



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)

6B04106 - Management / Business Administration
(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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PREFACE

Developed

The educational program 6B04106 - Management / Business Administration 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 Zhumagalievna	Acting Dean of the Graduate School of Business, Ph.D., Associate Professor
Educational program manager	Kuzmina Larisa Viktorovna	teacher
Member of the AC	Espenbetova Bayan Arapovna	associate professor
Member of the AC	Tlemisov Ulan Bagdatovich	senior lecturer, master
Member of the AC	Timur Yerniyazovich Tleubaev	General Director of the "Semei Cement Plant" production company
Member of the AC	Dusekanov Talgat Tleubaevich	Director of Sat Trans LLP
Member of the AC	Anastasia Orazbekova	Student of group BVA-301
Member of the AC	Dilbar Nygymetzhanova	Student of group BVA-301

Reviewing

Full name of the reviewer	Position, place of work
Bakhtin Gustav Alexandrovich	LLP Company "Balapan Koligi"
	LLP Company

Reviewed

at a meeting of the Commission on Academic Quality of the Faculty of Humanities and Economics, protocol No. 2 of January 15, 2024.

at a meeting of the Academic Quality Commission of the Graduate School of Business.

Recommended for approval by the University Academic Council

Protocol No. 1, June 6, 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

Educational program 6B04106 Management/ Business Administration, implemented by the Higher School of Business of NJSC Shakarim University of Semey at the undergraduate level, was developed taking into account the needs of the international, regional and national labor market, the requirements of regulatory documents of the Ministry of Education and Science of the Republic of Kazakhstan and represents a system documents for organizing the educational process.

Educational program 6B04106 "Management/ Business Administration" gives the student an understanding of business administration and modern management in industries. The specialization of the educational program allows you to prepare personnel for business administration, management in commerce, production, the service sector, etc.

The educational program allows you to develop the student's intellectual abilities, personal success and leadership qualities, organizational skills based on applied economic education.

The educational program provides for the training of a student with special educational needs in 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 for the preparation of bachelors is the development by students of at least 205 credits of theoretical training, as well as at least 27 credits of practice, 8 credits of final certification.

At least 240 credits in total.

1.3.Typical study duration: 4 years.

2.PASSPORT OF THE EDUCATIONAL PROGRAM

2.1.EP purpose	The educational program is aimed at training qualified specialists in international business management with current competencies in the field of management and business administration; capable of making effective management decisions to achieve the company's goals, using modern tools for conducting international business.
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	6B04106 - Management / Business Administration
2.3.Distinctive features of the OP (double degree/joint, OVPO-partner, Double major, innovative)	Program 6B04106 - Management / Business Administration allows you to obtain a double-diploma education with training in English and Korean at universities of the Republics of Kazakhstan (Shakarim University of Semey NJSC) and South Korea (Kyundong University).
2.4.Qualification characteristics of the graduate	
Degree awarded / qualification	Bachelor of Business and Management on the educational program 6B04106
Name of professional standard	-
Atlas of new professions	-
Regional standard	-
Name of the profession / list of positions of a specialist	Manager, service manager, project manager, sales manager, HR - manager (personnel manager), Recruiting Manager (recruitment manager) PR manager (public relations manager), advertising manager, brand manager (trademark manager), investor relations manager, etc.
OQF qualification level (industry qualification framework)	6
Area of professional activity	The area of professional activity of a specialist: <input checked="" type="checkbox"/> Company management, own business in any area; <input checked="" type="checkbox"/> Marketing, distribution, logistics, etc. ; <input checked="" type="checkbox"/> Banking and financial sector; <input checked="" type="checkbox"/> Manufacturing; <input checked="" type="checkbox"/> Service sector; <input checked="" type="checkbox"/> Consulting and public relations; <input checked="" type="checkbox"/> Communication and contract management.
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, and other areas of

