



EDUCATIONAL PROGRAM

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
(Level of preparation)

Semey

Educational program

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

6B041 - Business and Management
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0410

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bachelor

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PREFACE

Developed

The educational program 6B04108 - Economics and Management in the direction of preparation 6B041 - Business and Management on the basis of the State Compulsory Standards of Higher and Postgraduate Education approved by the Order of the Ministry of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No 2 (as amended by the order) was developed by the Academic Committee dated 20.02.2023 No 66).

| Members of the Academic Committee | Full name | Academic degree, academic title, position |
|-----------------------------------|-----------------------|--|
| Head of the Academic Committee | Zeinullina Aigul | Dean of the Graduate School of Business |
| Educational program manager | Abylkassimova Zhibek | PhD, associate Professor |
| Member of the AC | Kuantkan Bibolat | C.e.s., senior Lecturer of the Department of Economics and Finance |
| Member of the AC | Gabdullina Lazzat | Senior Lecturer of the Department of Economics and Finance, PhD |
| Member of the AC | Kaldybayev Mugammar | Chief Economist of LLP |
| Member of the AC | Dyusekanov Talgat | Director of LLP «Sat Trans» |
| Member of the AC | Yessenzholova Aruzhan | Student of group EM-101 |
| Member of the AC | Zhumagalieva Moldir | Student of group EM-301 |

Reviewing

| Full name of the reviewer | Position, place of work |
|---------------------------|---------------------------------------|
| Rakischeva Laura | LLP «Tamasha Sauda» |
| Viachaslau Filimonau | Business School, University of Surrey |

Reviewed

at a meeting of the Commission on Academic Quality of the Faculty of Humanities and Economics
Recommended for approval by the University Academic Council
Protocol No. 3, January 11, 2024

Considered at a meeting of the Commission on Academic Quality of the Graduate School of Business
Recommended for approval by the Academic Council of the University
Protocol No.1 "6" of June 2024

Approved

at a meeting of the University Academic Council by protocol No. 6/1 of January 19, 2024.

at a meeting of the University Academic Council by protocol No. 11 of June 28, 2024.

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1.Introduction

1.1.General data

Training of specialists in economic profile, competitive in the labor market, in demand in the labor market, able to effectively adapt to dynamically changing social and professional conditions of activity, having a high level of readiness for the implementation of basic professional functions, capable of constructively influencing the nature and direction of development of professional spheres of their activities, possessing the skills of organizational work and management activities.

Provide a diversified economic education that provides a set of competencies in economics and business administration, professional and non-professional skills. A graduate, having mastered such qualities, is able to get a decent job and continue professional development throughout his life.

The relevance of the EP "Economics and Management"

- is determined by the competencies that a bachelor who has completed training within the framework of this EP possesses;
- lies in the fact that the EP is developed taking into account the demands of the labor market and the opinions of employers (there are reviews);
- is determined by the need to ensure the effective work of organizations and enterprises on which the well-being of people and the economic power of the state depend

The educational program provides for the education of a student with special educational needs in the conditions of a higher educational institution, as well as his socialization and integration into society.

When implementing the educational program, it is planned to use artificial intelligence tools in the educational process, thereby developing digital competencies among students in a rapidly changing technological environment.

The educational program provides for the education of a student with special educational needs in the conditions of a higher educational institution, as well as his socialization and integration into society.

1.2.Completion criteria

The main criterion for the completion of the educational process in the preparation of bachelors is the acquisition of at least 205 credits of theoretical training, as well as at least 25 credits of practice, not 8 credits for the preparation of diplomas. Total 240 credits.

1.3.Typical study duration: 3 years.

2.PASSPORT OF THE EDUCATIONAL PROGRAM

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|---|---|
| 2.1.EP purpose | Training of highly qualified specialists in the field of economics and business administration with professional and supra-professional skills that meet the needs of society in the context of modernization. |
| 2.2.Map of the training profile within the educational program | |
| Code and classification of the field of education | 6B04 - Business, Management and Law |
| Code and classification of the direction of training | 6B041 - Business and Management |
| Code in the International Standard Classification of Education | 0410 |
| Code and classification of the educational program group | B044 - Management and administration |
| Code and name of the educational program | 6B04108 - Economics and Management |
| 2.3.Distinctive features of the OP (double degree/joint, OVPO-partner, Double major, innovative) | - |
| 2.4.Qualification characteristics of the graduate | |
| Degree awarded / qualification | Bachelor of Business and Management under the educational program 6B04108 - |
| Name of professional standard | Performance management Planning and analysis of company`s resources |
| Atlas of new professions | - |
| Regional standard | - |
| Name of the profession / list of positions of a specialist | <ul style="list-style-type: none"> • Economist (in any field) •Business consultant; • Economist-analyst; •Manager • HR - manager (HR manager), • PR - manager (public relations manager), • Advertising Manager, • Brand manager (brand manager), • Investor Relations Manager, etc. |
| OQF qualification level (industry qualification framework) | 6 |
| Area of professional activity | <ul style="list-style-type: none"> • organizational and technological - participation in the process of organization and management of production, material and technical supply and supply to the enterprise, participation in the development and application of management technologies; • production-management planning, organization, motivation, control and other aspects of production activity; • project-organizational, managerial, project. Development of organizational management structures, their introduction, adaptation. Feasibility study of projects. Analysis and evaluation of project effectiveness; • scientific-research - is carried out within the framework of research programs of the University, enterprises, etc. Participation in international programs of scientific cooperation in the field of economics, organization and management; educational or pedagogical - this is professional |

