakhstan in the international arena.

### Purpose of studying of the discipline

Formation of a set of theoretical and practical skills for students to study the current state of the world economy and international economic relations.

### Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. To know the basic concepts, categories and tools of the international economy, the basic concepts of the leading directions of the modern international economy.
2. Be able to analyze economic phenomena, processes and institutions at the global level in their interrelation.
3. Master the methods and techniques of analyzing international economic phenomena and processes using standard theoretical models.

### Prerequisites

School course

### Postrequisites

Regional and national economy

## Economics and organization of management in foreign economic activity

Discipline cycle	Basic disciplines
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Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline "Economics and Organization of Foreign Economic Activity management" is aimed at studying the issues of regulation and management of foreign economic activity of firms, enterprises, state organizations and international institutions. The course introduces students to the specifics of the analysis, planning and justification of the development of foreign economic activity of the enterprise, based on the use of economic and financial calculations. Forms the skills of competent business negotiations, the conclusion of international contracts.

### Purpose of studying of the discipline

To provide the necessary knowledge on various aspects of foreign economic activity of enterprises with foreign organizations and firms.

### Learning Outcomes

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. Students should have an idea of the importance of foreign economic activity, both for an individual enterprise and for the whole country as a whole.

2. Students should know the methods and forms of foreign economic activity management.

3. Students should know the basic techniques and methods of organizing the management of foreign economic activity to acquire practical skills.

### Prerequisites

School course

### Postrequisites

Regional and national economy

## Taxes and taxation

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline is aimed at studying the economic foundations, structure, content and composition of taxes, the mechanism of functioning and development of the tax system, principles of taxation, types of taxes and methods of their collection. The assessment of the current state of domestic tax policy, tax planning, regulation and tax control in the Republic of Kazakhstan is carried out. At the end of the course, the student should be able to understand all types of mandatory taxes, fees, duties and payments.

### Purpose of studying of the discipline

To form a system of knowledge among students necessary for the subsequent preparation of a bachelor's degree in taxation.

### Learning Outcomes

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### Learning outcomes by discipline

1. Knows the essence, necessity and social significance of taxes;

2. Is able to apply the norms of legislation in the taxation of legal entities and individuals;

3. Possess the skills of calculating taxes and fees from legal entities and individuals, the application of the regulatory framework of tax legislation.

### Prerequisites

Introduction to the profession

### Postrequisites

Economics of enterprise

## Insurance management

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Insurance Management" gives an idea of the organization and management of insurance activities, reveals the characteristics of insurance in the risk management system. Studying this discipline will allow students to gain skills and abilities in the field of risk management of property and personal insurance, liability insurance and other types of insurance, management of the insurer's tariff policy. The course is aimed at deepening knowledge about the insurance business in the aspect of insurance product management and pricing.

### Purpose of studying of the discipline

Formation of students' clear understanding of the theoretical foundations and practical techniques of insurance management.

## Learning Outcomes

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

### Learning outcomes by discipline

1. Knows the basic theoretical concepts of insurance management;
2. Is able to put into practice the acquired knowledge on financial management of cash flows;
3. Has skills in the field of insurance risk assessment.

### Prerequisites

Introduction to the profession

### Postrequisites

Economics of enterprise

## Financial management

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Financial management" promotes competent and correct management of fixed and current assets, equity and financial liabilities from a financial point of view, mastering financial and mathematical methods of assessing the value of the company, methods of financial calculations and calculations, principles, content and structure of financial planning; assessment of financial condition, forecasting bankruptcy of the company

### Purpose of studying of the discipline

Formation of students' deep theoretical knowledge on the basics of financial management, the ability to link theory with practice in the development of basic approaches, methods and criteria that determine the effectiveness of operational activities, financial and investment decisions.

### Learning Outcomes

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### Learning outcomes by discipline

1. Knows the fundamental concepts of financial management in organizations..
2. Is able to analyze the external and internal environment of the organization, identify its key elements and assess their impact on the organization.
3. Has methods of assessing economic and social efficiency in improving information technology and quantitative modeling, for making informed financial decisions in organizations.

### Prerequisites

Introduction to the profession

### Postrequisites

Economics of enterprise

## Innovation Management

Discipline cycle	Profiling discipline
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The study of the discipline «Innovation management» is conditioned by modern requirements for the training of specialists in the field of economics and management. The theory and practical skills in the field of business management are given, which allow making effective administrative decisions in professional activity, revealing the functions and methods of innovation management, mastering the methodology of choosing especially effective options for innovative solutions, the development of innovative activities in the Republic of Kazakhstan.

### Purpose of studying of the discipline

To open functions and methods of management of innovations, innovations on macro and microlevel.

### Learning Outcomes

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.

### Learning outcomes by discipline

1. Knows the basic methods and principles of innovative decision-making, innovative technologies in project management, the program for the introduction of technological and product innovations or the program of organizational changes in the organization.
2. Is able to apply innovative technologies in the management of a project, a program for the introduction of technological and product innovations or a program of organizational changes in the organization.
3. Has the skills of documenting decisions in the implementation of technological, product innovations in order to regulate the business processes of innovative activity of the organization; the skills of documenting decisions in planning the program of organizational changes and the implementation of efficiency innovations.