Types of professional activity	<p>activity.</p> <p>Graduates of the educational program "Management / Business Administration" can perform the following types of professional activities:</p> <ul style="list-style-type: none"> ☒ to identify, to analyze, to generate ideas to meet the needs of customers and society, based on the skills of creative and innovative thinking; ☒ effectively implement personal and team initiatives, translate the ideas of business growth, trade and management sectors into concrete results; ☒ to organize their professional activities on the principles of responsibility and efficiency, regardless of the place of work and country of residence; ☒ to collect, to analyze and critically evaluate information, which is an important characteristic of a bachelor of economics and business; ☒ to apply effective communication skills based on personal, linguistic, mathematical competencies through oral and written forms of interaction, both in a narrow circle and in public speaking; ☒ to apply innovations in the field of science and technology, taking into account the critical responsibility for the environment, the health and well-being of workers and society, both in national and global contexts. ☒ to demonstrate knowledge in functional areas of business; ☒ to apply knowledge of the principles of administration in professional activities; ☒ to analyze and to predict trends in the business environment; ☒ to integrate the theory and practice of management in an interdisciplinary approach; ☒ to demonstrate an understanding of the world as a complex system where problems are solved on the basis of interaction, understanding and responsibility both at the local level and in the global community.
2.5. Graduate Model	<p>Educational program 6B04106 - Management/Business Administration directed for training qualified specialists on international business management, possessing current competencies in the field management and business administration; capable of taking effective management decisions to achieve goals companies using modern tools conducting international business.</p> <p>Uniqueness of OP 6B04106 - Management/Business Administration is expressed in receiving double-diploma education at bachelor`s level, in within which the opportunity is provided studying at universities in the Republics of Korea and Kazakhstan with acquiring competencies to implement professional activities on national and international level.</p> <p>As a result of development educational program OP 6B04106 - Management/Business Administration graduate</p>

acquires the following competencies.
Demonstrates socio-cultural, economic-legal, environmental knowledge, communication skills, applies information technology taking into account modern trends in the development of society.
Demonstrates competencies in the field of business (professional) communication in multilingual environment, and also has an independent view of the general culture of the world.
Understands current trends economics and finance, has skills economic and financial analysis.
Capable of implementing HR administration (human resource management), carry out business communications based on modern technologies. Possesses skills organization and management of business processes at
at its functional level, has competencies in the field of market assessment company`s capabilities and market development niche. Able to navigate strategic values and growth factors of the company.
Demonstrates competency in the field systems thinking and integrated solutions problems.
The educational program allows you to develop student`s intellectual abilities, personal success and leadership qualities, organizational skills based applied economic education.

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

History of Kazakhstan

Kazakh(Russian) language (1)

Bases of economics, law and ecological knowledge

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

World of Abai

Physical Culture

Philosophy

Module 2. Intercultural communication

Brief description of the module content

Модульді оқу көптілді ортада іскерлік (кәсіби) қарым- қатынас саласындағы құзыреттіліктерді көрсетуге, сондай-ақ әлемнің жалпы мәдениетіне шолу жасауға мүмкіндік береді.

Module disciplines

Korean I

Multicultural Studies

Korean II

Korean III

Korean IV

Module 3. Marketing and Operations

Brief description of the module content

The module is aimed at developing students' competencies in organizing and managing business processes at their functional level, at having competencies in economic and financial trends, as well as in assessing the company's market opportunities and developing market niches.

Module disciplines

Principles of Marketing

Principles of business administration

Educational practice

Office Management

Commodity research and examination of goods

Brand Management

Consumer Behavior

Internship I

Strategic marketing

Marketing Management

Commercial marketing

Industrial Management
Advertising
Investment management
Corporate governance
Services Marketing
Commercial risks
International marketing
State regulation of real sector
Advertising of goods and services
Retail Management
Engineering
Operations and Productions Management
Economics of the production sphere
Total Quality Management

Module 4. Accounting and Finance

Brief description of the module content

The module teaches competencies in economic and financial trends; skills in economic and financial analysis, implementation of financial accounting principles such as accounting, final accounts and ratio analysis in business processes, as well as navigating the company's strategic values and growth factors.