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| | activity and secondary educational institutions. |
| Object of professional activity | The objects of professional activity of a graduate are: enterprises, organizations and firms, regardless of the type of activity, size or form of ownership, government bodies, educational institutions and research institutes and organizations, individuals and societies. |
| Types of professional activity | <ul style="list-style-type: none"> - organizational and managerial activities - calculation and design - experimental research - economic - analytical - consulting |
| 2.5. Graduate Model | <p>The uniqueness of the EP lies in the fact that the student has the opportunity to choose:</p> <ul style="list-style-type: none"> - individual educational trajectory; - practical orientation of the program; - dual training; - additional qualifications (minor); - passing industrial and undergraduate practice in the largest regional and local organizations; - academic mobility in foreign universities; - enhanced training of foreign languages. In addition, the uniqueness of this educational program will enable students to - open doors to better employment opportunities; - increase your potential for lifelong learning; benefits and increased career opportunities for those working in various industries; - increase confidence, maturity and influence in the workplace; - to improve their management skills and master not only the features of socio-economic processes and their management at the regional level, but also to comprehensively study possible ways to form an economic mechanism for the functioning of the country's economic complex in the context of digital transformation. <p>Competences are acquired by learners based on the learning outcomes and practical experience. As a result of mastering the educational program, the graduate should have the following competencies:</p> <ul style="list-style-type: none"> - is able to understand and analyze worldview, socially and personally significant philosophical problems; - is aware of the social significance of his future profession, has a high motivation to perform professional activities; - knows foreign languages for communication in the educational, scientific, professional and socio-cultural sphere of communication; - owns the basic methods, methods and means of obtaining, storing, processing information, has the skills to work with a computer as a means of managing information, is able to work with information in global computer networks; - ready to work in teams and manage teams in their professional environment; - able to think critically, make a set of alternatives and choose the best solutions. |

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| | <ul style="list-style-type: none">- is able to plan and conduct the necessary experiments, interpret data and draw conclusions; - is able to realize the social significance of his future profession, to be motivated to perform professional activities;- is able to perform the calculations necessary for the preparation of the economic sections of the plans, justify them and present the results of work in accordance with the international financial reporting standards adopted by the organization;- is able, on the basis of standard methods and the current regulatory framework, to calculate economic and socio-economic indicators that characterize the activities of the organization;- is able, using domestic and foreign sources of information, to collect the necessary data, analyze them and prepare an information review and / or an analytical report;- is able to analytically process accounting and reporting information in order to make the right management business decisions and obtain an assessment of the efficiency of the operation of objects;- is able to make decisions on the organization and functioning of entrepreneurial activities, analyze and justify the reality of business plans.- is able to conduct a feasibility study of design solutions. |
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3. Modules and content of the educational program

Module 1. Fundamentals of social and humanitarian knowledge

Brief description of the module content

This module reveals such aspects as: socio-cultural, economic-legal, environmental knowledge, communication skills, the use of information technology taking into account modern trends in the development of society.

Module disciplines

Foreign language

Kazakh(Russian) language (1)

Physical Culture

Foreign language

Kazakh(Russian) language (2)

The module of socio-political knowledge (sociology, political science, cultural studies, psychology)

Physical Culture

Information and communication technology

Physical Culture

History of Kazakhstan

Physical Culture

Philosophy

Module 2. Modern concepts of economics and management

Brief description of the module content

Contemporary economics and management concepts reflect current trends and changes in global economics and management practices. Gaining knowledge on the theoretical foundations, methodology, methods and practice of studying economic processes and patterns, studying the importance of micro and macroeconomic theory, the evolution and development of various economic theories of ideas and concepts throughout history. Theoretical and methodological foundations of trade between countries, the development of world markets for goods and services. Concepts and definitions in the field of organizational management, requirements for professional competence of managers, fundamentals of a systematic approach to management, modern trends and trends in improving organizational management culture.

Module disciplines

The History of Economic Thought

Services Marketing

International economy

Marketing Basics

Pricing policies of firms

Economics and organization of management in foreign economic activity

Taxes and taxation

Insurance management

Financial management

Module 3. Business administration

Brief description of the module content

The business administration module includes a set of disciplines and skills aimed at effectively managing a business and organization. Studying the basic theoretical foundations in the field of human resource management; mastering effective methods and techniques of personnel management, formation of personnel policies in the organization, also in the field of business management activities. Theoretical foundations of state regulation, the formation of the real sector of the economy of Kazakhstan, anti-crisis state regulation of the real sector.

Module disciplines

State regulation of real sector

Human resource management

Administration of Kazakhstan Economic

Innovation Management

Commercial marketing

Risk management

Module 4. Economic aspects of regional development and logistics

Brief description of the module content

The module examines theoretical and practical issues of price and market pricing, and the study of this module will allow students to competently and competently use pricing policy methods, pricing strategies and methods of develop independent economic decisions that increase business efficiency, study in detail the resources of the enterprise, the efficiency of their use, profitability and basic technical and economic indicators of the functioning of the enterprise, to form students' ideas about modern approaches to improving logistics management; develop the skills and abilities to analyze problems in the field of logistics and develop effective proposals for solving them at the regional level.

Module disciplines

Sociology of Work

Manpower

The Economics of labour

Institutional economics

Information Management

Critical thinking

Logistics

Evaluation of innovative projects

Merchandizing and examination

Planning of activity of the enterprise

Investment and innovation activities of the enterprise

Innovation activity of agricultural enterprises

Management of small and medium-sized enterprises

Urbanisation and city management

Economy of municipal economy

Module 5. Economic analysis and project management

Brief description of the module content

The module is designed to train specialists capable of conducting comprehensive economic analysis and effectively managing projects. This module covers key methods, tools and best practices in these areas. The main sections of the module may include the following topics: economics and analysis of industrial sectors, socio-economic planning, management of investment activities, organization and planning of production, business value assessment and feasibility studies of projects, project management.

