

CATALOG OF ELECTIVE DISCIPLINES

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

6B041 - Business and Management
(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)

set of 2024

Developed

Academic Committee OP 6B04106 - Management / Business Administration
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Reviewed

at the meeting of the Commission on Academic Quality of the Faculty of Humanities and Economics,
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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

Chairman of the Commission Iskakova M.S.

Approved

at a meeting of the University Academic Council by protocol No. 3 of January 16, 2024.

at a meeting of the University Academic Council by protocol No. 6 of June 18, 2024.

Community Development

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

Short description of discipline

This course examines the processes for providing resources to disadvantaged groups. Students learn about the activities of numerous departments and institutions in the socio-economic sphere, the business sector and government structures. Particular attention is paid to the importance of the participation of commercial organizations in improving the living conditions of the population. The key ideas are considered that guarantee the meaningful participation of society in its growth through projects and initiatives that are sustainable, self-sufficient and controlled by the community.

Purpose of studying of the discipline

Formation of systemic knowledge among students about the theory and practice of the functioning of the public relations institute, principles, patterns, models and its role in the socio-economic and political development of society

Learning Outcomes

ON 6 To carry out business communications on the basis of modern technologies.

Learning outcomes by discipline

- 1. Knows the main features of public relations, the principles and functions of implementing Public relations, the basic techniques for creating and enhancing news within the framework of PR activities.*
- 2. Able to apply acquired knowledge when analyzing trends and prospects for economic and social development of the Republic of Kazakhstan, analyze the structure and functions of PR activities in the Republic of Kazakhstan, classify and analyze public groups in the process of organizing PR campaigns;*
- 3. Possesses the skills of organizing press conferences, presentations, skills of writing press releases, skills of conducting PR campaigns on the Internet and telephone networks.*

Prerequisites

Postrequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Customer Relationship Management

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

Short description of discipline

Customer Relationship Management (CRM) is a critical component to the survival and growth of an organization. With the development of software and hardware, significant advances have been made in the development and management of CRM systems. These efforts are aimed at improving customer interaction and better understanding of customers. The course will provide students with a deep understanding of the software components in various CRM systems and how CRM can be applied in practice across industries.

Purpose of studying of the discipline

Formation of knowledge that allows creating a holistic view of the concept of customer relationship management (CRM), understanding the basic principles and essence of a customer-oriented approach, studying the process of developing and implementing the CRM concept in an enterprise, instilling skills of independent work with software products of the appropriate class (CRM systems).

Learning Outcomes

Learning outcomes by discipline

1. Know:

- conceptual foundations of the essence, roles and purposes of CRM systems;*
- the theory of the history of CRM systems and the place of CRM in Kazakhstan business;*
- the practice of the technology of implementing the CRM system "1C:CRM PROF" in practice.*

2. Be able to:

- apply the basic methodological approaches of customer relationship management systems (CRM), which is often also called customer management;*
- analyze the creation, development and strengthening of relationships with carefully selected clients;*
- analyze the increase in client benefits, increase corporate profits, maximize investor profits.*

3. Own:

- skills of creating a customer-oriented strategy based on the use of advanced management and information technologies, with which the company builds mutually beneficial relationships with its customers;*
- strategy development skills, taking into account the impact of external and internal environment factors;*
- skills in formulating goals and setting their priorities; - skills in choosing and justifying strategies for organizations implementing a customer relationship management (CRM) system, which is often also called customer management.*

Prerequisites

Multicultural Studies

Postrequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Research Ethics and Methods

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

Short description of discipline

The course will introduce students to the current state of research ethics. It covers the basic principles and standards for the safety of study participants. It also covers advanced ethical topics such as reflexivity and positionality, researcher-related trauma, each participant's responsibility to the research team, data security and other logistics, and research fatigue. The course covers all relevant forms of data collection.

Purpose of studying of the discipline

Provide students with an understanding of the ethical guidelines that authors must follow in order to improve the quality of scientific publications and prevent copyright infringement

Learning Outcomes

Learning outcomes by discipline

1. Knows the basics of ethics and morality, including basic ethical theories and principles, basic research methods and understands their application in scientific research; knowledge of ethical standards and regulations governing research practice.
2. Is able and capable of analyzing ethical dilemmas that arise in research work and making informed decisions; is able to conduct literature reviews and analyze existing research from an ethical perspective; may develop research projects, including research protocols, in compliance with ethical standards.
3. Possesses the skills of communication and discussion of ethical issues with colleagues and the scientific community; knows techniques for complying with ethical standards during his own research practice; are able to critically evaluate the ethical aspects of other researchers' research and suggest improvements.

Prerequisites

Multicultural Studies

Postrequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Methods of psychological research

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

Short description of discipline

This course is an overview of the methods used in psychological research. The main problems in the preparation and conduct of psychological research are considered. Course topics include: introspection and observation; natural and laboratory experiment; testing, content analysis, questionnaires, surveys, conversations and interviews. The relationship of psychological methods with the methods of related sciences is shown. The value of modeling and mathematical processing for obtaining reliable research results is determined.

Purpose of studying of the discipline

Students mastering the basic laws of building a psychological study

Learning Outcomes

ON 5 To implement HR-administration (human resources management) based on modern technologies.

Learning outcomes by discipline

- 1) Knows the scientific content of the concepts of method and methodology in psychology, the characteristics of the whole variety of methods of psychological research;
- 2) Is able to work with the methods of psychological research existing in modern applied psychology;
- 3) Knows the procedure for organizing and conducting methods of psychological research.

Prerequisites

Personality Development and Social Skills Human resource management

Postrequisites

Organizational behavior International Human Resources Management Cross-Cultural Management

Office Management

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

Short description of discipline

This course provides an in-depth look at office management in both public and private organizations. Management principles will be considered in the context of office operations. Development of graduates' abilities for complex scientific research in order to introduce new methods for organizing the effective work of the office as a management structure. Rules for issuing an administrative document. Features of text formatting. The language and style of the management document. Organizational, administrative and information and reference documentation.

Purpose of studying of the discipline

The purpose of discipline as a special component of managerial activity is to ensure the effective daily functioning of the office as a management body of the enterprise.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the conceptual foundations of office management; features of the organization of interaction and powers; specifics of organizing a manager's workplace; features of documentation in management; procedure for drawing up and processing documents.
2. Able to draw up documents regulating the organization of interaction and authority in the company; use the principles of motivating work organization; ensure rational organization of the manager's workplace; plan jobs for management employees; draw up and execute management documents; ensure organization of office work in the company.
3. Possesses office management skills based on information and communication technologies; planning jobs for management

employees; rational technique of contacts with subordinates; ability to conduct business conversations, telephone conversations, and receive visitors.

Prerequisites

Principles of Marketing

Postrequisites

Consumer Behavior Marketing Management Strategic marketing Total Quality Management

Psychology of activity and work

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

Short description of discipline

The course covers the basics of labor psychology as a scientific and applied discipline. The content of the course is designed to clearly demonstrate to students that in today's dynamically developing society, an effective specialist is one who knows how to effectively manage his professional experience, is open to constant self-education, and has a high potential for self-development. The course includes sections on traditional concepts of psychology, as well as issues of labor psychology.

Purpose of studying of the discipline

To acquaint students with the basic aspects of the functioning and development of man as a subject of labor

Learning Outcomes

ON 5 To implement HR-administration (human resources management) based on modern technologies.

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

- 1) Has a scientific understanding of the psychology of human activity;*
- 2) Is able to analyze scientifically the features of the development of the subject of labor - man;*
- 3) Has the skills of independent theoretical analysis of specialized literature, professional selection of personnel, methods of diagnosing the abilities of professional personnel.*

Prerequisites

Personality Development and Social Skills Human resource management

Postrequisites

Organizational behavior International Human Resources Management Cross-Cultural Management

Human Resource Development

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

Short description of discipline

This course aims to enhance the skills and knowledge required for effective and enjoyable work, which is required for the organization's success. It provides vital services to today's workers, employers, businesses, and society as a key area of specialization for human resources. Automation, information technology, increased productivity and quality, increased professional awareness, and other factors all contribute to the dynamic flow of work.