Module disciplines

Economic Theory
Microeconomics
Principles of Finance
Principles of Accounting
Public administration for investment activity
Stock market
Financial Accounting
Macroeconomics
Tax management
Insurance management
Financial management
Commercial Logistics
Logistics
Taxes and taxation
Theory and organization of taxes
Managerial Accounting

Module 5. Human Resource Management

Brief description of the module content

Studying the module is aimed at developing competencies in the implementation of HR administration (human resource management) based on modern technologies.

Module disciplines

Personality Development and Social Skills
Community Development
Customer Relationship Management
Human resource management
Research Ethics and Methods
Methods of psychological research

Psychology of activity and work
Human Resource Development
International Human Resources Management
Organizational behavior
Personnel management
Internship II
Effective communications
Office work
Office Document Support
International Conflict Management

Module 6. Information Systems

Brief description of the module content

The module allows students to develop competencies in organizing and managing business processes at their functional level; will teach you how to carry out business communications based on modern technologies.

Module disciplines

Statistics
Principles of E-Business
Business Information Management
Decision Support Systems
Business Software

Module 7. Globalization-Localization

Brief description of the module content

Mastering the module will allow students to navigate the strategic values and growth factors of the company; demonstrate competencies in systems thinking and integrated problem solving; have competencies in organizing and managing business processes at their functional level.

Module disciplines

Cross-Cultural Management
Global Strategic Management
International Business Administration
Fundamentals of public-private partnership
Legal regulation of commercial activities
Management expertise
Research Methodology
Modern integration processes
Innovation management
Business Entrepreneurship
Development of managerial decisions
Global Supply Chain Management
Corporate Social Responsibility
Administration of Kazakhstan Economics
International Business Law
Pre-diploma practice
Internship III

Final certification

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
«6B04106 - Management / Business Administration»

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
History of Kazakhstan	GER/CC	1	5	150	15	30		35	70	Examination
Kazakh(Russian) language (1)	GER/CC	1	5	150		45		35	70	Examination
Bases of economics, law and ecological knowledge	GER/US	1	5	150	15	30		35	70	Examination
Physical Culture	GER/CC	1	2	60		60				Differentiated attestation
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				Differentiated attestation
Information and communication technology	GER/CC	3	5	150	15	15	15	35	70	Examination
Physical Culture	GER/CC	3	2	60		60				Differentiated attestation
World of Abai	BS/US	3	3	90	15	15		20	40	Examination
Physical Culture	GER/CC	4	2	60		60				Differentiated attestation
Philosophy	GER/CC	4	5	150	30	15		35	70	Examination
Module 2. Intercultural communication										
Korean I	BS/US	1	6	180		60		40	80	Examination
Multicultural Studies	BS/CC	1	5	150	30	15		35	70	Examination
Korean II	BS/US	2	6	180		60		40	80	Examination
Korean III	BS/US	3	6	180		60		40	80	Examination
Korean IV	BS/US	4	6	180		60		40	80	Examination
Module 3. Marketing and Operations										
Principles of Marketing	BS/US	1	5	150	30	15		35	70	Examination
Principles of business administration	BS/US	1	5	150	15	30		35	70	Examination
Educational practice	BS/US	2	2	60						Total mark on practice
Office Management	BS/CCh	3	5	150	30	15		35	70	Examination
Commodity research and examination of goods	BS/CCh	3	5	150	30	15		35	70	Examination
Brand Management	BS/CCh	3	5	150	30	15		35	70	Examination