### Prerequisites

Introduction to the profession

## Postrequisites

Strategic management

## Commercial marketing

Discipline cycle	Profiling discipline
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Commercial Marketing" examines the concept of commercial marketing, the goals and significance of commercial activity, the features of the use of marketing in commercial activities. The objects of commercial activity are also studied: the movement of goods and services on the market, commercial processes, products, prices, distribution, marketing complex, element 4p, formation and management of the product range, concepts of commodity nomenclature, strategic decisions in commercial marketing.

### Purpose of studying of the discipline

Acquaintance of the students who studied marketing bases with the theory of marketing for the commercial organizations.

### Learning Outcomes

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

### Learning outcomes by discipline

1. Knows the general theoretical foundations of communication activities, forms and methods of marketing communications in the domestic and foreign markets, the concept of advertising and PR activities in the conditions of the modern market.
2. Knows how to choose the right type of promotion and marketing communications tool; determine the criteria for choosing channels for advertising distribution, sales promotion, public relations, social media, make operational plans for marketing communications campaigns; calculate the amount of costs for marketing communications.
3. Has an idea of the problems and prospects of marketing communications on the Internet.

### Prerequisites

Introduction to the profession

### Postrequisites

Strategic management

## Risk management

Discipline cycle	Profiling discipline
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

This course examines how business and society assess, control and transfer risks. The goal of this course is to engage students in active discovery of risk management principles. Students will be prepared to function in business environment, developing awareness of the challenges, implementing a risk management program. This course focuses on the ways in which businesses and society assess risk.

### Purpose of studying of the discipline

This integrated risk management course encompasses traditional aspects of risk management including: accept, avoid, manage and mitigate of risks. The course also covers Personal Risk management and Enterprise Risk Management programs. At the completion of this course student will get a skills for creation the Risk Management Program.

### Learning Outcomes

ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.

### Learning outcomes by discipline

1. Knows the theoretical and methodological foundations of risk management, technology for evaluating the results of applying various strategies, methods and methodology for assessing the level of risk in the organization.
2. Is able to apply risk management methods to select the best strategy, independently analyze various management alternatives.
3. Has the skills to make effective decisions in conditions of risk and uncertainty based on the use of modern risk management tools.

### Prerequisites

Introduction to the profession

### Postrequisites

Strategic management

## State regulation of real sector

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The knowledge gained within the framework of this course on the theoretical foundations of state regulation, the formation of the real sector of the economy of Kazakhstan, anti-crisis state regulation of the real sector allows students to analyze and evaluate the current state of development of real sector industries focused on the domestic and foreign market. Various factors influencing the attraction of investments to the country and innovative processes influencing the growth of competitiveness of the real sector of Kazakhstan are considered.

### Purpose of studying of the discipline

Students study the main ways and opportunities to ensure the sustainability of the enterprise, its ability to withstand adverse situations.

### **Learning Outcomes**

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

### **Learning outcomes by discipline**

1. Knows the theoretical, methodological and organizational problems of state intervention in the functioning of the real sector of the economy;
2. Is able to analyze the situation in various areas of the real sector of the economy;
3. Has the skills to collect and analyze information necessary for decision-making in the field of professional activity.

### **Prerequisites**

Business ethics

### **Postrequisites**

Organization, rating and remuneration of labor

## **Human resource management**

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The study of the course is aimed at gaining knowledge in the field of human resource management; mastering effective methods and techniques of personnel management by students, the formation of personnel policy in the organization. Mastering the methods of recruitment and selection of personnel, training and staff development. Training in the skills of forming a system of motivation and stimulation of employees' work; skills to effectively make personnel decisions, create conditions for the maximum realization of employees' abilities and achievement of strategic goals of the organization.

### **Purpose of studying of the discipline**

To give students a set of theoretical knowledge and practical skills of human resource management.

### **Learning Outcomes**

ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

ON 9 Demonstrate the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.

### **Learning outcomes by discipline**

1. Knows the organization and content of economic and managerial work at the enterprise, its goals, tasks and functions.
2. Is able to identify social, political, economic patterns and trends.
3. Demonstrates the ability to apply quantitative and qualitative methods of analysis in assessing the state of the economic environment of companies.

### **Prerequisites**

Business ethics

### **Postrequisites**

Organization, rating and remuneration of labor

## **Administration of Kazakhstan Economic**

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The discipline studies the theoretical and methodological foundations, methodological and practical issues of managing the development of the economy of Kazakhstan, summarizes theoretical and practical experience about the functions and methods of managing the national economy. The stages of the formation of market relations in the country are considered; the existing problems and prospects for the development of the economy and social sphere, the search for rational ways and mechanisms for implementing the economic policy of the state; modern methods and tools for managing the national economy.

### **Purpose of studying of the discipline**

To reveal the patterns of development of economic management in Kazakhstan.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

### **Learning outcomes by discipline**

1. Knows the methodological foundations and the system of measures for managing the economy of Kazakhstan.
2. Is able to determine the issues of managing the economy of Kazakhstan, conditions and prospects for the development of the regions of the republic, effective public administration.
3. Has the skills to analyze the conditions and factors affecting the evolution of public administration, factors affecting the economic policy of the state.

