

CATALOG OF ELECTIVE DISCIPLINES

7M04 - Business, Management and Law
(Code and classification of the field of education)

7M041 - Business and Management
(Code and classification of the direction of training)

0410

(Code in the International Standard Classification of Education)

M072 - Management and administration
(Code and classification of the educational program group)

7M04114 - Business Administration (Executive MBA)
(Code and name of the educational program)

Master

(Level of preparation)

set of 2024

Developed

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Reviewed

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Recommended for approval by the Academic Council of the University
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Approved

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

Corporate social responsibility

Discipline cycle	Profiling discipline
Course	1
Credits count	4
Knowledge control form	Examination

Short description of discipline

In modern realities, doing business involves social responsibility. The state sets certain conditions for all economic entities, the fulfillment of which is mandatory both in Kazakhstan and abroad. One of the factors in the formation of the company's image is also the fulfillment by enterprises of social obligations to their employees, the population and the state.

Purpose of studying of the discipline

The purpose of this discipline is the formation of a positive image of the company is also the fulfillment by enterprises of social obligations to their employees, the population and the state.

Learning Outcomes

ON1 Apply strategic, comprehensive, and innovative methodologies to business decision-making to create value during the constant change.

ON2 Analyze trends in international business, using quantitative and qualitative methods, identify potential opportunities and make strategic decisions in the context of globalization.

ON3 To form strategies of a new company or a new direction in the current business, based on international law norms and responsibility.

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- Obtaining basic theoretical knowledge in the field of corporate social responsibility

- Obtaining practical skills and abilities in the field of corporate social responsibility

Prerequisites

Bachelor

Postrequisites

Final examination

International Business Law

Discipline cycle	Profiling discipline
Course	1
Credits count	4
Knowledge control form	Examination

Short description of discipline

This course examines economic sectors and industries on a global scale and introduces the dynamic international business mechanism, which is complex due to constant change. The course provides tools to help you understand how the global environment affects global business and new markets. It studies the foundations of business law in the international arena.

Purpose of studying of the discipline

The purpose of the course is to study the basics of business law in the international arena and to consider issues of business law on an international scale.

Learning Outcomes

ON1 Apply strategic, comprehensive, and innovative methodologies to business decision-making to create value during the constant change.

ON2 Analyze trends in international business, using quantitative and qualitative methods, identify potential opportunities and make strategic decisions in the context of globalization.

ON3 To form strategies of a new company or a new direction in the current business, based on international law norms and responsibility.

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- knows the articles of business law

- studies the basics of business law in the international arena

- Identifies violations of laws

Prerequisites

Bachelor

Postrequisites

Final examination

EAEU International Trade and Customs Law

Discipline cycle	Profiling discipline
Course	1
Credits count	4
Knowledge control form	Examination

Short description of discipline

The goal of any business entity is to make a profit and maximize it, one of the factors for achieving which is the company's entry into the external market of the EAEU. In order for the company to be able to defend its economic interests in front of foreign partners and interests, it is important to study modern legislation.

Purpose of studying of the discipline

The purpose of the discipline is to study modern legislation and regulatory - legal in the field of trade and customs law of the EAEU countries.

Learning Outcomes

ON1 Apply strategic, comprehensive, and innovative methodologies to business decision-making to create value during the constant change.

ON2 Analyze trends in international business, using quantitative and qualitative methods, identify potential opportunities and make strategic decisions in the context of globalization.

ON3 To form strategies of a new company or a new direction in the current business, based on international law norms and responsibility.

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- Obtaining basic theoretical knowledge in the field of international trade and customs law of the EAEU

- Obtaining practical skills and abilities in the field of international trade and customs law of the EAEU

Prerequisites

Bachelor

Postrequisites

Final examination

Investment management

Discipline cycle	Profiling discipline
Course	1
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course is designed to acquire basic theoretical apparatus and practical skills in the field of the fundamentals of the organization and management of investment management, as well as its subsequent application in professional activity in order to invest available capital and resources in various types of financial instruments and real assets in order to diversify the business and manage the investment portfolio of the company.

Purpose of studying of the discipline

The purpose of this discipline is the acquisition of a basic theoretical apparatus and practical skills in the field of the basics of organization and management of investment management.