Consumer Behavior	BS/CCh	4	5	150	15	30		35	70	Examination
Internship I	BS/US	4	5	150						Total mark on practice
Strategic marketing	BS/CCh	4	5	150	15	30		35	70	Examination
Marketing Management	BS/CCh	4	5	150	15	30		35	70	Examination
Commercial marketing	AS/CCh	4	5	150	15	30		35	70	Examination
Industrial Management	AS/CCh	4	5	150	15	30		35	70	Examination
Advertising	AS/CCh	4	5	150	15	30		35	70	Examination
Investment management	BS/CCh	5	5	150	15	30		35	70	Examination
Corporate governance	BS/CCh	5	5	150	15	30		35	70	Examination
Services Marketing	BS/CCh	5	5	150	15	30		35	70	Examination
Commercial risks	BS/CCh	6	5	150	15	30		35	70	Examination
International marketing	BS/CCh	6	5	150	15	30		35	70	Examination
State regulation of real sector	AS/CCh	7	5	150	15	30		35	70	Examination
Advertising of goods and services	AS/CCh	7	5	150	15	30		35	70	Examination
Retail Management	AS/CCh	7	5	150	15	30		35	70	Examination
Engineering	BS/CCh	8	5	150	15	30		35	70	Examination
Operations and Productions Management	BS/CCh	8	5	150	15	30		35	70	Examination
Economics of the production sphere	BS/CCh	8	5	150	15	30		35	70	Examination
Total Quality Management	AS/US	8	5	150	30	15		35	70	Examination
Module 4. Accounting and Finance										
Economic Theory	BS/US	1	5	150	15	30		35	70	Examination
Microeconomics	BS/US	3	5	150	30	15		35	70	Examination
Principles of Finance	BS/US	3	5	150	15	30		35	70	Examination
Principles of Accounting	BS/US	4	5	150	30	15		35	70	Examination
Public administration for investment activity	BS/CCh	5	5	150	15	30		35	70	Examination
Stock market	BS/CCh	5	5	150	15	30		35	70	Examination
Financial Accounting	BS/CCh	5	5	150	15	30		35	70	Examination
Macroeconomics	BS/US	6	5	150	30	15		35	70	Examination
Tax management	AS/CCh	6	5	150	15	30		35	70	Examination
Insurance management	AS/CCh	6	5	150	15	30		35	70	Examination
Financial management	AS/CCh	6	5	150	15	30		35	70	Examination
Commercial Logistics	BS/CCh	7	5	150	15	30		35	70	Examination
Logistics	BS/CCh	7	5	150	15	30		35	70	Examination
Taxes and taxation	BS/CCh	7	5	150	15	30		35	70	Examination

Theory and organization of taxes	BS/CCh	7	5	150	15	30		35	70	Examination
Managerial Accounting	BS/CCh	7	5	150	15	30		35	70	Examination
Module 5. Human Resource Management										
Personality Development and Social Skills	BS/US	2	5	150	30	15		35	70	Examination
Community Development	BS/CCh	2	5	150	30	15		35	70	Examination
Customer Relationship Management	BS/CCh	2	5	150	30	15		35	70	Examination
Human resource management	BS/US	2	5	150	30	15		35	70	Examination
Research Ethics and Methods	BS/CCh	2	5	150	30	15		35	70	Examination
Methods of psychological research	BS/CCh	3	5	150	30	15		35	70	Examination
Psychology of activity and work	BS/CCh	3	5	150	30	15		35	70	Examination
Human Resource Development	BS/CCh	3	5	150	30	15		35	70	Examination
International Human Resources Management	BS/CCh	4	5	150	30	15		35	70	Examination
Organizational behavior	BS/CCh	4	5	150	30	15		35	70	Examination
Personnel management	BS/US	5	5	150	30	15		35	70	Examination
Internship II	BS/US	6	5	150						Total mark on practice
Effective communications	AS/CCh	7	5	150	15	30		35	70	Examination
Office work	BS/CCh	8	5	150	30	15		35	70	Examination
Office Document Support	BS/CCh	8	5	150	30	15		35	70	Examination
International Conflict Management	BS/CCh	8	5	150	30	15		35	70	Examination
Module 6. Information Systems										
Statistics	BS/US	1	5	150	30	15		35	70	Examination
Principles of E-Business	BS/US	3	5	150	30	15		35	70	Examination
Business Information Management	AS/CCh	4	5	150	15	30		35	70	Examination
Decision Support Systems	AS/US	5	5	150	30	15		35	70	Examination
Business Software	BS/US	6	5	150	15	30		35	70	Examination
Module 7. Globalization-Localization										
Cross-Cultural Management	BS/CCh	4	5	150	30	15		35	70	Examination
Global Strategic Management	AS/CCh	4	5	150	15	30		35	70	Examination
International Business Administration	AS/CCh	4	5	150	15	30		35	70	Examination
Fundamentals of public-private partnership	AS/CCh	4	5	150	15	30		35	70	Examination
Legal regulation of commercial activities	AS/CCh	4	5	150	15	30		35	70	Examination
Management expertise	AS/CCh	4	5	150	15	30		35	70	Examination
Research Methodology	AS/US	5	5	150	15	30		35	70	Examination
Modern integration processes	BS/CCh	6	5	150	15	30		35	70	Examination