Module disciplines

Economics and analysis of industries

Public administration for investment activity

Research of management systems

Organization and planning of production

Estimation of business cost and EEF projects

Forecasting and planning of the company

Socio-economic planning

Cost management

Change management

Economics and organization of production

Production economy

Economic analysis

Final examination

Brief description of the module content

Writing and defending a thesis or preparing and passing a comprehensive exam.

Module disciplines

Diploma work

Comprehensive exam

4. Summary table on the scope of the educational program «6B04108 - Economics and Management»

| Name of discipline | Cycle/ Component | Term | Number of credits | Total hours | Lec | SPL | LC | IWST | IWS | Knowledge control form |
|--|---------------------|------|----------------------|----------------|-----|-----|----|------|-----|---------------------------|
| Module 1. Fundamentals of social and humanitarian knowledge | | | | | | | | | | |
| Foreign language | GER/CC | 1 | 5 | 150 | | 45 | | 35 | 70 | Examination |
| Kazakh(Russian) language (1) | GER/CC | 1 | 5 | 150 | | 45 | | 35 | 70 | Examination |
| Physical Culture | GER/CC | 1 | 2 | 60 | | 60 | | | | Examination |
| Foreign language | GER/CC | 2 | 5 | 150 | | 45 | | 35 | 70 | Examination |
| Kazakh(Russian) language (2) | GER/CC | 2 | 5 | 150 | | 45 | | 35 | 70 | Examination |
| The module of socio-political knowledge (sociology, political science, cultural studies, psychology) | GER/CC | 2 | 8 | 240 | 30 | 45 | | 55 | 110 | Examination |
| Physical Culture | GER/CC | 2 | 2 | 60 | | 60 | | | | Examination |
| Information and communication technology | GER/CC | 3 | 5 | 150 | 15 | 15 | 15 | 35 | 70 | Examination |
| Physical Culture | GER/CC | 3 | 2 | 60 | | 60 | | | | Examination |
| History of Kazakhstan | GER/CC | 4 | 5 | 150 | 30 | 15 | | 35 | 70 | Qualification examination |
| Physical Culture | GER/CC | 4 | 2 | 60 | | 60 | | | | Examination |
| Philosophy | GER/CC | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Module 2. Modern concepts of economics and management | | | | | | | | | | |
| The History of Economic Thought | BS/CCh | 1 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Services Marketing | BS/CCh | 1 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| International economy | BS/CCh | 1 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Marketing Basics | BS/CCh | 1 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Pricing policies of firms | BS/CCh | 1 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Economics and organization of management in foreign economic activity | BS/CCh | 1 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Taxes and taxation | BS/CCh | 2 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Insurance management | BS/CCh | 2 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Financial management | BS/CCh | 2 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Module 3. Business administration | | | | | | | | | | |
| State regulation of real sector | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Human resource management | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Administration of Kazakhstan Economic | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |

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|---|--------|---|---|-----|----|----|--|----|----|-------------|
| Innovation Management | AS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Commercial marketing | AS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Risk management | AS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Module 4. Economic aspects of regional development and logistics | | | | | | | | | | |
| Sociology of Work | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Manpower | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| The Economics of labour | BS/CCh | 3 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Institutional economics | BS/CCh | 4 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Information Management | BS/CCh | 4 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Critical thinking | BS/CCh | 4 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Logistics | BS/CCh | 4 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Evaluation of innovative projects | BS/CCh | 4 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Merchandizing and examination | BS/CCh | 4 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Planning of activity of the enterprise | BS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Investment and innovation activities of the enterprise | BS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Innovation activity of agricultural enterprises | BS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Management of small and medium-sized enterprises | BS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Urbanisation and city management | BS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Economy of municipal economy | BS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Module 5. Economic analysis and project management | | | | | | | | | | |
| Economics and analysis of industries | AS/CCh | 5 | 6 | 180 | 30 | 30 | | 40 | 80 | Examination |
| Public administration for investment activity | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Research of management systems | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Organization and planning of production | AS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Estimation of business cost and EEF projects | AS/CCh | 5 | 6 | 180 | 30 | 30 | | 40 | 80 | Examination |
| Forecasting and planning of the company | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Socio-economic planning | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Cost management | AS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Change management | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Economics and organization of production | AS/CCh | 5 | 5 | 150 | 15 | 30 | | 35 | 70 | Examination |
| Production economy | AS/CCh | 5 | 5 | 150 | 30 | 15 | | 35 | 70 | Examination |
| Economic analysis | AS/CCh | 5 | 6 | 180 | 30 | 30 | | 40 | 80 | Examination |
| Final examination | | | | | | | | | | |
| Diploma work | | 6 | 8 | 240 | | | | | | |

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| Comprehensive exam | | 6 | 8 | 240 | | | | | | |
|--------------------|--|---|---|-----|--|--|--|--|--|--|

REVIEW

for an educational program in the field of preparation
6B04108 "Economics and Management" developed by the Department of "Economics and
Finance" of the Faculty of Humanities and Economics
NJSC Shakarim University of Semey

Code in the international standard classification of education 0410
Level of preparation: Bachelor's degree
For 2024 recruitment

The peer-reviewed educational program in the field of study 6B04108 - "Economics and Management" is a system of documents, the general characteristics of which are presented on the official website of the university in three languages.