Purpose of studying of the discipline

Determining of the best HR and career development program that will answer the training needs of the employees in the short and in the long run.

Learning Outcomes

ON 5 To implement HR-administration (human resources management) based on modern technologies.

Learning outcomes by discipline

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

Prerequisites

Personality Development and Social Skills Human resource management

Postrequisites

Organizational behavior International Human Resources Management Cross-Cultural Management

Commodity research and examination of goods

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

Short description of discipline

The course introduces students to the fundamental theoretical and practical categories of commodity science, including the essence, types, and properties of goods, qualitative indicators (food safety, customer properties, nutritional value, and so on), quantity, and individual properties of individual groups of goods. This course also includes a practical examination of the product's compliance with the contract's and regulatory documents requirements, as well as an examination of consumer preferences for the product.

Purpose of studying of the discipline

To teach students to understand the goods and their essential features

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

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

Prerequisites

Principles of Marketing

Postrequisites

Consumer Behavior Marketing Management Strategic marketing Total Quality Management

Brand Management

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

Short description of discipline

This course will teach students how a positive and memorable brand can impact a company's ability to withstand strong competition and thrive in a dynamic market environment. They will explore brand management from a consumer perspective, focusing on the importance of consumer perception in bringing brands to life. Students will gain knowledge of the concepts and tools used to develop profitable franchises.

Purpose of studying of the discipline

Provide an idea of the brand policy of large business

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows: technology for preparing recommendations for making marketing decisions regarding goods (services, brands)
2. Able to: prepare recommendations for making marketing decisions regarding goods (services, brands)
3. Possesses: the skill of preparing recommendations for making marketing decisions regarding goods (services, brands).

Prerequisites

Principles of Marketing

Postrequisites

Consumer Behavior Marketing Management Strategic marketing Total Quality Management

International Human Resources Management

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

Short description of discipline

Students will learn about the role of Human Resource Management (HRM) in international companies. The course is divided into three sections: international human resource management, strategic and functional human resource management in an international context, and comparative international human resource management. Globalization, labor, and labor regulation; international strategic HRM issues; nationals of the host country, country of residence, and third countries; international recruitment, selection, training, development, and compensation.

Purpose of studying of the discipline

To give students an idea of the principles of personnel management in an international company, approaches to the selection of personnel for foreign operations; about the role functions of an international manager

Learning Outcomes

ON 5 To implement HR-administration (human resources management) based on modern technologies.

Learning outcomes by discipline

1. Knows the international legal and regulatory framework governing the procedure for regulating the work of a structural unit of an international cultural institution, the fundamental documents of a cultural institution, modern forms of motivation for specialists of a cultural institution and the requirements of professional ethics
2. Able to assess the international level of professional qualifications, psychological stability and communication skills of specialists in a structural unit of a cultural institution, search, analyze and evaluate professional information on managing the staff of a structural unit.
3. Able to master the skills of developing and recording performance indicators of a structural unit and its employees, proposals for improving the motivation system for employees of a structural unit.

Prerequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Postrequisites

Personnel management

Cross-Cultural Management

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

Short description of discipline

During the study of this course, there is an active development of students` abilities to communicate effectively with representatives of different cultures, especially in the context of building international business. The course is designed to significantly enhance the ability of experienced managers to transform into effective global managers. The course discusses issues and problems related to the relationship between people of different cultures that arise in the process of business functioning and the development of international business relations.

Purpose of studying of the discipline

Formation of an intercultural approach to doing business in modern conditions of globalization in order to increase the efficiency of negotiation, as well as personnel management in multicultural organizations and the application of the acquired knowledge in practice

Learning Outcomes

ON2 To demonstrate competencies in the field of business (professional) communication in a multilingual environment, as well as to have a look at the general culture of the world.

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the theoretical foundations of intercultural management, sets out the socio-ethical values of society as a product of integration processes in modern management, interprets the nature of situations in various areas of social communication based on the content of theories and ideas of the scientific fields of the discipline being studied.

2. Able to cogently and reasonably present information about the various stages of development of modern society, social and interpersonal relations, analyze the features and differences of social, cultural, business, and business relations in the era of globalization, distinguish between strategies of different types of social research and justify the choice of methodology for analyzing specific problems and management decisions.

3. Possesses the skills to correctly express and reasonably defend for personal opinion on issues of social and business significance, assess the specific situation of business relations in society, design the prospects for its development, taking into account possible risks in various areas of communication, generate socially valuable knowledge, and present it.

Prerequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Postrequisites

Personnel management

Organizational behavior

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

Short description of discipline

Students study the behavior of employees in an organization. Topics include employee emotions and attitudes, employee motivation, teamwork, communication processes, conflict resolution, leadership styles, decision making and organizational culture, as well as learning, group behavior formation in the organization, orientation in the human resource market, organization behavior in the international trading system. , changes in the organizational system of the enterprise, promotion of employees through the ranks.

Purpose of studying of the discipline

The study of individual, group and corporate behavior, the acquisition of knowledge, skills in the field of personnel management.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

ON 7 To have competence in the organization and management of business processes at its functional level.

1. To know modern methods and technologies of personnel management for the formation of a workforce, including group and interpersonal relationships, moral and psychological climate, organizational culture, group dynamics, etc.

2. Be able to identify factors affecting human behavior, stress prevention, recognize employee behavior patterns.

3. Possess the methods and methods of conducting an examination of human resources and performing diagnostics of organizational culture.

Prerequisites

Human Resource Development Psychology of activity and work Methods of psychological research

Postrequisites

Personnel management

Consumer Behavior

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

Short description of discipline

Understanding who the customers of a company are is one of the strategies for making business decisions. This course will discuss the importance of applying strategic marketing and the factors that influence an individual's marketing decisions. The importance of research and consumer behavior is discussed, as well as internal factors such as the involvement and motivation of the individual, consciousness, lifestyle, awareness, learning and attitude change, external influences such as culture, subculture, etc.

Purpose of studying of the discipline

To study the features of consumer behavior

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Know the basic methods and tools of strategic analysis, including qualitative and quantitative methods of consumer research, needs analysis, motivation of target segments.
2. Be able to develop an appropriate marketing strategy to optimize consumer behavior;
3. Possess the skills of identifying and analyzing consumer problems, interpersonal communication with consumers and business partners, factor analysis of the external and internal environment of a commercial firm on the structure and content of consumer behavior.

Prerequisites

Brand Management Office Management Commodity research and examination of goods

Postrequisites

Services Marketing Corporate governance Investment management

Strategic marketing

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

Short description of discipline

The course covers the basic concepts of marketing. The decision-making process aimed at the development of the business structure, the growth of the organization, to ensure the competitiveness of the company, to form sustainable relationships with partners is revealed. The course discusses the processes of effective organization of marketing in the company, methods of integrating marketing models into the management structure of the company. Methods for conducting a strategic analysis of consumer behavior and assessing the reaction of consumers to ongoing marketing activities are given.

Purpose of studying of the discipline

To teach how to build marketing strategies

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

Results of training in the discipline:

1. Knows the concepts of consumer orientation of any activity at any stage of the life cycle of managed objects.
2. Knows how to express his opinion in the field of planning, knows the tools of strategic marketing.
3. Has skills in designing new types of goods or services focused on the needs of the market.

Prerequisites

Brand Management Office Management Commodity research and examination of goods

Postrequisites

Services Marketing Corporate governance Investment management

Marketing Management

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

Short description of discipline

The course discusses the basics of modern marketing and expands on the role of marketing in a variety of organizational settings. Marketing plays a key role in the success of any business. It is both a business philosophy and a set of guiding principles for dealing with customers, competitors, employees and the environment. Marketing is the process of conceptualizing, pricing, distributing and promoting ideas, services and products, and identifying and measuring the needs and desires of consumers.