Innovation management	AS/CCh	6	5	150	30	15		35	70	Examination
Business Entrepreneurship	AS/CCh	6	5	150	30	15		35	70	Examination
Development of managerial decisions	AS/CCh	6	5	150	30	15		35	70	Examination
Global Supply Chain Management	BS/CCh	7	5	150	15	30		35	70	Examination
Corporate Social Responsibility	AS/CCh	7	5	150	15	30		35	70	Examination
Administration of Kazakhstan Economics	AS/CCh	7	5	150	15	30		35	70	Examination
International Business Law	AS/US	8	5	150	30	15		35	70	Examination
Pre-diploma practice	AS/CCh	8	15	450						Total mark on practice
Internship III	AS/CCh	8	15	450						Total mark on practice
Final certification										
Diploma work		8	8	240						
Comprehensive exam		8	8	240						

NJSC " SHAKARIM UNIVERSITY OF SEMEY"

EDUCATIONAL PROGRAM DEVELOPMENT PLAN

**6B04106 - "Management / Business Administration"
for 2024-2028**

SEMEY 2024

1. Passport for the Development Plan for Bachelor's Program 6B04106 "Management/Business Administration"

1	Basis for development	Development program of the non-profit joint-stock company "Shakarim University of Semey" for 2023 – 2029. Work plan of the Graduate School of Business.
2	Implementation deadlines	2024-2028
3	Expected results of implementation	Obtaining deep theoretical and practical knowledge and skills that presuppose a clear orientation of students towards successful professional activities, personal growth that meets the requirements of employers. Achieving a high level of quality of higher education that meets the needs of the labor market, the tasks of industrial and innovative development of the country, the individual and corresponds to the best world practices in the field of education

2. Analytical justification of the OP

2.1 Information about the educational program

The educational program is developed in accordance with the National Qualifications Framework and Occupational Standards, in accordance with the Dublin Descriptors and the European Qualifications Framework. The typical period for completing a bachelor's degree program is 4 years.

EP "6B04106 – Management / Business Administration" was developed by the Academic Committee.

The main criterion for the completion of the educational process is the completion of at least 240 credits, with the award of a Bachelor of Business and Management degree in the educational program "6B04106 – Management / Business Administration".

The educational program "6B04106 - Management / Business Administration", implemented by the Higher School of Business of the NJSC Shakarim University of Semey at the undergraduate level, was developed taking into account the needs

1. Passport for the Development Plan for Bachelor's Program 6B04106 “Management/Business Administration”

1	Basis for development	Development program of the non-profit joint-stock company “Shakarim University of Semey” for 2023 – 2029. Work plan of the Graduate School of Business.
2	Implementation deadlines	2024-2028
3	Expected results of implementation	Obtaining deep theoretical and practical knowledge and skills that presuppose a clear orientation of students towards successful professional activities, personal growth that meets the requirements of employers. Achieving a high level of quality of higher education that meets the needs of the labor market, the tasks of industrial and innovative development of the country, the individual and corresponds to the best world practices in the field of education

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of the international, regional and national labor market, the requirements of regulatory documents of the Ministry of Science and Higher Education of the Republic of Kazakhstan and is a system of documents for organizing the educational process. Educational program 6B04106 “Management/Business Administration” gives the student an understanding of business administration and modern management in industries. The specialization of the educational program allows you to prepare personnel for business administration, management in commerce, production, the service sector, etc. The educational program allows you to develop the student’s intellectual abilities, personal success and leadership qualities, organizational skills based on applied economic education.

2.2 Information about students

Academic year	2023-2024 academic year	2024-2025 academic year	2025-2026 academic year	2026-2027 academic year
Basics of training				
Grant	1	1	1	1
Agreement	6	6	6	6
Total	7	7	7	7

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 for the EP “6B04106 - Management / Business Administration”, 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).