### **Prerequisites**

Business ethics

### **Postrequisites**

Organization, rating and remuneration of labor

## Sociology of Work

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The course is aimed at developing students' theoretical and practical knowledge in the field of social policy of labor activity in enterprises and organizations. The study of the discipline will allow students to consider the social aspects of work and patterns, issues of organization, management and regulation of labor at enterprises in the modern economy.*

### Purpose of studying of the discipline

*Provide students the theoretical and practical knowledge in the field of social policy work in enterprises and organizations.*

### Learning Outcomes

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 9 Demonstrate the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.*

### Learning outcomes by discipline

*1. Knows the essence and mechanisms of socio-economic processes in the labor sphere.*

*2. Able to determine the relationship of social and labor relations with economic relations and processes observed in the national economy.*

*3. Demonstrates the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.*

### Prerequisites

*Macroeconomics*

### Postrequisites

*Organization, rating and remuneration of labor*

## Manpower

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*"Manpower" covers the essence, meaning, structure and personnel of the enterprise, the productivity of labor and methods of its calculation and methods of its increase, the need for labor force in the production of labor and production. Having studied this discipline, students master the methods of determining the consumption of labor resources, rationing and calculation and payment of wages.*

### Purpose of studying of the discipline

*The aim of this course is to provide students the theoretical and practical knowledge in the field of human resource management, effective system of selection, recruitment and placement, to ensure that they are busy working.*

### Learning Outcomes

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 9 Demonstrate the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.*

### Learning outcomes by discipline

*1. Knows the main economic sections of plans for labor economics; - methods of calculations necessary for the preparation of economic sections of plans in the field of labor economics.*

*2. Possesses theoretical and practical knowledge in the field of labor resources management, skills of substantiation and critical evaluation of the proposed options for managerial decisions in the field of labor economics.*

*3. Demonstrates the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.*

### Prerequisites

*Macroeconomics*

### Postrequisites

*Organization, rating and remuneration of labor*

## The Economics of labour

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The course examines the foundations of the development of the labor potential of society and labor resources, identify the features of the formation of unemployment and employment, study the patterns of the labor market, and master the methods of calculating labor rationing indicators. This course will explore the priorities of the labor market in the development of society.*

### Purpose of studying of the discipline

*To reveal the mechanism of the labor market and emerging with the socio-economic issues in the field of economy.*

### Learning Outcomes

*ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.*

ON 9 Demonstrate the ability to effectively manage human resources, taking into account the socio-economic interaction and behavioral characteristics of personnel in work.

### Learning outcomes by discipline

1. Knows the basic modern theories and methodology of labor economics, the content and essence of social and labor relations, the basics of their management, calculation methods necessary for drawing up economic sections of plans in the field of labor economics, as well as current trends in employee development.
2. Demonstrates the ability to collect and analyze the initial data necessary for the calculation of economic and socio-economic indicators characterizing the activities of economic entities.
3. Has the skills to perform calculations necessary in the field of labor economics and modern methods of assessing risks and possible socio-economic consequences of managerial decisions in the field of labor economics, also knows how to apply the skills of calculating basic indicators when working with data characterizing labor activity, its results and payment, to identify economic problems of social and labor relations.

### Prerequisites

Macroeconomics

### Postrequisites

Organization, rating and remuneration of labor

## Information Management

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Information Management" is aimed at familiarizing students with the current level of development of information technologies, with the principles and methods of information management in the system of internal and external communications of the organization. Particular attention is paid to the study of various types of information retrieval systems and information resources, information modeling of enterprise business processes. Studying the course will allow students to form the skills of rational regulation of information flows, ensuring the consistency of internal and external variables of the organization.

### Purpose of studying of the discipline

Obtaining knowledge of information management in the economy of enterprises and organizations, and the acquisition by students of skills and skills of their practical application in professional activities.

### Learning Outcomes

- ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.
- ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.
- ON 8 Analyze financial and economic indicators to increase the investment attractiveness of the company, using innovative and digital technologies.

### Learning outcomes by discipline

1. Knows the role and significance of information and information technologies in the modern information space.
2. Is able to make effective design decisions in conditions of uncertainty and risk.
3. Has a culture of thinking, the ability to perceive, generalize and analyze information, set goals and choose ways to achieve it.

### Prerequisites

Marketing Basics

### Postrequisites

Manufacturing 3

## Logistics

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course "Logistics" is aimed at the formation of students' knowledge in the field of management of material and related flows in the process of production and distribution of goods. The study of the course will allow students to formulate ideas about modern approaches to improving logistics management; to develop the skills and abilities of analyzing problems in the field of logistics and developing effective proposals for their solution.

### Purpose of studying of the discipline

Mastering students of theoretical knowledge in the field of logistics, abilities on application for decrease in expenses or improvement of service of the consumer.

### Learning Outcomes

- ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.
- ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### Learning outcomes by discipline

1. Knows methodological approaches to the procedures of preparation and decision-making of organizational and managerial nature, the order of behavior in non-standard situations.
2. Is able to analyze the strengths and weaknesses of the solution, measure and analyze opportunities and risks.
3. Has the skills to develop organizational and managerial decisions, assess the effectiveness of decisions made.

### Prerequisites

Marketing Basics

**Postrequisites**  
Manufacturing 3

## Merchandizing and examination

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course «Commodity science and examination of goods» provides an introduction to the main theoretical and practical categories of the discipline, the essence, types and characteristics of goods, quality (safety, consumer characteristics, nutritional value, etc.) and quantity, as well as individual competencies. Also in this course, the practical study of the conformity of goods (the entire batch) with the requirements of the contract (contract) and regulatory documentation, analysis of consumer preferences of goods are considered.