Purpose of studying of the discipline

To teach marketing management

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the basics of marketing management, marketing concepts, strategic marketing matrices and tools, approaches to the development of marketing plans for an enterprise.
2. Is able to plan marketing activities, develop strategic and tactical marketing plans, design organizational marketing structures as part of the development team, conduct a marketing audit of the company.
3. Has the skills, methods and tools of marketing planning, designing organizational marketing structures and evaluating their effectiveness.

Prerequisites

Brand Management Office Management Commodity research and examination of goods

Postrequisites

Services Marketing Corporate governance Investment management

Global Strategic Management

Discipline cycle	Profiling discipline
Course	2

Credits count	5
Knowledge control form	Examination

Short description of discipline

The course provides the theoretical foundations and modern practice of combating health threats. The main stages in the consideration and development of complex goals of the organization are considered. Particular attention is paid to multinational companies operating in different countries, often incompatible with the cultural and market system. Students learn methods of diagnosing the external and external environment of the organization, as well as its productivity.

Purpose of studying of the discipline

The aim of this course is to increase the ability of students to effectively communicate with cultural peculiarities, especially in the context of international business

Learning Outcomes

ON 9 To be able to navigate the strategic values and growth factors of the company.

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Know: - general issues of global strategic management;

- the practice of applying basic methodological approaches to the implementation of strategic management stages at enterprises engaged in foreign economic activity.

2. Be able to:

- apply basic methodological approaches to the implementation of strategic management stages;

- to analyze the external environment of the organization engaged in foreign economic activity;

- to analyze the internal environment of the organization engaged in foreign economic activity.

3. Own:

- strategic analysis skills;

- strategy development skills, taking into account the impact of external and internal environment factors;

- skills in formulating goals and setting their priorities; - skills in choosing and justifying strategies for enterprises engaged in foreign economic activity.

Prerequisites

Principles of business administration

Postrequisites

Decision Support Systems

Commercial marketing

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

Short description of discipline

The course introduces students to the goals and meaning of commercial marketing. The role of marketing in the field of commercial activity is considered. Students acquire the skills of forming and managing a product range, compiling a product range. The essence and significance of wholesale trade are being studied. The main functions and forms of wholesale trade are considered. Students gain skills in warehousing, get acquainted with the types and process of organizing the storage of goods.

Purpose of studying of the discipline

Formation of students theoretical knowledge and practical skills in the field of theory and practice of commercial marketing

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the role of marketing in the market economy of the Republic of Kazakhstan and possess knowledge on the structure of the marketing complex.

2. Is able to analyze the economic situation of the market.

3. Has skills in the field of market research and the phenomena occurring on it. Apply basic marketing tools to maximize the economic effect in specific market conditions

Prerequisites

Principles of E-Business

Postrequisites

Financial management Tax management Insurance management

International Business Administration

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

Short description of discipline

The course provides students with an understanding of economic issues and their role in society, organization and at the individual level, in addition to understanding business administration from an international perspective. International Business Management focuses on critical business disciplines in a global context. The course integrates knowledge of the fundamentals of finance, marketing, international marketing, global strategic planning, supply chains and human resources.

Purpose of studying of the discipline

Get an idea of the organization and functioning of international business.

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the basic principles and concepts associated with international business, including international markets, trade and investment, theories and models of international business, such as the theory of comparative advantage, the theory of foreign direct investment and others; knowledge of international business strategies, customs procedures and legislation governing international trade.
2. Able to analyze international business environments and identify opportunities and challenges for international companies, develop and implement international business strategies, including export, joint venture and diversification strategies; can analyze international competitive markets and develop marketing and operational plans for international markets.
3. Possesses the skills of intercultural management and communication in an international environment; knows methods for assessing risks in international business and developing strategies for their management; able to adapt to changing international business conditions and make informed decisions in complex international contexts.

Prerequisites

Principles of business administration

Postrequisites

International Business Law

Fundamentals of public-private partnership

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

Short description of discipline

The course examines the theoretical aspects of public and private partnership and its place in the system of political and economic sciences. The role of public and private partnership in public administration. Models and types of public and private partnerships The main areas of application of public and private partnerships in Kazakhstan. Legislation on public and private partnership. Problems and objectives of the development of public and private partnerships in Kazakhstan.

Purpose of studying of the discipline

To get an idea of the nature of public-private partnerships and methods for its implementation.

Learning Outcomes

ON 9 To be able to navigate the strategic values and growth factors of the company.

Learning outcomes by discipline

1. Knows the regulatory framework in the field of public-private partnership; principles implementation of public-private partnerships; forms and methods of public-private partnerships.
2. Knows how to navigate the current legislation governing relations in the field of public-private partnership.
3. Has the skills to make management decisions in the field of PPP.

Prerequisites

Principles of business administration

Postrequisites

International Business Law

Industrial Management

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

Short description of discipline

This course examines the principles of management and organization of the production process. Students will get acquainted with the main types of production processes, with the production cycle of the enterprise, with the concepts of productivity and capacity of the enterprise. In addition, students will explore the various organizational structures of a manufacturing enterprise. Particular attention is paid to the processes of automation of production and the use of robotics, as well as the logistics aspects of a manufacturing enterprise.

Purpose of studying of the discipline

Formation of basic knowledge about the essence of the production organization process and study of modern approaches to the management of production and economic facilities in the country and abroad.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the theoretical foundations, categorical and conceptual apparatus of production management; understands the basic approaches and methods of operational management, principles and methods of making strategic, tactical and operational decisions in the field of production management.
2. Able to apply methods of economic justification and management decision-making in the field of managing the production activities of an enterprise; plan and analyze the operational activities of the enterprise; use basic methods of organizing and managing production processes; evaluate the final indicators of the production and economic activities of the enterprise.
3. Possesses the skills of organizing production activities, calculating the duration and labor intensity of the production process; development and selection of economically sound solutions for various production problems.

Prerequisites

Principles of business administration

Postrequisites

Decision Support Systems

Advertising

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

Short description of discipline

Students will learn about the strategies and tactics of integrated marketing communications, also known as advertising, promotion, direct response, public relations, and marketing communications. The theory of advertising, as well as practical knowledge in creating advertisements and media plans, will be covered throughout the course. It will also investigate how marketers integrate and connect their communications in maximising impact to the brand and effectiveness.

Purpose of studying of the discipline

To provide the necessary basic information on the main theoretical issues of advertising.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. To know:

- Tools for creating and promoting goods and services;
- How to use different channels to promote the product;
- Basics of calculating budget and advertising efficiency;
- The possibility of using marketing, PR and advertising tools at various stages of the company's development;
- How goals, objectives are set and marketing processes and procedures are developed in the company.

2. Be able to:

- Collect and analyze the information necessary to analyze the current and potential position of the company in the market;
- Analyze the current market situation, conduct SWOT analysis, compare competitors' actions with their company's strategy;
- Perform calculations and actions necessary for short- and long-term planning;
- Work with the online community;
- Make a media plan;
- Choose the most relevant channels of communication with the target audience;
- Build long-term relationships with consumers.

3. Own:

- Skills in the implementation of advertising projects;
- Skills in creating texts and developing the design of print advertising;
- Issues of proper organization and management of an advertising campaign;
- Skills of self-conducting PR campaigns, promotional events, press conferences, presentations, etc.
- Generate an effective advertising message;
- Manage the tools of psychological influence on the consumer;
- Organize the process of an advertising campaign;
- Work effectively with various types and means of advertising;
- Participate in the creation of the image and ensure the competitiveness and prosperity of the enterprise

Prerequisites

Principles of business administration

Postrequisites

Decision Support Systems

Business Information Management

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

Short description of discipline

Business information systems are used to improve the efficiency of organizations, make communications accessible, and help develop business strategies. The course is aimed at developing skills in the use of various applications for information processing. The course examines the basics of working with textual information, spreadsheets, databases, presentations, operating systems using the appropriate software. General business writing, reading and teamwork skills are also developed.