The quality of the content of the curriculum is beyond doubt. The disciplines included in the plan reveal the essence of current problems, such as training specialists for the innovative economy of Kazakhstan. The structure of the plan is generally logical and consistent. An assessment of the annotated work programs of academic disciplines allows us to conclude that the content of the disciplines corresponds to the graduate's competency model.

The educational program is developed as a set of sequential training modules for the entire period of study and is aimed at mastering all the necessary competencies. The list of core and basic EP disciplines (compulsory, university and elective components) most fully reflects the needs and requirements of the modern labour market, employers - government and financial institutions, enterprises and corporations, and banks and takes into account the latest changes in the accounting and tax policies of the Republic of Kazakhstan.

The work programs of the reviewed educational program clearly demonstrate the use of active and interactive forms of conducting classes, including discussions, business games, situational tasks, case assignments, etc. The developed EP provides for professional and practical training of students in the form of practice. The content of practice programs testifies to their ability to develop students' practical skills. When developing assessment tools for monitoring the quality of studying disciplines and practices, the competencies and degree of general readiness of graduates for professional activities are taken into account.

The reviewed EP has a high level of provision with educational and methodological documentation and materials. A selective analysis of the university's electronic library catalog showed that it contains programs for all declared disciplines, practices and final state certification. Among the strengths of the program, it should be noted that quite experienced teaching staff, as well as leading practitioners, are involved in its implementation. Also, one of the advantages is taking into account the requirements of employers when forming disciplines of the professional cycle.

In general, the peer-reviewed educational program, developed and implemented by the Department of Economics and Finance of the Faculty of Humanities and Economics of the Shakarim University of Semey NJSC, contributes to the formation of general cultural and professional competencies of the EP in the field of study 6B04108 "Economics and Management".

Reviewer: PhD, professor
University of Surrey (UK)



V.Filimonau

09/01/2024

«БВ04 - Бизнес, басқару және құқық» білім беру саласы
«БВ041 - Бизнес және басқару» даярлау бағыты
«В044 - Менеджмент және басқару» білім беру бағдарламасы тобы
«БВ04108 – Экономика және менеджмент» білім беру бағдарламасына

РЕЦЕНЗИЯ

Халықаралық стандарттық білім беру жіктеушіндегі код 0410
Дайындық деңгейі бакалавр
2024 жылғы қабылдауға

БВ04108 – «Экономика және менеджмент» білім беру бағдарламасы жоғары білімнің мемлекеттік жалпыға міндетті стандарты негізінде әзірленген құжаттар жүйесі болып табылады. Білім беру бағдарламасының мақсаты: модернизация жағдайында қоғамның қажеттіліктерін қанағаттандыратын кәсіби және кәсіптен тыс дағдылары бар экономика және іскерлік басқару саласындағы жоғары білікті мамандарды даярлау. Білім беру бағдарламасының жалпы сипаттамасы университеттің ресми сайтында берілген.

Білім беру бағдарламасына енгізілген пәндер еңбек нарығының сұранысына сәйкес мамандарды даярлау сияқты өзекті мәселелердің мәнін ашады. Пәндерді оқудың логикалық бірізділігі сақталған. Бір пән бойынша алған білім кейінгі пәндерді оқуда тереңдетіліп, толықтырылады. Білім беру бағдарламасы аясында қамтылған барлық, міндетті және таңдау циклдерінің пәндері осы бағдарлама бойынша бітірушінің құзыреттілік моделінде сипатталған дағдыларды қалыптастыруға ықпал етеді.

Түлектің біліктілік сипаттамасы, атап айтқанда маманның қызметінің тізімі, кәсіби қызмет саласы, кәсіби қызмет нысаны және кәсіби қызмет түрлері кәсіптік стандарттарға сәйкес келеді. Оқыту пәндерінің сапасын бақылау үшін бағалау құралдарын әзірлеу кезінде іс-тәжірибелер, құзыреттер және бітірушілердің кәсіптік қызметке жалпы дайындық дәрежесі ескерілген. Бакалавр студенттерінің құзыреттілігін бағалау және бақылау жүйесін олардың болашақ кәсіби қызметінің шарттарына барынша жақындату үшін жағдай жасалған. Осы мақсатта белгілі бір пән оқытушыларымен қатар жұмыс берушілер сыртқы сарапшылар ретінде, пәнді оқытуға оқытушы ретінде белсенді түрде қатысады. Осыған сәйкес бағдарламаны жүзеге асыруға жеткілікті тәжірибелі оқытушылар құрамы, сондай-ақ жетекші практиктер тартылғанын атап өткен жөн. Сонымен қатар білім беру бағдарламасының артықшылығы кәсіптік цикл пәндерін қалыптастыруда жұмыс берушілердің және білім алушылардың талаптары ескерілген.

Жаһандану мен цифрлық трансформация жағдайында заманауи үдерістерге лайықты жауап беретін және таңдаған кәсіби қызмет саласында көшбасшы бола алатын экономистер мен менеджерлер қажет. Ұсынылып отырған білім беру бағдарламасы бойынша білім алушылардың оқу нәтижесінде алған құзыреттері қазіргі еңбек нарығының талаптарына сәйкес келеді.

Жалпы, Семей қаласының Шәкәрім атындағы университетінің Бизнес жоғары мектебінің «БВ04108 – Экономика және менеджмент» білім беру бағдарламасының жұмыс тобымен әзірленген және жүзеге асырылып жатқан «Экономика және менеджмент» білім беру бағдарламасы Қазақстан Республикасының Мемлекеттік білім беру стандартының, сонымен қатар еңбек нарығының негізгі талаптарына және білімнің жоғары деңгейі бойынша мамандарды дайындауға сай келеді.