### Purpose of studying of the discipline

The study of the basic concepts and methods in the field of commodity science and expertise, objects and subjects of commodity science activity.

### Learning Outcomes

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. The ability to use regulatory documents in their professional activities, readiness to comply with current legislation and requirements of regulatory documents.
2. The ability to manage the assortment and quality of goods and services, evaluate their quality, diagnose defects, ensure the necessary level of quality of goods and their preservation, effectively monitor the quality of goods and services, acceptance and accounting of goods by quantity and quality.
3. The ability to manage trade and technological processes at the enterprise, regulate storage processes, conduct inventory, determine and minimize the costs of material and labor resources, as well as take into account and write off losses.

### Prerequisites

Marketing Basics

**Postrequisites**  
Manufacturing 3

## Institutional economics

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

This discipline outlines the foundations of institutional theory: the role of institutions in the functioning of the economy, the main trends of modern neo-institutionalism. The concepts of such categories as norm, institution, transaction costs, etc. are revealed. The issues of the firm as an economic organization are considered, the application of institutional theories in the study of political phenomena of public life is analyzed.

### Purpose of studying of the discipline

Introduction of students steoreticheskim tools, practical applications of modern institutional theory, mastering znaniyami in institutional economics.

### Learning Outcomes

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

### Learning outcomes by discipline

1. Knows the basics of decision-making analysis in conditions of uncertainty.
2. Has an idea of the history of the formation of institutional economic theory, its main directions and development trends.
3. Analyzes real business cases through the prism of institutional analysis.

### Prerequisites

Introduction to the profession

**Postrequisites**

Change management

## Critical thinking

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

"Critical thinking" is the familiarization of students with the forms and techniques of rational cognition, the creation of a general idea of logical methods and approaches used in the field of their professional activity, the formation of practical skills of rational and effective thinking. The modern world places very high demands on clarity, clarity, validity of conceptual and argumentative constructions. The main objectives of the discipline is to develop students' rational, problem-oriented, critical thinking.

## **Purpose of studying of the discipline**

*Formation of basic professional competence based on the development of the ability and willingness to use the basic technologies of critical thinking in their professional activities.*

### **Learning Outcomes**

*ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.*

*ON 6 Demonstrate critical thinking skills that contribute to the formation of a holistic personality in a public legal and entrepreneurial environment.*

### **Learning outcomes by discipline**

*1. Knows how to analyze information from the standpoint of logic.*

*2. Is able to make informed judgments, decisions and apply the results obtained to both standard and non-standard situations, questions and problems.*

*3. Has the skills to raise new questions, develop a variety of arguments, make thoughtful decisions.*

### **Prerequisites**

*Introduction to the profession*

### **Postrequisites**

*Change management*

## **Evaluation of innovative projects**

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

*The course introduces students to the fundamental concepts of project management and behavioral skills necessary for the successful implementation of innovative projects, which can significantly increase the competitiveness of products, reduce production costs and provide commercial products with new consumer properties. Also, the reasons for the failure of the project and ways to reduce risks through proper planning at the early stages of a new initiative are considered.*

### **Purpose of studying of the discipline**

*The purpose of discipline is to form and develop students` professional competence in the field of innovation and management innovation projects.*

### **Learning Outcomes**

*ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.*

*ON 8 Analyze financial and economic indicators to increase the investment attractiveness of the company, using innovative and digital technologies.*

*ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.*

### **Learning outcomes by discipline**

*1. Knows the methodology and tools, the system of economic indicators of the effectiveness of evaluating innovative projects.*

*2. Has the skills of organizing the collection and synthesis of data required for analyzing and evaluating the effectiveness of innovative projects.*

*3. Is able to analyze and evaluate the effectiveness of innovative projects.*

### **Prerequisites**

*Introduction to the profession*

### **Postrequisites**

*Change management*

## **Planning of activity of the enterprise**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

*The discipline "Enterprise activity planning" considers the process of setting goals and objectives of the enterprise. Studying the course will allow you to gain knowledge in the field of economics. Students will get acquainted with business planning, the allocation of various resources and the analysis of the activities of structures.*

### **Purpose of studying of the discipline**

*The assimilation of knowledge in the field of planning and production control in a market economy and management decisions, to ensure efficient operation of production systems.*

### **Learning Outcomes**

*ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.*

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.*

### **Learning outcomes by discipline**

*1. The student must know the tasks, basic principles, methods and forms of planning; types, systems of plans and their interrelationships; optimization of plans; organization of planned work at the enterprise, planning of production and marketing of products; planning of resource support of the enterprise, planning of personnel and wages at the enterprise; planning of production*

costs, income and financial results.

2. The student should be able to draw up strategic and short-term plans for the economic development of the enterprise, optimize and evaluate their quality.

3. The student should be able to critically analyze existing concepts, theories and approaches to the analysis and planning of processes and phenomena, integrate knowledge gained within different disciplines to solve planned tasks in new unfamiliar conditions, by integrating knowledge to make judgments and make decisions based on incomplete or limited information.