The training of students in the educational program “6B04106 - Management / Business Administration” in the structure is provided by the Higher School of Business together with the partner university Kyungdong University (South Korea) according to the “2+2” training model: the first 2 years of study at the NJSC Shakarim University Semey”, then 2 years of study at the partner university Kyungdong University.

The educational process is carried out in English throughout the entire period of study.

Students are trained in the EP “6B04106 - Management / Business Administration” in the educational building in educational building No. 8 at Shugaeva 159, in educational building No. 3 at st. Kashagan 1.

On the 3rd floor of educational building No. 8 there are lecture rooms for conducting classes in the core disciplines of the EP “6B04106 - Management / Business Administration”, equipped with modern computer equipment, interactive whiteboards, and projectors. There is a room for students to relax and study after school hours. To conduct ongoing classes in general education disciplines, lecture halls with a capacity of up to 70 people and specialized computer classes are used.

The Higher School of Business is located on the 3rd floor of educational building No. 8, 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.

Classes in educational building No. 3 are carried out in lecture halls and language laboratories.

On the portal ais.semgu.kz, the electronic journal contains educational and methodological materials on all taught disciplines in English, a fund of cases, business games, video lectures and software.

The university has its own official website 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 EP;
- 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.

Practical training in the EP “6B04106 - Management / Business Administration” is carried out through production, teaching, and research practices, this activity is carried out by practice bases, in particular Tamasha Sauda LLP, Kondiz LLP, Tsemzavod LLP, Silicate Plant LLP ", LLP "Kalina KZ", etc. The main requirements for partners are improving the quality of practical training of future specialists, familiarizing them with scientific research.

In order to improve the quality of training of specialists in the EP “6B04106 - Management / Business Administration” 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.

Students of the OP “6B04106 - Management / Business Administration” have the opportunity to study under internal and external academic mobility programs. The university has over 50 foreign partner universities from 20 countries, where students can study as part of the academic mobility program.

2.4 Information on teaching staff implementing the educational program

No.	Indicators	Unit of Measurement	2023-2024 Academic year	2024 -2025 Academic year	2025-2026 Academic year	2026-2027 Academic year
1	Percentage of teaching staff with an academic degree at the EP	%	63	67	70	73
2	Including the percentage of teaching staff with a degree in the General Disciplines	%	14	15	16	17

The implementation of the EP “6B04106 - Management / Business Administration” at the NJSC “Shakarim University of Semey” is provided by scientific and pedagogical personnel in accordance with the requirements of the State Educational Standard

of the Republic of Kazakhstan. 30 people are involved in the preparation of students in the field of study 6B04106 - Management / Business Administration, of which 19 are full-time teachers. The share of full-time teachers from the total number is 63%. The share of teachers with academic degrees and academic titles from the number of full-time teachers is 66.7%. The teaching staff includes 9 candidates of science and 3 PhD. The level of teaching staff implementing the educational program tends to gradually increase. Availability of basic education in the department's profile - 100%.

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 university library collection. 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. In order to improve the quality of training, employers and stakeholders are invited to implement EP 6B04106 - Management/Business Administration.

2.5. Characteristics of EP achievements

The difference and uniqueness of the EP is as follows:

- development of students' skills and knowledge in accordance with international requirements and trends;
- mastering of two foreign languages by the students: English and Korean;
- as per the program requirements student study at the foreign partner university for at least 2 academic years;
- mandatory recognition and acceptance of study periods and learning outcomes by both partner universities;
- obtaining two diplomas by graduates: Kazakh and Korean with international recognition.

A distinctive feature when studying at the Shakarim University Semey is the availability of a good material and technical base, specialized classrooms, highly qualified scientific and pedagogical staff (63% of faculty has academic degrees), the presence of representatives of production enterprises in the pedagogical staff, the affordable cost of training.

A distinctive feature of studying at the partner university Kyungdong University is a multinational environment that promotes the development of communication and social skills; the presence of highly qualified faculty staff from leading universities in the world. The partner university has a system of incentives and discounts when paying for tuition and accommodation both for achievements in educational activities and for improving the skills of English and Korean.