Purpose of studying of the discipline

To teach how to analyze and manage business information

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. To know:

- theoretical foundations of enterprise information resource management (ECM, Enterprise Content Management);
- the essence of a set of technologies, tools and methods that are used to collect, manage, accumulate, store and deliver information to all consumers within an organization;
- The main task of ECM is to support the full life cycle of information

2. Be able to:

- apply the basic methodological approaches of documentation management systems that automate the movement of documentation
- conduct an analysis of the support of the full information life cycle;
- apply methods and use CASE-tools – automation of modeling and creation of processes.

3. Own:

- skills in creating technologies, tools and methods that are used to collect, manage, accumulate, store and deliver information to all

consumers within the organization;

- skills in developing an enterprise information resource management strategy (ECM, Enterprise Content Management);

- the ability to prepare a variety of types of content that significantly distinguish ECM from business process management, where workflow is at the center of the system

Prerequisites

Principles of E-Business

Postrequisites

Financial management Tax management Insurance management

Legal regulation of commercial activities

Discipline cycle Profiling discipline

Course 2

Credits count 5

Knowledge control form Examination

Short description of discipline

The course examines the features of the organization of commercial activities of enterprises of various profiles. The organizational and production structure of enterprises is considered. Students will learn how to model the commercial activities of an enterprise in the markets for services and goods, as well as learn how to analyze the effectiveness of the measures taken. Issues of improving and organizing the activities of various economic units at enterprises of all forms of ownership will be considered, taking into account regulatory and legal restrictions.

Purpose of studying of the discipline

Obtaining theoretical knowledge and practical skills in the field of managing commercial processes and operations

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the essence and content of commercial activity, trading terminology, classification of trade organizations, structure of the trade and technological process.

2. Knows how to navigate the system of regulatory documents regulating the scope of commercial activity; interact with business partners, negotiate with suppliers and intermediaries.

3. Possesses the skills of planning, organizing supply and sales, forming assortment and pricing policies, and legal regulation of commercial activities.

Prerequisites

Principles of business administration

Postrequisites

International Business Law

Management expertise

Discipline cycle Profiling discipline

Course 2

Credits count 5

Knowledge control form Examination

Short description of discipline

The course provides a general description of the management review process. The basic concepts, purpose, principles and methods of assessing the state of a business are studied. Students master the methods of estimating the value of non-controlling and controlling stakes, investment programs, the methodology for carrying out restructuring measures at an enterprise, taking into account the assessment. Special attention is paid to the process of developing programs for the financial recovery of the enterprise.

Purpose of studying of the discipline

To conduct a management assessment and examination of theoretical, methodological and practical direction.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. know:

- regulatory, legal and psychological foundations of management expertise in the organization;

- ways to improve the quality of management expertise in the organization;

2. be able to:

- design methodological support for management expertise in the organization;

- organize management expertise in the organization;

3. possess:

- skills of analysis, evaluation and forecasting of organizational and economic situations;

- modern forms and methods of management expertise in the organization

demonstrate the ability and willingness to:

- the ability to apply modern methods and technologies of management organization,

diagnostics and quality assessment;

- willingness to study the state and potential of the controlled system and its macro- and microenvironment by using a set of methods of strategic and operational analysis;

- willingness to organize teamwork to solve the problems of the development of organizations.

Prerequisites

Principles of E-Business

Postrequisites

Financial management Tax management Insurance management

Public administration for investment activity

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

Short description of discipline

The course deals with the issues of rational use of the investment potential of organizations and enterprises of various forms of ownership. The course summarizes experience and evidence-based methods for attracting domestic and foreign investment. The article considers strategic and tactical issues of state investment policy and state regulation of ways to attract and use investments, as well as business support measures. Students acquire the skills to analyze and monitor investment and make effective investment decisions.

Purpose of studying of the discipline

Formation of a systematic understanding of the methodology and technologies for the development of state investment policy

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the fundamental concepts of investment analysis of innovative projects.
2. Able to apply economic and mathematical models to analyze the effectiveness of investment projects.
3. Knows the methodology for assessing the effectiveness of investing in various projects and assets.

Prerequisites

Principles of Accounting

Postrequisites

Managerial Accounting Theory and organization of taxes Taxes and taxation

Investment management

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

Short description of discipline

This course helps students prepare for a career in financial asset management by teaching them the skills they need to handle active portfolio allocation or work for brokerage firms. The course offers understanding of financial metrics, risk analysis, fund management performance, etc. The students receive in-depth instruction in financial, accounting, statistical, and capital market subjects.

Purpose of studying of the discipline

To teach investment management

Learning Outcomes

ON 9 To be able to navigate the strategic values and growth factors of the company.

Learning outcomes by discipline

1. Knows the basic principles and methods of making investment decisions.
2. Able to analyze the criteria for an organization's investment policy;
3. Proficient in methods of analyzing the external and internal investment environment of an organization.

Prerequisites

Consumer Behavior Marketing Management Strategic marketing

Postrequisites

International marketing Modern integration processes Commercial risks

Corporate governance

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

Short description of discipline

The course discusses corporate layered structures, monopoly practices, and the failure of the corporate control market. It examines the role of financial institutions and rating agencies in promoting corporate governance, and how transparency, accountability, accountability, and fair and equal treatment of all shareholders help improve corporate governance and reduce interagency conflicts between executive management and the Board of Directors.

Purpose of studying of the discipline

To teach management of a large enterprise

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the laws and patterns of corporate governance.
2. Able to form a holistic understanding of corporate governance and its specifics in domestic organizations.
3. Possesses problem solving skills in the field of corporate governance.

Prerequisites

Consumer Behavior Marketing Management Strategic marketing

Postrequisites

International marketing Modern integration processes Commercial risks

Services Marketing

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

Short description of discipline

The course concentrates on the core elements (culture, engagement, strategic planning, processes, citizens, and technology) that marketers must use to create and maintain a high quality of service. The course is designed to train students in the management of the service sector and the service component of industrial companies. Customer behavior in the service environment, service strategy development, customer service management, maintenance are just some of the topics covered.

Purpose of studying of the discipline

To study the features of marketing in the service sector

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Know the basic theoretical concepts of marketing services.
2. Able to use marketing information and identify information needs of users.
3. To control the methods of making management decisions, which are taken in the marketing activities of the enterprise

Prerequisites

Consumer Behavior Marketing Management Strategic marketing

Postrequisites

International marketing Modern integration processes Commercial risks

Stock market

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

Short description of discipline

Students will learn about fundamental, technical, and industry analysis, as well as how to choose appropriate investment vehicles, such as option strategies. Students will learn how to conduct public company research using various Internet information sources and computer programs. Special emphasis is placed on crowd behavior analysis based on specific market indicators, scrolling through the financial news feed, and analyzing financial analyst recommendations.

Purpose of studying of the discipline

Formation of a holistic view of the functioning of the securities market among future specialists; types of primary and secondary securities and derivative financial instruments; organizing, conducting and evaluating stock transactions

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the theoretical aspects of the functioning of the securities market, as well as the principles and forms of organization of modern stock markets, issue, circulation and redemption of securities.
2. Able to apply the acquired theoretical knowledge in practice, develop activities that contribute to the further development of the stock market;
3. Has the skills of independent economic thinking and analysis.

Prerequisites

Principles of Accounting

Postrequisites

Managerial Accounting Theory and organization of taxes Taxes and taxation

Financial Accounting

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

Short description of discipline

The accounting cycle, accounting models, financial reporting and analysis, cash and fixed assets, inventories, short-term and long-term debt, and the capital structure of financial institutions, businesses, partnerships, and corporations are all covered in this course. Accounting principles used in the preparation of financial statements, such as profit and loss accounts (financial results) and balance sheets (financial position), are thoroughly examined.

Purpose of studying of the discipline

Formation of theoretical knowledge and practical skills in the methodology and organization of financial accounting of the activities of organizations of various forms of ownership, the use of accounting information for making management decisions

Learning Outcomes

ON 4 To possess skills of economic and financial analysis. Competencies developed to implement the financial accounting principles such as bookkeeping, final accounts, and ratio analysis in the business processes.