«Тамаша сауда» ЖШС директордың
қаржы жөніндегі орынбасары



Ракишева Л.Б.

08.01.2024 жыл

NJSC "SHAKARIM UNIVERSITY OF SEMEY"

**DEVELOPMENT PLAN OF EDUCATIONAL PROGRAM
EP "6B04108 – "Economics and Management"
(EP code and name)
for 2024-2027**

Semey, 2024

Content

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1. Passport of the Master's Degree Development Plan EP "6B04108 – "Economics and Management"
(name of EP)

| | | |
|---|------------------------------------|---|
| 1 | The basis for the development | Development program of the Non -Profit Limited Company «Shakarim University of Semey» for 2023-2029 |
| 3 | Terms of implementation | 2024-2027 y. |
| 4 | Expected results of implementation | Training of highly qualified specialists in the field of economics and business administration with professional and supra-professional skills that meet the needs of society in the context of modernization |

Учебные занятия по ОП проводятся в 14 учебных аудиториях. Практическая подготовка обучающихся ОП осуществляется через проведение производственных практик и научно-исследовательскую работу, которые являются важнейшим звеном в системе профессиональной подготовки будущих специалистов. Практики ориентированы на углубление, систематизацию, обобщение и конкретизацию теоретических знаний, полученных в университете, на совершенствование профессионально значимых умений и навыков.

ВУЗом заключены договора о сотрудничестве по реализации программ внешней академической мобильности студентов с 30 вузами зарубежных стран, так же внутренней академической мобильности студентов с 19 вузами Республики Казахстан.

Общий контроль за процессом трудоустройства выпускников вуза ведет руководитель Отдела карьеры и трудоустройства. Ежегодно в университете назначаются ответственные за трудоустройство на уровне факультета и на уровне выпускающих кафедр. Также, в университете проводится общеуниверситетская ярмарка вакансий с участием работодателей разных сфер деятельности. По ОП «7М01504 - Химия» ежегодно осуществляется выпуск специалистов, процент трудоустройства составляет 100%.

2. Analytical justification of the OP

2.1 Information about the educational program

The educational program has been developed in accordance with the National Qualifications Framework and Professional Standards, according to the Dublin Descriptors and the European Qualifications Framework. The typical period of mastering the bachelor's degree program is 3 years.

EP "6B04108 – "Economics and Management" was developed by the Academic Committee. Considered at a meeting of the

The educational program EP "6B04108 – "Economics and Management", implemented at the Faculty of Humanities and Economics, at the Department of Economics and Finance, was developed taking into account the needs of the regional labor market and the opinion of employers. The department, according to the EP "6B04108 – "Economics and Management", trains specialists of an economic profile, competitive in the labor market, in demand in the labor market, able to effectively adapt to dynamically changing social and professional conditions of activity, having a high level of readiness for the implementation of basic professional functions, able to constructively influence the nature and direction of the development of professional spheres of their activities, who have organizational and managerial skills. To provide a comprehensive economic education that provides a set of competencies in the field of economics and business administration, professional and supra-professional skills. A graduate, having mastered such qualities, is able to get a decent job and continue professional development throughout his life.

The educational program 6B04108 - "Economics and Management", implemented at the Faculty of Humanities and Economics, at the Department of Economics and Finance, was developed taking into account the needs of the regional labor market and the opinions of employers. The department under the educational program 6B04108 - "Economics and Management" trains economic specialists who are competitive in the labor market, in demand in the labor market, who are able to effectively adapt to dynamically changing social and professional conditions of activity, who have a high level of readiness to implement basic professional functions, who can constructively influence the nature and direction of development of professional areas of their activities, possessing the skills of organizational work and management activities. To provide a comprehensive economic education that provides a set of competencies in the field of economics and business administration, professional and non-professional skills. A graduate, having mastered such qualities, is able to get a decent job and continue professional development throughout his life.

Relevance of the EP “Economics and Management”:

- determined by the competencies possessed by a bachelor who has completed training within the framework of this EP;
- is that the EP was developed taking into account the needs of the labor market and the opinions of employers (there are reviews);
- determined by the need to ensure the effective operation of organizations and enterprises on which the well-being of people and the economic power of the state depend.

2.2 Information about students

| The basis of training | Academic year | 2023-2024 academic year | 2024-2025 academic year | 2025-2026 academic year |
|-----------------------|---------------|----------------------------|----------------------------|----------------------------|
| | Grant | 23 | 23 | 23 |
| | Contract | 75 | 90 | 105 |
| | Total | 98 | 113 | 128 |

2.3 Internal and external conditions for the development of EP

The university has created a favorable learning environment for students, including material, technical and information resources used in the educational process, which are sufficient and comply with the requirements established for the main activity, the university development strategy and the goals of the educational program, promoting the formation of professional competence of students based on taking into account their individual needs and opportunities.

To achieve the goals and objectives of training qualified personnel according to EP 6B04108 - “Economics and Management”, there are various types of technical resources:

- classrooms and lecture halls are equipped with modern computers;
- classrooms with interactive whiteboards;
- high-speed access to Internet resources;
- library with materials on paper and electronic media
- access to international abstract databases (Scopus and Web of science);
- availability of a specialized office.

The training of students in the educational program 6B04108 - “Economics and Management” in the structure of the Faculty of Humanities and Economics is provided by the graduating department “Economics and Finance”. EP 6B04108 – “Economics

and Management” is carried out in the 8th educational building on Shugaev Street 159/3. The Department of Economics and Finance is located on the 3rd floor, has an equipped material and technical base, including a teaching room, an office of the head of the department, a computer class, a specialized office, a lecture room equipped with an interactive projector and educational literature.