### **Prerequisites**

Economics of enterprise

### **Postrequisites**

Manufacturing 3

## **Investment and innovation activities of the enterprise**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The subject studies the theory and practical basis of the investment and innovation activities of the enterprise. The author considers the adoption, organization and implementation of investment and innovative decisions, methods for calculating investment projects, evaluating the effectiveness of investments, financing and methods for calculating the costs of investment and innovative activities of an organization, and analyzes the risks.

### **Purpose of studying of the discipline**

To form students' theoretical knowledge and practical skills in the field of organization and implementation of investment and innovation activities.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 8 Analyze financial and economic indicators to increase the investment attractiveness of the company, using innovative and digital technologies.

ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.

### **Learning outcomes by discipline**

1. The student must know the essence of the enterprise as an object of management, an agent of the market economy, its place and role in the system of the national economy, taking into account the state regulation of market relations.

2. The student must know the resource base of the enterprise and the efficiency of using various resources; the economic mechanism of the enterprise functioning.

3. The student should be able to apply the acquired knowledge to build an effective system of calculations and analysis of the enterprise, and have the competence necessary to develop arguments, substantiate ways to solve problems that arise in the process of functioning of the enterprise.

### **Prerequisites**

Economics of enterprise

### **Postrequisites**

Manufacturing 3

## **Innovation activity of agricultural enterprises**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The course "Innovative activity of agricultural enterprises" studies the basics of the economic organization of innovative activity of agricultural enterprises, the conditions for the formation of an innovative environment, as well as determining the effectiveness of innovations, which underlies the formation of competitive products in this industry, the search and implementation of innovations. As a result, students develop skills, skills of mastering the methodology of calculating the effect, costs and evaluating the effectiveness of innovation implementation in agricultural enterprises.

### **Purpose of studying of the discipline**

The mastery of the methodological foundations of modern instruments and finding ways and means of increasing the effectiveness of innovation, reliable assessment of the financial capacity and status of the organization (company), justify the development strategy that ensures the conquest of markets, expansion of production and diversification, growth and innovation activity as consequently, income in a market economy.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

ON 8 Analyze financial and economic indicators to increase the investment attractiveness of the company, using innovative and digital technologies.

### **Learning outcomes by discipline**

1. The student must know the regulatory and organizational and economic foundations of the implementation of innovative activities of the enterprise, global trends in the development of innovative activities, innovative infrastructure, the methodology for calculating the costs of innovative activities, the content of the program for the introduction of technological, product innovations.

2. The student must be able to systematize and document information about global, regional innovation processes, use regulatory and

software tools for the formation of an enterprise's innovation policy, carry out work on bringing the enterprise to the innovation market, develop a program for the introduction of technological, product innovations.

3. The student must possess methodological approaches and skills of documenting decisions in the management of the program for the introduction of technological, product innovations, calculating the index of innovative activity of the enterprise on the stock market, methods for calculating planned and actual costs for the implementation of innovative activities of the enterprise.

#### **Prerequisites**

Economics of enterprise

#### **Postrequisites**

Manufacturing 3

### **Management of small and medium-sized enterprises**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

#### **Short description of discipline**

The course «Management of small and medium-sized enterprises» forms students' comprehensive ideas about the methodology and methods of management in the field of small and medium-sized businesses and adapts theoretical knowledge to entrepreneurial practice. In this course, the methodological foundations of conducting research for drawing up a business plan and financing the organization's activities are studied.

#### **Purpose of studying of the discipline**

Formation of students' comprehensive understanding of the methodology and methods of management in the field of small and medium-sized businesses and adaptation of theoretical knowledge to the Kazakh practice of entrepreneurship.

#### **Learning Outcomes**

ON 6 Demonstrate critical thinking skills that contribute to the formation of a holistic personality in a public legal and entrepreneurial environment.

#### **Learning outcomes by discipline**

1. Knows the basic theoretical provisions and concepts of decision-making processes in the management of small and medium-sized businesses.
2. Is able to use the methodology of determining the financing necessary for entrepreneurial activity.
3. Has the skills to assess the effectiveness of the use of financial resources for business development.

#### **Prerequisites**

Macroeconomics

#### **Postrequisites**

Manufacturing 3

### **Urbanisation and city management**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

#### **Short description of discipline**

The study of the course "Urbanization and City Management" is aimed at developing students' competencies in the field of effective management of cities and urban agglomerations on the principles of an integrated approach; assimilation, development and the ability to apply in practice methods of urban forecasting, planning, coordination of activities, comprehensive analysis, solving problems and performing tasks related to the functioning of urban systems and sustainable development of territories.

#### **Purpose of studying of the discipline**

Formation and development of students' competencies in the field of city management and urban agglomerations and professional knowledge in the field of urbanism and urban environment design.

#### **Learning Outcomes**

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

#### **Learning outcomes by discipline**

1. Knows the theoretical and methodological foundations in the field of effective management of the city and urban agglomerations on the principles of an integrated approach.
2. Has the skills to analyze and predict the impact of demographic, migration, socio-economic, environmental and infrastructural factors on the life of cities and political and managerial processes.
3. Is able to apply in practice methods of urban forecasting, planning, coordination of activities, comprehensive analysis, problem solving and tasks related to the functioning of urban systems and sustainable development of territories.