3. The main objectives of the development plan of EP

The educational program “6B04106 - Management / Business Administration” provides the knowledge and skills necessary to manage international business. This program is designed to provide students with the global business competency and international business skills needed to become effective business leaders around the world. It offers a wide range of subjects to prepare students to function effectively in complex organizations, SMEs or the public sector, in areas such as marketing and operations, accounting and finance, human resources management, information management, politics, ethics and law.

No.	Task description	Terms of development	Milestones of development
1	Improvement and upgrade of conditions for obtaining a full-fledged, high-quality professional education	Entire period of training	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	Entire period of training	When updating the content of educational programs, the disciplines recommended by employers are to be included. Update the content of the EP in accordance with the requirements of the partner university
3	Increasing the innovativeness of scientific developments and increasing the number of R&D outcomes introduced into production process	Entire period of training	Increase the level of participation of faculty staff in competitions for grant financing of scientific projects and increase the number of projects being implemented

4. EP risk analysis

No.	Name of risks	Actions to eliminate
1	Decrease in number of students on the EP	Intensification and improvement of the effectiveness of vocational guidance and advertising activities, as well as improvement and adaptability of the University's tuition cost policy
2	Insufficient level of the foreign language knowledge for the introduction of multilingualism	Teaching all or most subjects in English and appropriate selection of faculty staff with knowledge of the foreign language, setting stricter requirements for knowledge of English
3	Decrease in employment	The introduction of a dual education system with the involvement of interested enterprises in the region, as well as the creation of an infrastructure at the University for opening your own small business and launching student start-ups
4	Insufficient development of external and internal academic mobility of students and faculty staff	Expansion of the network of partner universities for academic mobility of students and faculty staff, as well as the development of projects of international dual-degree programs
5	Low number of publications in cited magazines	Increasing interest in publication activity through the introduction of a system of material incentives through KPIs.
6	Low percentage of participation in grant funding of scientific projects.	Increasing interest in participating in projects and startups through the introduction of a system of material incentives through KPIs.

5. Action plan for the development of EP

No.	Criteria	Expected outcomes	Unit of measurement	2023-2024	2024-2025	2025-2026	2026-2027
Direction 1. Educational and methodological materials							
1.1	Updating the educational program based on professional standards, taking into account the recommendations of employers	Carrying out an examination Educational program “6B04106 Management / Business Administration” in order to increase practice orientation and development of professional competencies of graduates	Actual	+	+	+	+
1.2	Monitoring and updating catalogs of elective disciplines in accordance with the development of key and professional competencies and labor market demands.	Improving the quality of the content of educational programs through the inclusion of elective courses aimed at developing key and professional competencies of graduates in accordance with the demands of the labor market.	Actual	+	+	+	+

1.3	Introduction into the educational process of modern teaching technologies that promote development of cognitive activity, communicative ability of students	Improving the quality of teaching academic disciplines, taking into account the novelty and diversity of forms of work that contribute to development of cognitive activity.	Actual	+	+	+	+
1.3.1	Introduction into the educational process of massive open online courses (MOOCs) according to the educational program 6B04106 Management / Business Administration	Introduction of disciplines into the educational process Improving the quality of teaching academic disciplines, taking into account the novelty and variety of forms of work, promoting the development of cognitive activity.	ea	1	1	1	1
1.4	Involving social partners and employers in the development and examination of implementation educational programs	Improving the quality of implemented educational programs taking into account market demands and employers' recommendations	ea	1	1	1	1
1.5	Development and implementation of elective courses in English	Introduction of disciplines in English into the educational process	ea	1	1	1	1
1.6	Conducting seminars and round tables on the use of innovative technologies in educational process	Introduction of innovative technologies into the educational process	ea	1	1	1	1