The portal ais.semgu.kz contains educational and methodological materials on all disciplines taught in Kazakh and Russian languages, a fund of cases, business games, video lectures and software provision.

The university has its own page on the official website of the university shakarim.edu.kz. Educational and methodological documents of the educational program are developed in accordance with existing regulatory documents:

- State compulsory education standard of the Republic of Kazakhstan;
- Working curriculum of the specialty;
- Catalog of elective disciplines;
- Educational and methodological complexes of disciplines (syllabuses);

According to the approved schedule, training sessions: lectures, practical classes are conducted in on-line and off-line modes.

EP 6B04108 - “Economics and Management” is carried out through production, pedagogical, research practices, this activity is carried out by practice bases, in particular “Tamasha Sauda” LLP, “Kondiz” LLP, “Tsemzavod” LLP, “Silicate Plant” LLP, Kalina KZ”, etc. The main requirements for partners are to improve the quality of practical training of future specialists and familiarize them with scientific research.

In order to improve the quality of training of specialists in EP 6B04108 “Economics and Management” and correspond their competencies to the modern level of development of production and science, leading practitioners of manufacturing enterprises and organizations in Semey are invited to participate in the development of the EP and the catalog of elective disciplines. Also, in accordance with the work plan of the Department of Economics and Finance, on-site practical classes in the discipline “Enterprise Economics” are conducted for students of EP 6B04108 “Economics and Management”.

The main indicator of achieving the goal of the EP is the employment rates of graduates in the first year after graduation. The employment rate of graduates averages 91%.

According to the agreement between universities, EP students undergo academic mobility training. Academic mobility is important both for personal development - gaining learning (work) experience in other academic and social conditions, and for updating the educational process at a university. This contributes to the competitiveness of not only higher educational

institutions, but also future specialists as participants in the single labor market. It is necessary to further develop the process of academic mobility, which is, of course, the reason for modernizing and improving the quality of educational programs and teaching technologies. The potential for student mobility has largely not been exhausted, and the department sets goals for students to develop this area.

In 2023, a memorandum of cooperation was signed with the School of Management of the Leonardo da Vinci University (Paris, France), as well as with the International University of Innovative Technologies (Bishkek, Kyrgyz Republic) <https://www.instagram.com/reel/CloCLHNqgwp/?igshid=MTc4MmM1YmI2Ng==>. Currently, under the program of external academic mobility, the department continues to cooperate with the Bashkir State Pedagogical University named after M. Akmulla (Russia), Pamukkale University (Turkey), University of Economy in Bydgoszcz (Poland), with Kyungdong University (South Korea), with Baranovich State university (Belarus, BarSU) and others. a memorandum of cooperation was signed. With these universities, we jointly implement educational programs for students and teachers; it is planned to organize academic exchanges, foreign scientific internships for teaching staff, summer and winter schools. There are ideas for scientific and innovative projects.

Особое внимание уделяется повышению квалификации преподавателей путем прохождения курсов повышения квалификации и научных стажировок в отечественных и зарубежных вузах, в организациях различных форм собственности, а также путем приглашения ведущих специалистов по профилю, ученых с высших учебных заведений ближнего зарубежья.

2.4 Information about teaching staff implementing the educational program

The implementation of EP 6B04108 - "Economics and Management" is provided by scientific and pedagogical personnel in accordance with the requirements of the State Educational Standard of the Republic of Kazakhstan. 25 people are involved in training students in the field of study "Economics and Management", of which 15 are full-time teachers. The share of full-time teachers from the total number is 60%. The level of teaching staff implementing the educational program tends to gradually increase. Availability of basic education in the department's profile - 100%. The department provides opportunities for career growth and professional development of teaching staff. The average age of the teaching staff is 50 years. All teachers of the department have the appropriate basic economic education.

At the department, the formation of scientific and pedagogical personnel is carried out through the preparation of masters of economic sciences. The department provides opportunities for career growth and professional development of teaching staff. Teachers of the department enter doctoral studies at L. Gumilev ENU and Alikhan Bokeikhan University. In 2021 and 2022, 3

doctoral students graduated. Currently, 3 more doctoral students are studying. In the 2024-2025 academic year, 2 doctoral dissertations will be defended. In 2023, Gabdullina L.B., Akisheva D.M. successfully defended her doctoral dissertation.

The staff of the Department of Economics and Finance is staffed in accordance with the legislation of the Republic of Kazakhstan, the “Rules for competitive filling of positions of scientific and pedagogical personnel of higher educational institutions.”

| № | Indicators | units | 2024-2025 cademic year | 2025-2026 cademic year | 2026-2027 cademic year |
|----------|--|--------------|-----------------------------------|-----------------------------------|-----------------------------------|
| 1 | Share of teaching staff with an academic degree in EP | % | 85,7 | 85,7 | 85,7 |
| 2 | Including the share of teaching staff with an academic degree in the GES cycle | % | 90 | 90 | 90 |

The level of competence of teachers in teaching methods is sufficient to effectively disclose the content of training courses and develop in students the knowledge and skills (competencies) necessary to achieve the learning outcomes provided for by the goals of the program. The syllabuses provide for the competencies that they acquire in the course of studying the discipline, and the individual plans of teachers reveal the directions for improving the taught disciplines. During the training period, teachers use all educational and methodological materials from the library collection of the institute. Teachers of the departments have a good command of the teaching methods that are accepted by the university for the group of training courses implemented by them, and also have experience in practical work in the subject area of the course content, as evidenced by the materials of open classes, minutes of the meeting of the UMS. Teachers’ profiles and results of scientific activities and advanced training are reflected on the portal: <https://shakarim.edu.kz/faculty/7>

In order to improve the quality of training, employers and stakeholders are invited to implement EP 6B04108 - “Economics and Management”; in particular, practicing economists and employers take an active part in the development of the EP.