#### **Prerequisites**

Macroeconomics

#### **Postrequisites**

Manufacturing 3

### **Economy of municipal economy**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline «Economics of urban economy» introduces students to the specifics of planning and conducting economic activities of the city, based on the study of the methodology of the fundamentals of planning and economic analysis of urban economy. As a result, students develop the skills of analyzing and calculating the effective volume of the city's infrastructure, taking into account the limited resources necessary for making managerial decisions. It also gives an idea of the features of the cost of production, prices.

### Purpose of studying of the discipline

Formation of students' system of representations of the basics of economic knowledge and practical skills in the field of urban economy as a whole, as well as its individual sub-sectors.

### Learning Outcomes

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

### Learning outcomes by discipline

1. Knows the theoretical foundations, patterns, regulatory framework of the urban economy.
2. Has a research methodology in the field of economic planning and forecasting of urban economy.
3. Is able to analyze and calculate the effective volume of urban infrastructure to make the right management decisions.

### Prerequisites

Macroeconomics

### Postrequisites

Manufacturing 3

## Public administration for investment activity

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

Course makes it possible to understand the nature of public (budget) investments, their areas of purchasing, and the role of the government and local authorities in this process. Discloses the resources of state/public programs (projects), the legislation in the field of attracting and using investments. Analysis and preparation of state/public programs financed with the participation of Government or International organizations, and Public Funds. Evaluate the effectiveness of investment of projects and programs.

### Purpose of studying of the discipline

Forming students' theoretical knowledge and practical skills in the field of investment management.

### Learning Outcomes

- ON 1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.
- ON 8 Analyze financial and economic indicators to increase the investment attractiveness of the company, using innovative and digital technologies.

### Learning outcomes by discipline

1. The student should have an idea about various types of investments, the place and role of investment activity in the enterprise management system, factors influencing investment decision-making.
2. The student should know the structure and stages of implementation of investment projects, various methods of analysis and evaluation of investments, methods and sources of project financing, methods of optimizing the investment budget.
3. The student should be able to apply the theoretical knowledge gained in the course of studying the discipline in solving specific tasks facing a financial manager in his investment decision-making activities.

### Prerequisites

Organizational behavior

### Postrequisites

Manufacturing 3

## Research of management systems

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The course «Management systems research» is aimed at mastering modern concepts for the study of company management systems; studying methods for collecting, verifying, organizing and transforming information about the management system of an organization in modern economic conditions; developing students' practical skills and abilities to carry out integral, situational and other types of research related to the tasks and strategic objectives set for the company development goals.

### Purpose of studying of the discipline

To open idea of methods of research of control systems and formation of the main skills of management.

### Learning Outcomes

- ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.
- ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.

### Learning outcomes by discipline

1. Knows the methods of complex analysis of personnel management systems to identify and optimize the schemes of functional relationships and document flow.
2. Is able to solve the tasks of professional activity related to the analysis of the management system.
3. Has the skills to analyze various factors and performance indicators of the organization.

## Prerequisites

Organizational behavior

## Postrequisites

Manufacturing 3

## Change management

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*Change processes are a natural part of evolution. However, the changes organizations face today and expect in the future present significant challenges. Managers assist organizational members in meeting both organizational and individual goals. With knowledge of the dynamics of change, managers can help individuals develop the resources and tools necessary to prepare for and move through change processes.*

### Purpose of studying of the discipline

*To give an idea of regularities of development of the organization and the main models of organizational changes.*

### Learning Outcomes

*ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.*

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.*

### Learning outcomes by discipline

- 1. Knows the basic theories and approaches to the implementation of the process and overcoming resistance to organizational change.*
- 2. Is able to analyze the factors of the internal and external environment, identify its key elements and assess their impact on the organization.*
- 3. Owns methods and models of organizational planning and implementation of changes in all spheres of economic activity.*

## Prerequisites

Organizational behavior

## Postrequisites

Manufacturing 3

## Organization and planning of production

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The discipline «Organization and production planning» gives different ideas about the basics of organization, industrial production planning, methods of evaluating its effective activities. As well as the analysis and forecast of production risks and losses of the enterprise, including ways to eliminate them as soon as possible. Students will gain knowledge and skills in the field of implementation, organization and planning of industrial production of the enterprise.*

### Purpose of studying of the discipline

*The study of problems in the field of organization, production planning and management decisions that ensure the effective operation of production systems in the conditions of modernization.*

### Learning Outcomes

*ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.*

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.*

### Learning outcomes by discipline

- 1. Knows the essence, goals and objectives of production planning and organization.*
- 2. Is able to make decisions that make it possible to form requirements for the effective organization of production.*
- 3. Capable of calculating the main production indicators and drawing up production plans.*

## Prerequisites

Economics of enterprise

## Postrequisites

Manufacturing 3

## Cost management

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The purpose of the course «Cost Management» is the formation of students` competencies in cost management, the ability to conduct*

analytical work in the field of cost management. This discipline is aimed at forming students with a set of necessary theoretical knowledge to understand the essence of costs and the basics of their management, as well as practical skills necessary for the purposes of strategic cost management.

### **Purpose of studying of the discipline**

Students receive theoretical knowledge and practical skills to optimize and reduce the costs of the organization.

### **Learning Outcomes**

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### **Learning outcomes by discipline**

1. Applies knowledge of mathematical disciplines, statistics and analysis to prepare initial data and perform calculations of economic and socio-economic indicators.