Learning outcomes by discipline

1. Knows the theoretical foundations of financial accounting, uses basic accounting methods
2. Able to evaluate the property of an enterprise, keep records of assets, liabilities and capital, and prepare financial statements of the enterprise
3. Possesses information about the financial position of the enterprise to make strategic decisions

Prerequisites

Principles of Accounting

Postrequisites

Managerial Accounting Theory and organization of taxes Taxes and taxation

Commercial risks

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

Short description of discipline

This course covers the fundamental theories of commercial risk in business. Corporate risk perception, understanding business risk through a decision tree, risk management process, understanding business risk through modeling, ownership, operational risk, contingency planning and disaster recovery, the new role of risk managers in sustainability and strategic risk are just some of the topics covered.

Purpose of studying of the discipline

to teach assess and manage business risks

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

- 1. Know the basic concepts of the course, such as "risk", "risk management", "risk management", "risk management system".*
- 2. Be able to analyze and identify potential risks, apply financial and other risk management mechanisms, organize preventive measures to prevent and prevent risks.*
- 3. Acquire skills in the stages of risk management in the activities of business entities.*

Prerequisites

Services Marketing Corporate governance Investment management

Postrequisites

Global Supply Chain Management Logistics Commercial Logistics

International marketing

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

Short description of discipline

Students investigate all aspects of marketing from a global perspective in order to better respond to global opportunities and competitive situations. The subject of the course provides a detailed overview of international marketing; social, cultural, political and legal environment; opportunities to enter the international market; planning and managing go-to-market strategies and products; and global distribution and pricing are among the topics covered.

Purpose of studying of the discipline

Formation of students understanding of the essence of global, international and local marketing; specifics of marketing activities in foreign markets; features of the implementation of marketing research of foreign markets; techniques, methods and marketing tools used by transnational companies in conditions of economic instability; innovative marketing strategies

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

ON 8 To have competencies in the field of assessing the market opportunities of a company and mastering market niches.

Learning outcomes by discipline

- 1) Knows the essence and specifics of international marketing;*
- 2) Knows how to organize work in the field of international marketing;*
- 3) Has an assessment of the elements of the international marketing environment and their impact on strategic decision-making.*

Prerequisites

Services Marketing Corporate governance Investment management

Postrequisites

Global Supply Chain Management Logistics Commercial Logistics

Modern integration processes

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

Short description of discipline

Conceptual foundations of economic integration and the role of the Asia-Pacific region in global integration processes. The evolution of economic cooperation in the Asia-Pacific region. Causes and history of international organizations. Types of international organizations (international governmental and non-governmental organizations, transnational companies). Modern trends in the development of international organizations. Integration trends in the post-Soviet space. Processes and mechanisms of modern integration.

Purpose of studying of the discipline

to know the essence of international economic integration, its causes and the current state of integration processes in the main regions of the world.

Learning Outcomes

ON 6 To carry out business communications on the basis of modern technologies.

Learning outcomes by discipline

- 1) Knows the theoretical issues of the development of integration stages, factors affecting this process;
- 2) Is able to identify the conceptual foundations of international integration processes;
- 3) Has the skills to analyze the practice of forming integration links.

Prerequisites

Services Marketing Corporate governance Investment management

Postrequisites

Global Supply Chain Management Logistics Commercial Logistics

Innovation management

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

Short description of discipline

The course examines the main strategies of innovation management. The relationship between innovation management and the scientific and technological policy pursued by the enterprise is discussed. Students master the skills of applying CALS technologies, methods of analyzing supply and demand in the market for innovative products. Measures of state support for innovative business. Protection of intellectual property. Investments in innovative programs. Web technologies and innovative activity. Process-oriented management. Techniques for developing and adapting quality standards.

Purpose of studying of the discipline

to give the concept of innovation and teach how to organize and manage it

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the basic methods and principles of making innovative decisions, innovative technologies in project management, program for the introduction of technological and product innovations or a program of organizational changes in organizations.
2. Able to apply innovative technologies in project management, program implementation of technological and product innovation or an organizational change program in an organization.
3. Possesses the skills of documenting decisions when introducing technological and product innovations in order to regulation of business processes of innovative activities of the organization; documentation skills decisions when planning a program of organizational change and implementing efficiency innovations.

Prerequisites

Decision Support Systems

Postrequisites

Operations and Productions Management Engineering Economics of the production sphere

Tax management

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

Short description of discipline

The course is aimed at developing in students the skills of managing the tax burden of an organization. The mechanisms and principles of legal support for the management of tax relations, the main methods for calculating tax payments, and the features of the system of taxation of individuals and legal entities in foreign countries are considered. Students will acquire practical skills in tax planning for the activities of financial, economic, production, economic and analytical services of enterprises of various profiles and forms of ownership.

Purpose of studying of the discipline

Deepening and development of students' theoretical understanding and practical skills in the field of tax management in credit institutions.

Learning Outcomes

ON 3 To have competencies in economic and financial trends.

Learning outcomes by discipline

1. Knows the essence, necessity and social significance of taxes;
2. Is able to apply the norms of legislation in the taxation of legal entities and individuals;
3. Possess the skills of calculating taxes and fees from legal entities and individuals, the application of the regulatory framework of tax legislation.

Prerequisites

Business Information Management Commercial marketing Management expertise

Postrequisites

Retail Management State regulation of real sector Administration of Kazakhstan Economics Corporate Social Responsibility Advertising of goods and services Effective communications

Business Entrepreneurship

Discipline cycle	Profiling discipline
Course	3
Credits count	5

Knowledge control form

Examination

Short description of discipline

Entrepreneurship is a process where individuals (or groups) identify opportunities, evaluate their viability, and then gather the necessary resources to create a new business. This course is a detailed overview of the first step in this process. The main purpose of the course is to help students generate potential business ideas. Through a combination of reading, video, brainstorming sessions, presentations, and online discussions, students learn to explore and identify business opportunities.

Purpose of studying of the discipline

to teach the essence of entrepreneurship, organization and implementation of entrepreneurial activity

Learning Outcomes

ON 3 To have competencies in economic and financial trends.

Learning outcomes by discipline

- 1. Students must have an understanding of the theoretical and methodological foundations of entrepreneurship; about the process of organizing business activity and assessing its effectiveness.*
- 2. Students should have an understanding of government mechanisms for regulating and supporting the development of entrepreneurship.*
- 3. Students should know the mechanisms of functioning of firms and enterprises, various organizational and legal forms, which are an integral part of their professional education, and allow them to make decisions more effectively when carrying out practical activities.*

Prerequisites

Decision Support Systems

Postrequisites

Operations and Productions Management Engineering Economics of the production sphere

Development of managerial decisions

Discipline cycle

Profiling discipline

Course

3

Credits count

5

Knowledge control form

Examination

Short description of discipline

This course introduces students to contemporary theories, research, and practice of judgment and decision making. The main objectives of the course are to help students better understand the processes that influence choice and behavior, as well as how judgments and decisions can shape the life of an organization and the world in which we live. The course covers topics such as intuitive decision making, expert judgment and risk behavior.

Purpose of studying of the discipline

to learn to develop management decisions

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

- 1) understands the nature of the management decision-making process;*
- 2) evaluates management decisions at the organizational level;*
- 3) demonstrates the ability to make management decisions in the context of identified problems*

Prerequisites

Decision Support Systems

Postrequisites

Operations and Productions Management Engineering Economics of the production sphere

Insurance management

Discipline cycle

Profiling discipline

Course

3

Credits count

5

Knowledge control form

Examination

Short description of discipline

This course examines the general characteristics of insurance management, as well as the principles of organization and management of insurance activities. Health insurance risk management systems; marketing in the insurance business management system; personal insurance management; property insurance management; management liability insurance; management of the tariff policy of the insurance company; insurance company sustainability management are all among the topics covered in the course.