1.7	Publication of educational, educational, methodological and scientific literature on implemented EP	Improving educational and methodological support in the disciplines implemented educational programs	ea	1	1	1	1
1.8	Concluding agreements with foreign and domestic partner universities in order to develop academic exchange of students of all levels and teaching staff	Creation of a base of foreign and domestic universities - partners for the development of academic exchange of students at all levels and teaching staff	ea		+		+
1.9	Inviting students from partner universities to study for a semester, short-term internships, practice, etc.	Development of international recognition of educational programs, implementation of programs academic mobility of students	persons		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	ea	-	2	2	2
1.11	Development of outgoing academic mobility of teaching staff and students in the field 6B04106 Management / Business Administration	Improvement educational program based on the experience of implementing similar programs in leading universities of the Republic of Kazakhstan	ea	-	-	1	1

Direction 2. Faculty members

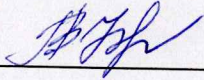
2.1	Increasing the professional level and training of scientific and pedagogical personnel for implementation of educational programs once every 3 years	The share of teaching staff who have undergone advanced training at the republican level is at least 20%	persons	1	2	2	2
2.2	Completion of advanced training, retraining, internship of teaching staff at the international level	Completion of at least 2 teachers in advanced training programs, retraining, internship of teaching staff at the international level	persons	-	1	-	1
2.3	Promotion of publications of teaching staff works in international publications indexed by the Web of Science and Scopus databases	Increasing the share of teaching staff who have published scientific research results in publications indexed by the Web of Science and Scopus databases – at least 30% of the total number of teaching staff	%	1	1	1	1
2.4	Involving practical specialists in teaching and scientific activities	Participation in implementation educational programs for practitioners (at least 20% specialists)	%	2	2	2	2
Direction 3. Internationalization of educational programs							
3.1	Concluding agreements on international cooperation with foreign universities	Implementation of joint projects, preparation of scientific publications with foreign partners, creation bases for scientific internships for students	ea	-	1	1	-

3.2	Attracting foreign students to study under the educational program "6B04106 Management / Business Administration"	Increase in the number of foreign students	persons	-	1	-	1
3.3	Organization of joint scientific and practical events with international partners	Increasing the effectiveness of scientific and scientific-methodological activities of teaching staff, exchange of experience with foreign partners	ea	-	1	1	1
3.4	Inviting foreign specialists to give lectures and consult on graduation projects and dissertations	Improvement of content component of educational programs based on the introduction of the experience of foreign specialists in the implementation of educational programs	ea	-	1	1	1
3.5	Expanding cooperation with leading foreign scientific and educational organizations in order to attract the most qualified foreign specialists for the implementation of educational programs	Formation of key and professional competencies in accordance with the practice of leading universities	persons	-	1	1	1

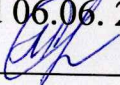
Direction 4. Equipment supply and digitalization

4.1	Phased equipping of classrooms with technical teaching aids (projectors, panels, interactive and multimedia boards, multifunctional devices, webcam, projector screen and etc.)	Equipping classrooms assigned to the department with technical teaching aids (projectors, panels, interactive and multimedia boards, multifunctional devices, webcam, projector screen)	ea	1	1	1	1
4.2	Carrying out automation of the educational process (testing, session management, student movement, dean's office, department, teaching staff load, schedule, library, syllabuses)	Information management based on automation of the educational process (testing, session management, student movement, dean's office, department, teaching staff load, schedule, library, syllabuses)	Actual	+	+	+	+
4.3	Replenishment of the full-text database of scientific research results of teaching staff and students, teaching staff (articles, monographs, etc.)	Increasing the number of results of scientific works of scientists, research of teaching staff and students, teaching staff (articles, monographs, etc.)	ea	1	1	1	1
4.4	Expansion of the fund of scientific and educational literature, including on electronic media for ongoing educational programs	Ensuring the implementation of educational programs based on modern educational and information resources, including on electronic media	%	1	1	1	1
4.5	Monitoring the content and improvement of the website page of the University Graduate School of	Formation of a page on the website of the Higher School of Business on various aspects of the implementation	%	100	100	100	100

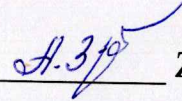
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Educational program manager  Kuzmina L.V.

REVIEWED

At a meeting of the Academic Quality Commission
of meeting No. 1 dated 06.06. 2024
Chairman AQC  Iskakova M.S.

AGREED

Dean of the school  Zeinullina A.Zh.