2. Prepares informational reviews, analytical reports.

3. Organizes the operational and commercial activities of the enterprise, carries out a comprehensive analysis of financial and economic activities.

### **Prerequisites**

Economics of enterprise

### **Postrequisites**

Manufacturing 3

## **Economics and organization of production**

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

This course is common to several sectors of the economy and is aimed at studying the theoretical, methodological, practical foundations of the organization and operation of the labor of workers, management of labor processes in the enterprise, the organization of payment systems of labor costs, establishing standards and regulations of labor costs, methods of calculation, examines the problems in the organization, rationing labor and wages, ways to improve the efficiency of the labor process.

### **Purpose of studying of the discipline**

Study of problems in the field of production management and making management decisions that ensure the effective operation of production systems in the conditions of modernization.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### **Learning outcomes by discipline**

1. Knows the goals and stages of the production process.

2. Performs calculations on the optimal use of production resources.

3. Has the skills to expand the range of manufactured goods, introduce a new product, use modern technology, eliminate vulnerabilities in production.

### **Prerequisites**

Economics of enterprise

### **Postrequisites**

Manufacturing 3

## **Forecasting and planning of the company**

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The discipline is aimed at studying the theoretical and practical foundations of the organization of planning and forecasting the activities of enterprises and firms. Considers the regulatory information base, the system of plans and their relationship, methods and models of planning and forecasting, the main indicators and their calculation. Forms knowledge and skills for drawing up plans, calculating forecast indicators.

### **Purpose of studying of the discipline**

The assimilation of knowledge in the field of forecasting, planning, and production management in a market economy and management decisions, to ensure efficient operation of production systems.

### **Learning Outcomes**

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the

investment and innovation strategy of the enterprise.

### **Learning outcomes by discipline**

1. The student must apply theoretical knowledge in practical activities.
2. The student should be able to develop programs and plans at the local and state level.
3. The student should be able to use foreign experience of public administration in the conditions of Kazakhstan.

### **Prerequisites**

Regional and national economy

### **Postrequisites**

Manufacturing 3

## **Socio-economic planning**

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The course «Socio-economic planning» studies the issues of planning the social and economic development of society, develops knowledge skills in the field of theoretical foundations of socio-economic planning, analysis of trends in socio-economic development of society, based on the use of special methods of planning and forecasting based on the use of foreign experience, in order to make competent decisions in the field of economics and management.

### **Purpose of studying of the discipline**

Acquisition by students of knowledge in the field of theory, methodology and organization of socio-economic planning at various levels of the economic system.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 10 Predict and manage economic risks in order to level their consequences for the development and implementation of the investment and innovation strategy of the enterprise.

### **Learning outcomes by discipline**

1. Know the theoretical and methodological foundations of socio-economic planning; modern concepts and typology of socio-economic planning.
2. Be able to present goals, objectives, planning and forecasting logic for the micro- and macroeconomic level.
3. Have the skills to analyze the strategic planning of the pace, proportions and structure of the national economy.

### **Prerequisites**

Regional and national economy

### **Postrequisites**

Manufacturing 3

## **Production economy**

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

The production sector of any country plays an important role in the development of the economy, it determines the level of development of the productive forces of the society. The strategy implemented in the Republic of Kazakhstan in order to make the country one of the most competitive countries, puts forward new requirements for the development of the national economy. Studying this course allows students to acquire knowledge of a new mechanism of production work in the current legal, economic, financial and administrative environment.

### **Purpose of studying of the discipline**

The study of the effect and manifestation in the branches of the production sector of objective economic laws, conditions and factors that ensure the achievement of the best results of functioning at optimal costs.

### **Learning Outcomes**

ON 4 To ensure the balance of production in accordance with market conditions using advanced digitalization technologies.

ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.

### **Learning outcomes by discipline**

1. Knows the functions, places and roles of the branches of the manufacturing sector, as well as the development of the national economy as a whole.
2. Is able to assess the situation and make effective decisions based on modern methods of interaction.
3. Has the skills to conduct an economic analysis of the functioning of the branches of the manufacturing sector.

### **Prerequisites**

Regional and national economy

### **Postrequisites**

Manufacturing 3

## **Economics and analysis of industries**

Discipline cycle	Profiling discipline
Course	3
Credits count	6

Knowledge control form

Examination

### Short description of discipline

*Industry analysis, as a form of market assessment, is critical for an entrepreneur or company, as it is designed to understand the position of the company in relation to other participants in the industry. This helps them identify both opportunities and threats that come their way. Students will acquire practical knowledge and skills in analyzing the economic performance of industries.*

### Purpose of studying of the discipline

*The objective of the teaching of the discipline is to study the actions and manifestations in the industry objective economic laws, conditions and factors ensuring the best results of functioning at optimum cost materialized and living labor.*

### Learning Outcomes

*ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.*

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.*

### Learning outcomes by discipline

*1. Knows methods and tools for evaluating the effectiveness of the use of forms of production organization, development of business projects.*

*2. Performs economic calculations for the purpose of optimal use of production resources, identifies and evaluates risks.*

*3. Has the skills to develop recommendations for improving and improving the efficiency of industrial production.*