Purpose of studying of the discipline

the formation of students a clear understanding of the theoretical foundations and practical techniques of insurance management

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

- 1. Knows the basic theoretical concepts of insurance management;*
- 2. Able to apply in practice the acquired knowledge on financial management of cash flows;*
- 3. Possesses skills in assessing insurance risks.*

Prerequisites

Business Information Management Commercial marketing Management expertise

Postrequisites

Public administration for investment activity Retail Management Administration of Kazakhstan Economics Corporate Social Responsibility Advertising of goods and services Effective communications

Financial management

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

Short description of discipline

The course begins with an overview of the fundamentals of financial valuation. The fundamental goal, identified in the main part of the course, is to equip students with the skills to evaluate investments, financial securities, risk and the cost of capital, preparing them to make initial decisions in the long and short term. Prior knowledge of finance and statistics is the most important prerequisite for successful completion of the course.

Purpose of studying of the discipline

The purpose of studying the discipline is to disclose the content of financial management, principles, goals and objectives of managing financial resources of an enterprise in a market economy; anti-crisis financial management, the essence of investment decisions and financing decisions, the development of a logic for making managerial decisions in the field of financial activities of enterprises.

Learning Outcomes

ON 8 To have competencies in the field of assessing the market opportunities of a company and mastering market niches.

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the fundamental concepts of financial management in organizations.
2. Able to analyze the external and internal environment of the organization, identify its key elements and evaluate their impact to the organization.
3. Knows methods for assessing economic and social efficiency in improving information technologies and quantitative modeling to make informed financial decisions in organizations.

Prerequisites

Business Information Management Commercial marketing Management expertise

Postrequisites

Retail Management State regulation of real sector Administration of Kazakhstan Economics Corporate Social Responsibility Advertising of goods and services Effective communications

Global Supply Chain Management

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course covers the fundamental concepts of managing the entire flow of products in a supply chain, from suppliers to clients. The course includes the production, distribution, customer support, and retail industries. It also includes the fundamental interactions that emerge during the design, making plans, implementation, supervising, and controlling processes. As global supply chains grow in size and complexity, so does the demand for specialists to manage them.

Purpose of studying of the discipline

To study the methodology of supply chain management of products and services of enterprises and organizations of the economy.

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

To know:

- the essence of foreign economic activity, indicators of economic security and indicators characterizing the state of foreign economic activity in the management of global supply chains
- key economic indicators of global supply chain management;
- methods and standard theoretical and econometric models for forecasting the dynamics of the main economic indicators of economic entities in the management of global supply chains;

Be able to:

- to substantiate the prospects for the development of foreign economic activity in the management of global supply chains;
- calculate and analyze indicators of economic security and indicators characterizing the state of foreign economic activity in the management of global supply chains
- calculate the main economic indicators of the activities of economic entities in the management of global supply chains;
- apply methods and use standard theoretical and econometric models for forecasting the dynamics of the main economic indicators of the activities of economic entities in the management of global supply chains.

Own:

- skills in substantiating the prospects for the development of foreign economic activity and skills in analyzing economic security indicators and indicators characterizing the state of foreign economic activity in the management of global supply chains;
- the ability to prepare initial data for forecasting the dynamics of the main economic indicators of the activities of economic entities in the management of global supply chains
- methods of assessment, compilation and justification of forecasts of the dynamics of the development of economic entities in the management of global supply chains.

Prerequisites

International marketing Modern integration processes Commercial risks

Postrequisites

Final examination

Commercial Logistics

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines the evolution of commercial logistics over time. The main tasks and problems in the management of commercial logistics are highlighted. The course content includes the following main topics: commercial logistics systems; the concept and goals of the organization of commercial logistics; logistics management of procurement activities; management of logistics of production processes; distribution logistics management; transport bases of logistical processes; warehouse logistics management

Purpose of studying of the discipline

The purpose of mastering the discipline: obtaining by students the necessary theoretical knowledge and acquiring practical skills in the field of actively developing methods of logistical management of material and information flows from the moment they are formed to the stage of consumption by various market participants.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows methodological approaches to procedures for preparing and making organizational and managerial decisions, procedure for behavior in non-standard situations.
2. Able to analyze the strengths and weaknesses of a solution, measure and analyze opportunities and risks.
3. Has the skills to develop organizational and managerial decisions and evaluate the effectiveness of decisions made.

Prerequisites

International marketing Modern integration processes Commercial risks

Postrequisites

Final examination

Logistics

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course focuses on the material and information flows required for material and product delivery from the producer to the recipient. Logistics enables goods to be delivered to the correct location, at the correct time, and at the correct cost. Logistics can strongly shorten the time between the raw material semi-finished products purchase and the transportation of the finished product to consumers, achieving significant inventory reductions, speed up the process of obtaining operational information, and improve service level.

Purpose of studying of the discipline

The main goal of studying the course: the formation of students' understanding of the importance and role of applying the logistics approach at the present stage of development of the economy and management as a system of generalized knowledge about the scientific foundations, concept, method, methodology of the logistics approach, basic tasks, as well as practical skills for solving them

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows methodological approaches to procedures for preparing and making organizational and managerial decisions, procedure for behavior in non-standard situations.
2. Able to analyze the strengths and weaknesses of a solution, measure and analyze opportunities and risks.
3. Has the skills to develop organizational and managerial decisions and evaluate the effectiveness of decisions made.

Prerequisites

International marketing Modern integration processes Commercial risks

Postrequisites

Final examination

Taxes and taxation

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

This discipline aims to investigate the stages of creation and development of the Republic of Kazakhstan's tax system, as well as the functional capabilities of the main tax payments in the system of the Republic of Kazakhstan. The content of the course includes the study of such important topics as the mechanism for calculating and paying taxes, the specifics of the application of a special tax regime, the calculation of royalties and other mandatory payments, as well as the process of tax administration.

Purpose of studying of the discipline

to form a system of theoretical knowledge and practical skills in the field of taxes and taxation necessary to understand the main trends in the development of the modern tax system of Kazakhstan

Learning Outcomes

ON 4 To possess skills of economic and financial analysis. Competencies developed to implement the financial accounting principles such as bookkeeping, final accounts, and ratio analysis in the business processes.

Learning outcomes by discipline

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

2. Knows how to apply legal norms when taxing legal entities and individuals;
3. Possess the skills of calculating taxes and fees from legal entities and individuals, applying the legal framework tax legislation.

Prerequisites

Financial Accounting Public administration for investment activity Stock market

Postrequisites

Final examination

Theory and organization of taxes

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

This course examines the process of organizing the tax mechanism in the state. Students will learn about the fundamental problems in managing the tax mechanism. Topical issues of the functioning of tax authorities in the process of collections to the budget of various levels will be considered. The economic significance and principles of organization of the tax system, models of tax policy in the national economic system, the most effective directions for modernization and the impact of the reforms on the country's economy are considered.

Purpose of studying of the discipline

studying the theory of taxes and theoretical aspects of building a tax system, namely the disclosure of the economic content, functions and principles of taxes, the historical stages of the formation and development of taxes and the tax system of the Republic of Kazakhstan, the basic concepts of tax reforms in the country, etc .

Learning Outcomes

ON 4 To possess skills of economic and financial analysis. Competencies developed to implement the financial accounting principles such as bookkeeping, final accounts, and ratio analysis in the business processes.

Learning outcomes by discipline

1. Knows the basics of theory and historical aspects of taxation, is familiar with the stages of development of the tax system of the Republic of Kazakhstan, the features of tax policy and the tax mechanism; legal aspects of taxation.
2. Able to set tasks for the implementation of tax activities and change tax positions in the financial system.
3. Has skills in organizing the tax mechanism and in implementing tax management.

Prerequisites

Financial Accounting Public administration for investment activity Stock market

Postrequisites

Final examination

Managerial Accounting

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course will teach students how managers use accounting data to make decisions, evaluate performance, and control. This allows students to understand how management accounting information is generated and used for strategic and managerial purposes in various types of enterprises. It also teaches students how to evaluate and improve current management accounting practices in various organizations, evaluate profitability, calculate and allocate costs.