One of the main trends in the development of the higher education system is the internationalization of universities, within the framework of which leading foreign scientists from foreign ranking universities are attracted to give lectures and joint scientific cooperation. In September 2023, a visiting foreign professor, PhD, Ozay Ozpence from the University of Pamukkale (Turkey) came to the Department of Economics and Finance, and in May 2024, a professor, PhD, Vyacheslav Filimonov from the University of Surrey (UK).

In September 2024, it is planned to invite a foreign professor, PhD, Vyacheslav Filimonov from the University of Surrey (UK) to the Department of Economics and Finance and in October a foreign professor, PhD, George Abuselide from Batumi Shota Rustaveli State University (Georgia). It is planned to organize the following events:

- lecturing for students of economic specialties;
- working meeting with managers of educational programs;
- holding a seminar for teaching staff and consulting undergraduates on preparing to write scientific articles for publication in international journals included in the Web of Science, Scopus database;
- providing scientific and methodological assistance in writing dissertations for 2nd year undergraduates of the department's educational programs.

Teaching staff who implement EP annually improve their skills, participate in seminars, master classes, trainings, etc. The teaching staff publishes scientific articles in journals recommended by SHEQAC and in the Scopus database.

2.5 Characteristics of the achievements of the EP

The difference and uniqueness of these OPs lies in the fact that there is a good material and technical base that meets modern requirements. This is the presence of specialized classrooms, the presence of highly qualified scientific and pedagogical staff (graduation of teaching staff is 85.7%, the presence of representatives of production in the teaching staff, affordable tuition costs, the availability of training trajectories in demand in the labor market).

3. Main objectives of the EP development plan

The goals and objectives of educational programs are formulated taking into account the requirements and requests of potential consumers, and based on an assessment of the demand for the educational program, which are determined by the interests of potential employers, applicants, the potential of the university, the requirements of the state and society as a whole.

The educational program OP 6B04108 - "Economics and Management" is focused on training management personnel with a high level of competitiveness in the modern labor market, capable of effectively solving complex management problems in all spheres of the economy in order to create favorable conditions for sustainable socio-economic development.

| № | Name of the task | Terms of development | Stages of development |
|----------|---|-----------------------------|--|
| 1 | Improvement and improvement of conditions for obtaining a full-fledged, high-quality professional education | The entire training period | Development of measures to improve educational services for the development of professional skills |
| 2 | Updating the content of educational programs that form the main professional competencies of future specialists | The entire training period | When updating the content of educational programs, include disciplines recommended by employers |
| 3 | Increasing the innovativeness of scientific developments and increasing the number of research results introduced into production | The entire training period | To increase the level of participation of teaching staff in competitions for grant funding of scientific projects and to increase the number of projects being implemented |

4. Risk analysis of OP

| № | Name of risks | Measures to eliminate |
|----------|--|--|
| 1 | Reduction of the contingent of students in the EP | Wide coverage and uniqueness of the specialty, as well as active work in social networks, changing the content of the working curriculum in accordance with the requests of undergraduates and the market |
| 2 | Insufficient level of knowledge of the language for the introduction of multilingualism | Mastering the teaching staff of the English language through participation in language courses conducted by Shakarim University and improving English language skills through platforms on the YouTube channel and other information sites |
| 3 | Insufficient development of external and internal academic mobility of students and teaching staff | Work with partner universities by invitation and exchange of undergraduates and teaching staff within the framework of academic mobility and internships, organization of scientific events, etc. |
| 4 | The risk of reducing the degree of teaching staff in the EP | There is no such risk for this educational program. |
| 5 | Low number of publications in cited journals. | Increasing interest in publication activity through the introduction of a system of financial incentives through KPIs. |
| 6 | Low percentage of participation in grant financing of scientific projects. | Increasing interest in participating in projects and startups through the introduction of a system of financial incentives through KPIs. |

5. Action plan for the development of EP

| № | Criteria | Expected results | | 2023-2024 | 2024-2025 | 2025-2026 |
|--|---|--|------|-----------|-----------|-----------|
| Direction 1. Educational and methodological support | | | | | | |
| 1.1 | Updating the educational program based on professional standards, taking into account the recommendations of employers | Conducting an examination of the Educational program "6B04109 – "Accounting and Finance"" in order to improve the practice orientation and development of professional competencies of graduates | fact | + | + | + |
| 1.2 | Monitoring and updating catalogs of elective disciplines in accordance with the development of key and professional competencies, the demands of the labor market. | Improving the quality of the content of educational programs by including elective courses aimed at developing key and professional competencies of graduates in accordance with the demands of the labor market. | fact | + | + | + |
| 1.3 | Introduction of modern learning technologies into the educational process, contributing to the development of cognitive activity, communicative ability of students | Improving the quality of teaching academic disciplines, taking into account the novelty and variety of forms of work that contribute to the development of cognitive activity. | fact | + | + | + |
| 1.3.1 | Introduction of mass open online courses (MOOCs) in the educational process according to the educational program 6B04109 – Accounting and Finance | Introduction of disciplines into the educational process Improving the quality of teaching academic disciplines, taking into account the novelty and diversity of forms of work that contribute to the development of cognitive activity. | ед | 1 | 1 | 2 |
| 1.4 | Involvement of social partners and employers in the development, examination of the implementation of educational programs | Improving the quality of implemented educational programs taking into account market demands and recommendations of employers | ед | 2 | 2 | 2 |