### Prerequisites

*Economics of enterprise*

### Postrequisites

*Manufacturing 3*

## Estimation of business cost and EEF projects

Discipline cycle

Profiling discipline

Course

3

Credits count

6

Knowledge control form

Examination

### Short description of discipline

*The course "Business valuation and feasibility study of projects" is aimed at studying issues in the development of promising business models, based on the use of methods of strategic, financial, investment planning and forecasting. The course also studies the issues of valuation of firms, enterprises based on the use of various methods of valuation of assets, in order to make informed comp*

### Purpose of studying of the discipline

*To prove and substantiate the effectiveness of the investment project for the lenders or company executives, if the financial results of the feasibility studies and energy resources (feasibility studies and energy resources) are positive.*

### Learning Outcomes

*ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.*

*ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.*

*ON 7 Be able to apply cost standards for the main types of raw materials and materials consumed in production in order to optimize income.*

### Learning outcomes by discipline

*1. Is able to apply various methods of asset valuation to assess the value of the business.*

*2. Has knowledge in the use of methods of strategic, financial planning and forecasting, in order to make effective decisions in the management of the company's activities.*

*3. Performs economic calculations for feasibility studies of business projects using methods for evaluating the effectiveness of business projects.*

### Prerequisites

*Economics of enterprise*

### Postrequisites

*Manufacturing 3*

## Economic analysis

Discipline cycle

Profiling discipline

Course

3

Credits count

6

Knowledge control form

Examination

### Short description of discipline

*Economic analysis is a multifaceted study of company indices. A discipline that studies economic, mathematical, statistical, correlation and regression relationships, analysis of production and sales of products, the effectiveness of the use of resources, production capacity, fixed and working capital, profit and profitability of products, as well as financial indicators such as liquidity, solvency, payback period of investment capital investment.*

### Purpose of studying of the discipline

*Formation of analytical, creative thinking by obtaining a holistic view of economic analysis as the most important function of managing organizations, understanding and understanding the main methods of economic analysis and their application at different stages of the process of developing and making managerial decisions, obtaining practical skills in analyzing and evaluating various areas of production, economic, financial and investment activities of the organization.*

### Learning Outcomes

ON 2 Demonstrate knowledge of reporting on the results of the activities of enterprises and organizations based on the use of analysis of technical and economic indicators.

ON 3 Analyze in the feasibility study of business projects, in marketing research and in forecasting the development of production.

### Learning outcomes by discipline

1. To know the specifics of the methodology of economic analysis, the main economic indicators, prospects for economic development and to understand the importance of economic knowledge in professional activity.
2. Is able to apply methods of analysis of financial and economic activity of the enterprise, summarize the results of the analysis and make optimal management decisions.
3. Skills of quantitative and qualitative analysis for making managerial decisions.

### Prerequisites

Economics of enterprise

### Postrequisites

Manufacturing 3

## Pre-diploma

Discipline cycle	Profiling discipline
Course	3
Credits count	15
Knowledge control form	Total mark on practice

### Short description of discipline

This course allows to find profound knowledge for performance of a wide range of tasks, since researches, development, design, production, introduction and management; to put into practice skills of development and the feasibility study for the offered actions for ensuring competitiveness of the enterprise, the region, country.

### Purpose of studying of the discipline

Completion of writing the thesis.

### Learning Outcomes

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. Knows the procedures for collecting information, the order of its processing, accumulation, generalization and use in making managerial decisions, methods of analysis and diagnostics of financial and economic activities of the enterprise, including their target orientation, sequence of analysis, system of methods, formation of final documents.
2. Is able to assess the economic consequences of emerging trends and develop proposals for the use of identified reserves, analyze and interpret financial, accounting, economic and other information contained in the reports of enterprises of various forms of ownership, organizations, departments and use the information obtained to make management decisions.
3. Owns modern methods of analysis of financial and economic activity of the enterprise, modern methods of calculation and analysis of socio-economic indicators characterizing economic processes and phenomena at the enterprise.

### Prerequisites

Manufacturing 2

### Postrequisites

Final examination

## Manufacturing 3

Discipline cycle	Profiling discipline
Course	3
Credits count	15
Knowledge control form	Total mark on practice

### Short description of discipline

Questions of collecting, processing of necessary information for the analysis of productions and assessment of economic situations in various organizations in the course of practice are considered students gain professional skill with bases of administrative and organizing activity.

### Purpose of studying of the discipline

Consolidation of professional competence, the acquisition of practical skills, professional experience, experience of organizational work in a team and the deepening of theoretical knowledge of students, concretization of information obtained in the study of curriculum disciplines and the collection of information material necessary to complete the thesis (project).

### Learning Outcomes

ON 5 Demonstrate the skills of compiling the analysis of financial statements and using the obtained data to make management decisions.

ON 11 Demonstrate knowledge of the pricing mechanism, pricing policy formation methods for promoting competitive products in the domestic and foreign markets.

### Learning outcomes by discipline

1. Knows the socio-economic conditions for the implementation and development of entrepreneurial activity.
2. Is able to identify the essence of problems arising in the course of entrepreneurial activity and find ways to solve them, determine the conditions for the formation and development of entrepreneurial activity, its types and forms, features of implementation, taking into account the totality of the impact of external and internal factors of entrepreneurial activity.
3. Has the skills to assess and select the organizational and legal form of entrepreneurial activity, taking into account specialization, size and other conditions of the internal and external environment of entrepreneurship.

### Prerequisites

*Manufacturing 2*  
**Postrequisites**  
*Final examination*