Purpose of studying of the discipline

To study the methods and ways of organizing the accounting of the state and use of resources for the purposes of managing business activities and determining financial results

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

- 1) Mastering a new terminological apparatus
- 2) Obtaining practical skills in maintaining management accounting of enterprises and organizations
- 3) Formation of skills to work in this industry.

Prerequisites

Financial Accounting Public administration for investment activity Stock market

Postrequisites

Final examination

State regulation of real sector

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines the basic concepts, fundamental tasks, purpose and necessity of state regulation of the real sector of the economy. The course covers topics such as: the essence and mechanism of state economic regulation; nationalization and privatization; state regulation of various fields of activity in the conditions of the existing market economy; state mechanisms for regulating monetary

policy; state regulation of social spheres; implementation of state policy in the field of economy.

Purpose of studying of the discipline

Formation of the economic outlook of students on the basis of studying the main trends in the development of the system of state regulation of the economy, key issues of transforming the role of the state in the economy from the perspective of foreign and domestic economic schools, studying the main directions for increasing the efficiency of state regulation of the economy and ensuring economic security

Learning Outcomes

ON 3 To have competencies in economic and financial trends.

Learning outcomes by discipline

1. Knows the theoretical, methodological and organizational problems of government intervention in the process functioning of the real sector of the economy;
2. Able to analyze the situation in various areas of the real sector of the economy;
3. Possesses the skills of collecting and analyzing information necessary for making decisions in the field of professional activities.

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Advertising of goods and services

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

Advertising of goods and services refers to the tools used by marketers to position brands in the minds of consumers in order to create the desired image, product awareness, customer interest and loyalty. Students will learn how to use advertising tools to achieve brand goals, how decisions are made about advertising and promotion choices, and how to measure the effectiveness and optimize a set of marketing elements.

Purpose of studying of the discipline

to give the concept of advertising, promotional activities and teach to carry out promotional activities

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the theoretical foundations and features of organizing advertising activities, types and means of advertising distribution; modern advertising strategies.
2. Able to select forms and methods of advertising in the media, taking into account financial capabilities and feasibility; determine specific advertising media and their optimal combination.
3. Possesses the skills of composing an advertising message, planning an advertising budget, distributing it across media channels, and analyzing the effectiveness of advertising activities.

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Corporate Social Responsibility

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course is designed to enable learners to improve their ethical business practices. The course will outline the general underpinnings of value-adding factors as well as the interests of management and investors. Understanding corporate social responsibility, citizenship and reputation, environmental stewardship and accountability, corporate philanthropy, and the impact of a firm's activities on various stakeholders are just some of the topics covered.

Purpose of studying of the discipline

To give the concept of social responsibility of the business and instill relevant skills.

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

1. Knows the role of social responsibility in creating a positive image of the company's business reputation; models of corporate social responsibility.
2. Is able to determine scientific approaches to the definition of social responsibility of business; to determine the essence of the content of SRB.
3. Owns the categories of academic discipline, the main tools for organizing the relationship between state and local business management bodies.

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Retail Management

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

Students will be introduced to the world of retail management and will be able to develop decision-making skills in retail. They will also study factors influencing retail structure such as retailer types, multi-channel retail, consumer buying behavior, retail marketing strategy, store location selection, logistics management, making purchases, retail prices, store operations, store design and layout and client service

Purpose of studying of the discipline

formation of students competencies necessary for organizing effective marketing activities in business organizations, as well as in the field of retail trade

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

- 1) Knows the theoretical foundations of retail sales management;*
- 2) Is able to analyze and control the effectiveness of sales;*
- 3) Has the skills of assortment planning and sales volume.*

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Administration of Kazakhstan Economics

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines the main stages of the development of the economy of the Republic of Kazakhstan, discusses important issues aimed at researching the stages of the formation of market relations in the country. The course examines such topics as the current economic state of the Republic of Kazakhstan and development prospects, current problems of the management of the economy of Kazakhstan, the impact of various management models on the functioning of the market, the essence and effectiveness of ongoing reforms in the economics.

Purpose of studying of the discipline

Teaching the theoretical foundations of management based on the study of Laws, Decrees and Resolutions of the President, Parliament and Government of the Republic of Kazakhstan and their use in practice

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

- 1. Knowledge of methodological foundations and systems of management of the economy of Kazakhstan.*
- 2. The ability to determine the issues of management of the economy of Kazakhstan, conditions and prospects for the development of republican regions, effective state management.*
- 3. Has the ability to analyze conditions and factors influencing the evolution of state administration, factors influencing on the economic policy of the state.*

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Effective communications

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines the characteristics of effective communication in the context of a manager's competence. Basic models and practical presentation and negotiation skills, as well as other communication skills, are discussed. The course is devoted to the development of professional communication skills in a team and teamwork, as well as such issues as the psychological aspect of business communication, verbal and non-verbal communication, communication in conflict conditions and in conditions of information distortion.

Purpose of studying of the discipline

to teach effective communication

Learning Outcomes

ON 6 To carry out business communications on the basis of modern technologies.

Learning outcomes by discipline

- 1. Know:*

- Features of internal communications as a feedback process
- Rules for telephone communications
- Characteristics of effective written communications
- Communication styles of management
- Techniques for interacting with staff for criticism and encouragement
- Business etiquette in communicative behavior, psychophysiological features of perception and processing of information
- Role communication in internal business communications
- Basic rules for holding constructive meetings
- Basics of the negotiation process
- Style and content of business partnership in case of disagreements between employees

2. Be able to:

- Select the necessary communication channels
- Use non-verbal communication
- Public speaking
- Conduct interviews and personal conversations with company personnel
- Apply a persuasive communication model
- Apply NLP in communications
- Use group and team communications

3. Own:

- Modern standards and technologies of business interaction, culture and speech techniques
- Conducting a dialogue
- Developing a conversation plan
- Teamwork
- Conflict resolution.

Prerequisites

Financial management Tax management Insurance management

Postrequisites

Final examination

Office work

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines state documentation standards, as well as the laws of the Republic of Kazakhstan governing office work. Students receive instructions on document management, recommendations for creating documentation, as well as collecting and processing information about the available nomenclature. Documentation for professional activities, contractual business activities, document flow structure, documentation systems, organizational and technical support for working with documents are some of the main topics of the course.

Purpose of studying of the discipline

The purpose of studying the discipline is to master the basics of the correct execution of documents and the proper organization of document management in an institution in accordance with the requirements of GOST mechanical and electronic methods

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the terminology in the field of documentation support, the goals and objectives of office work, the concept of a document, correspondence, general rules for the preparation and execution of documents, the procedure for storing documents, and the organization of an electronic office.
2. Able to draw up basic documents related to his professional activities, carry out work on preparing documents for storage, and work with documents using computer technology.
3. Possesses skills in using telecommunication technologies in electronic document management.

Prerequisites

Personnel management

Postrequisites

Final examination

Engineering

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

Students learn the fundamentals of engineering design, building, and other engineering activities in this subject. Fundamental ideas in manufacturing technology. Mechanical engineering is used in the building industry, as well as other industries. Technological organization principles. technical service types. quality control procedure. overall score for quality. quality and uniformity. planning strategically. Analysis of the impact of introducing new machinery and equipment from an economic perspective.

Purpose of studying of the discipline

The purpose of the discipline is to master students' knowledge in the field of engineering and reengineering of business processes, as a set of works on the design or optimization of business processes in the service sector and as a specific type of service

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Know:

- the basic terminology of business process management
- technology, methods and tools for designing business processes;
- principles of construction, structure and technology of using CASE tools for business process analysis.

2. Be able to:

- conduct research of business systems, build their description in the form of formal models
- perform calculations of economic indicators, taking into account their interrelation and interdependence;
- to identify the main factors determining the directions and results of the company's activities;
- evaluate the efficiency of production and the level of economic condition of the enterprise.