| | | | | | | |
|------------------------------------|---|---|------|----|----|----|
| 1.5 | Development and implementation of elective courses in English | Introduction of disciplines in English into the educational process | ед | - | 1 | 1 |
| 1.6 | Conducting seminars and round tables on the application of innovative technologies in the educational process | Introduction of innovative technologies in the educational process | ед | 1 | 1 | 1 |
| 1.7 | Publication of educational, methodical and scientific literature on the implemented OP | Improvement of educational and methodological support in the disciplines of the implemented educational programs | ед | 1 | 1 | 1 |
| 1.8 | Conclusion of contracts with foreign and domestic partner universities in order to develop academic exchange of students of all levels and teaching staff | Creation of a database of foreign and domestic partner universities for the development of academic exchange of students of all levels and teaching staff | ед | 1 | 1 | 1 |
| 1.9 | Inviting students from partner universities to study for a semester, short-term internships, internships, etc. | Development of international recognition of educational programs, implementation of academic mobility programs for students | чел | 1 | 1 | 1 |
| 1.10 | Participation of teaching staff and students in international academic exchange programs | Development of international cooperation with foreign universities implementing educational programs in the field of Audit and taxation | чел | 3 | 3 | 3 |
| 1.11 | Development of outgoing academic mobility of teaching staff and students in the direction 6B04109 Accounting and finance | Improvement of the educational program based on the use of the experience of implementing such programs in leading foreign universities | чел | 2 | 2 | 2 |
| Direction 2. Teaching staff | | | | | | |
| 2.1 | Professional development and training of scientific and pedagogical personnel for the implementation of educational programs once every 5 years | The share of teaching staff who have passed advanced training at the national and international level is at least 20% | пеоп | 20 | 20 | 20 |


| | | | | | | |
|--|---|---|------|----|----|----|
| 2.2 | Advanced training, retraining, internships of teaching staff at the international level | Completion of at least 2 teachers of the advanced training program, retraining, internships of teaching staff at the international level | peop | 2 | 2 | 2 |
| 2.3 | Promotion of publications of the works of teaching staff in international publications indexed by the Web of Science and Scopus databases | Increase in the share of teaching staff who have published the results of scientific research in publications indexed by the Web of Science and Scopus databases – at least 30% of the total number of teaching staff | % | 30 | 30 | 30 |
| 2.4 | Involvement of practical specialists in teaching and scientific activities | Participation in the implementation of educational programs of practitioners (at least 20% of specialists) | % | 20 | 20 | 20 |
| Direction 3. Internationalization of educational programs | | | | | | |
| 3.1 | Conclusion of agreements on international cooperation with foreign universities | Conclusion of agreements on international cooperation with foreign universities | one | 1 | 1 | 1 |
| 3.2 | Attracting foreign students to study under the educational program 6B04108 – Economics and management | Increase in the number of foreign students | peop | - | - | - |
| 3.3 | Organization of joint scientific and practical events with international partners | Organization of joint scientific and practical events with international partners | one | 1 | 1 | 1 |
| 3.4 | Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations | Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations | one | 1 | 1 | 1 |

| | | | | | | |
|--|---|--|------|-----|-----|-----|
| 3.5 | Expansion of cooperation with Leading foreign scientific and educational organizations in order to attract the most qualified foreign specialists to the implementation of educational programs | Expansion of cooperation with Leading foreign scientific and educational organizations in order to attract the most qualified foreign specialists to the implementation of educational programs | peop | 1 | 1 | 1 |
| Direction 4. Logistics and digitalization | | | | | | |
| 4.1 | Step-by-step equipment of classrooms with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunction devices, webcam, projector screen) | Equipping classrooms assigned to the department with technical training tools (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen) | one | 1 | 1 | 1 |
| 4.2 | Automation of the educational process (testing, session management, student contingent movement, dean's office, department, teaching staff workload, schedule, library, syllabuses) | Information management based on the automation of the educational process (testing, session management, student body movement, dean's office, department, teaching staff workload, schedule, library, syllabuses) | fact | + | + | + |
| 4.3 | Replenishment of the full-text database of research results of teaching staff and students, teaching staff (articles, monographs, etc.) | Increase in the number of results of scientific works of scientists, research of teaching staff and students, teaching staff (articles, monographs, etc.) | one | 5 | 5 | 5 |
| 4.4 | Expansion of the fund of scientific and educational literature, including on electronic media for implemented educational programs | Ensuring the implementation of educational programs based on modern educational and information resources, including on electronic media | % | 1 | 1 | 1 |
| 4.5 | Monitoring the content and improvement of the faculty's website | Formation of the faculty's website on various aspects of the implementation of educational programs. Post detailed information about the internal content of the EP and publish all changes related to the EP for interested parties in open access. | % | 100 | 100 | 100 |

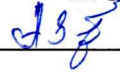
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|-----|--------------------|--|--|-----|-----|-----|
| 4.6 | Public information | Constantly work to position your EPs on social networks by covering ongoing events, changes made to the EPs, and announcements of upcoming events. | | 100 | 100 | 100 |
|-----|--------------------|--|--|-----|-----|-----|

Manager of EP 6B04108 "Economics and Management"  Abylkassimova Zh.

REVIEWED

at a meeting of the Quality Assurance Commission
 Chairman of the commission  Iskakova M.S.
 Protocol No. 1 of June 06, 2024

AGREED

Dean of the School  Zeynullina A.Zh.
 June 06, 2024