3. Possess: - technologies for working with various types of information sources;

- methods and techniques for conducting appropriate calculations and making managerial decisions.

Prerequisites

Business Entrepreneurship Innovation management Development of managerial decisions

Postrequisites

Final examination

Office Document Support

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course is designed to teach theoretical foundations as well as practical skills in the field of document management. Students will learn the rules for creating management documents based on current legislation in the Republic of Kazakhstan, as well as the skills for their preparation, compilation, and storage. They will also study the various styles of official documents. The course will provide an overview of government office automation and electronic document management technologies.

Purpose of studying of the discipline

the formation of students theoretical knowledge and practical skills of documenting on the basis of modern requirements for the preparation and execution of management documents

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

1. Knows the concepts, goals, objectives, principles of office work and documentation support for management; management documentation systems; classification and requirements for the preparation and execution of various types of documents.
2. Able to operate with the conceptual apparatus in the field of organizing office work and document flow in a modern enterprise; draw up and check the correctness of documentation in accordance with the regulatory framework, using information technology and office equipment.
3. Has documentation skills based on modern requirements for the preparation and execution of management documents; organization of document flow of a modern enterprise.

Prerequisites

Personnel management

Postrequisites

Final examination

International Conflict Management

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course examines the theoretical and practical aspects of conflicts and conflict management. An excursion into the history of the development of interethnic labor relations and the resulting conflict situations is given. Students will learn in detail about the disagreements that arise in interethnic labor relations in the field of labor, intellectual property rights, in the field of obtaining financial services, healthcare services, and commercial disputes. The course provides tools for the prevention and resolution of conflict situations

Purpose of studying of the discipline

provide students with the study of ways and means of preventing and overcoming international labor conflicts, contribute to mastering the skills of managing international labor conflict situations

Learning Outcomes

ON 5 To implement HR-administration (human resources management) based on modern technologies.

Learning outcomes by discipline

1. He knows the main provisions of modern theories and methods of analysis and resolution of interethnic labor conflicts; the causes of conflict in interethnic relations and professional activity, the structure, dynamics, functions and consequences of the conflict.
2. He is able to apply the acquired general knowledge in professional activities, interethnic communication; diagnose the causes of conflict, develop and apply strategies of behavior during conflict, use various methods and methods of prevention and positive resolution of conflicts, develop technological techniques for managing the conflict process.
3. He has the basic provisions of modern theories and methods of analysis and resolution of interethnic labor conflicts; the skills of establishing psychological contact, visual psychodiagnostics and psychological impact, correct behavior in a conflict situation, negotiation skills and conflict process management.

Prerequisites

Personnel management

Postrequisites

Final examination

Operations and Productions Management

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

This course teaches how to manage functional areas in an organization. The course covers quantitative production, inventory management and production economics. Topics covered include decision making, manufacturing system design, material and plant management systems, capacity planning, forecasting, inventory, distribution, material requirements planning (MRP) and quality control, and how manufacturing interacts with other functions in the organization. .

Purpose of studying of the discipline

introducing students to the conceptual framework, the formation of the production (operational) strategy of the enterprise; the formation of a managerial worldview in the field of production based on knowledge of the characteristics of industrial enterprises and enterprises in the service sector; education of managerial culture skills in the field of production management.

Learning Outcomes

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

- 1. Know: methods of decision-making in the management of operational (production) activities of organizations;*
- 2. Be able to: apply decision-making methods in the management of operational (production) activities of organizations;*
- 3. Possess: skills and techniques for implementing decision-making methods in the management of operational (production) activities of organizations.*

Prerequisites

Business Entrepreneurship Innovation management Development of managerial decisions

Postrequisites

Final examination

Economics of the production sphere

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

Short description of discipline

In modern market conditions, the fundamental basis of the economy of the Republic of Kazakhstan is its industrial potential. The course studies the modern policy of the Republic of Kazakhstan in the field of industry. Students will learn the basic concepts of industrial production and its sectoral structure; about commodity markets, technologies and their life cycles; about modern approaches in the formation of the composition and structures of industrial production.

Purpose of studying of the discipline

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

Learning Outcomes

ON 3 To have competencies in economic and financial trends.

ON 7 To have competence in the organization and management of business processes at its functional level.

Learning outcomes by discipline

- 1. Know the basic principles of functioning and regularities of regulation of economic relations in the manufacturing sector; competently assess the positive and negative consequences for the development of the country;*
- 2. Possess tools for analyzing sectoral and regional features of the functioning of the economy of the Republic of Kazakhstan; be competent in questions about the essence of theoretical and practical problems in the field of industrial production, as well as sectoral and territorial complexes of the Republic of Kazakhstan;*
- 3. Be able to analyze and evaluate the prospects and consequences of the socio-economic policy pursued by the government in industry; use the acquired knowledge in relation to the organization and management of the industrial potential of the Republic of Kazakhstan, taking into account industry specialization.*

Prerequisites

Business Entrepreneurship Innovation management Development of managerial decisions

Postrequisites

Final examination

Pre-diploma practice

Discipline cycle	Profiling discipline
Course	4
Credits count	15
Knowledge control form	Total mark on practice

Short description of discipline

Students complete practical internships with approved private and public companies. During the internship, students will be given a task that has been agreed by the university and the company. This course allows to find profound knowledge for performance of a wide range

of tasks, since researches, development, design, production, introduction and management; to put into practice skills of development and the feasibility study for the offered actions for ensuring competitiveness of the enterprise, the region, country.

Purpose of studying of the discipline

Deepening and consolidating theoretical knowledge gained in the learning process, developing skills in working with legislative and instructive materials; studying the practical use of economic management methods, the structure and foundations of organizing the activities of enterprises; mastering the practical skills of the future educational program.

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

Knows:

1. Students know the goals and objectives of pre-diploma internship and understand its importance for professional development.
2. They are familiar with specific theoretical and methodological aspects related to their specialization and subject matter of practice.
3. Knowledge of the rules, requirements and standards governing pre-graduate practice.

Can:

1. Students are able to apply their knowledge and skills within the framework of pre-diploma practice, perform tasks and functions related to their specialization.
2. They are able to analyze and solve professional problems and problems arising at the place of practice and make informed decisions.
3. Ability to interact with colleagues, management and customers (if applicable), as well as communicate effectively in a professional environment.

Owns:

1. Students have the skills of independent professional activity, can plan and implement projects and tasks, and also effectively manage their work.
2. They possess the skills of analysis and reflection on professional experience, are able to identify their achievements and the lessons they learned from this experience, and suggest improvements.
3. The ability to apply your knowledge and skills to solving specific professional problems and making informed strategic decisions.

Prerequisites

Basic and profile disciplines of the EP

Postrequisites

Final examination

Internship III

Discipline cycle	Profiling discipline
Course	4
Credits count	15
Knowledge control form	Total mark on practice

Short description of discipline

The student reinforces the theoretical knowledge gained with practical actions during the period of practical training at the enterprise, and also acquires the necessary skills. The course covers: the issues of applying and interpreting information to develop practical solutions in order to carry out effective production and financial activities of an enterprise (business) in the context of the development of integration processes, considers the experience of applying advanced methods of organization and management in an enterprise.

Purpose of studying of the discipline

Deepening and consolidating theoretical knowledge gained in the learning process, developing skills in working with legislative and instructive materials; studying the practical use of economic management methods, the structure and foundations of organizing the activities of enterprises; mastering the practical skills of the future educational program.

Learning Outcomes

ON 10 To demonstrate competencies in the field of systems thinking and integrated problem solving.

Learning outcomes by discipline

- 1) Organizes the collection, systematization and synthesis of materials for the preparation of the final qualifying work and its review part.
- 2) Creates software for the systems and devices being created within the framework of the topic of the diploma project.
- 3) Researches new ICT tools, software, hardware and software systems and modernizes existing ones.
- 4) Demonstrates skills in preparing design and program documentation.

Prerequisites

Basic and profile disciplines of the EP

Postrequisites

Final examination