Learning Outcomes

ON4 To form and execute the company's budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

Learning outcomes by discipline

- Obtaining basic theoretical knowledge in the field of investment management

- Obtaining practical skills and abilities in the field of investment management

Prerequisites

Bachelor

Postrequisites

Final examination

Corporate Finance Management

Discipline cycle	Profiling discipline
Course	1
Credits count	5
Knowledge control form	Examination

Short description of discipline

The growing globalization of financial markets, new financial products and technological innovations have had a major impact on the world of corporate finance. Through hands-on research and simulations, students learn about companies' global financial and investment decisions and personal and corporate wealth management. The course also analyzes emerging trends in the world of mobile technology, sustainable finance and investment.

Purpose of studying of the discipline

The purpose of studying the discipline is to obtain information about the growing globalization of financial markets, new financial products and technological innovations in the field of corporate finance.

Learning Outcomes

ON4 To form and execute the company's budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

Learning outcomes by discipline

- knows about corporate finance management
- can use technological innovations
- can manage finances

Prerequisites

Bachelor

Postrequisites

Final examination

Business value management

Discipline cycle	Profiling discipline
Course	1
Credits count	5
Knowledge control form	Examination

Short description of discipline

This discipline is aimed at studying the company from the point of view of knowledge of the fundamental theoretical foundations and obtaining practical skills in assessing the value of the business through the use of various existing financial and economic methods and methods of evaluation, ranging from simple to complex. All available assets of the enterprise, both fixed.

Purpose of studying of the discipline

The study of the company in terms of business valuation through the use of various existing financial and economic methods and methods.

Learning Outcomes

ON4 To form and execute the company's budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

Learning outcomes by discipline

- Obtaining basic theoretical knowledge in the field of business value management
- Obtaining practical skills and abilities in the field of business value management

Prerequisites

Bachelor

Postrequisites

Final examination

PR Management

Discipline cycle	Profiling discipline
Course	1
Credits count	5
Knowledge control form	Examination

Short description of discipline

The course involves the application of strategic management to the development of public relations programs, including the interests of all stakeholders. Students will gain the key fundamentals of engaging with the public through the media, employees, community, government, and consumers. Issues and methods of managing PR communications will be considered. Opportunities to interact with government, multinational companies.

Purpose of studying of the discipline

Course objectives include the use of strategic management to develop public relations programs that address the interests of stakeholders.

Learning Outcomes

ON4 To form and execute the company's budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives.

Learning outcomes by discipline

- can establish contact with society
- can work with mass media
- learns the strategic management system

Prerequisites

Bachelor

Postrequisites

Final examination

International Marketing Management

Discipline cycle	Profiling discipline
Course	1
Credits count	5

Short description of discipline

The course is devoted to the strategic and functional aspects of the international marketing activities of companies. It provides a fundamental understanding of the concept of marketing and market orientation for international business, explaining the role of external and internal conditions for strategy development. Ways to enter foreign markets and market selection.

Purpose of studying of the discipline

The purpose of the course is to learn the strategic and functional conditions of international marketing activities and to learn how to conduct important research

Learning Outcomes

ON4 To form and execute the companys budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people s lives.

Learning outcomes by discipline

- can conduct marketing research

-can study the market and make conclusions

- can make strategic decisions

Prerequisites

Bachelor

Postrequisites

Final examination

Marketing Ethic Management

Discipline cycle

Profiling discipline

Course

1

Credits count

5

Knowledge control form

Examination

Short description of discipline

An analysis of real market research on important marketing ethical issues and problems in the current professional corporate environment. Particular attention is paid to the economic, social and environmental responsibilities of the market researcher to the company's stakeholders, customers and the public. Ethical dilemmas in marketing and management decision-making mechanisms and approaches at personal, organizational and social levels.

Purpose of studying of the discipline

The purpose of the course is to analyze real market research on important marketing ethical issues and problems in a professional corporate environment

Learning Outcomes

ON4 To form and execute the companys budget in accordance with the development strategy, to make management and investment decisions.

ON5 Use marketing and financial tools to address company management and interaction with stakeholders,

ON9 Develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people s lives.

Learning outcomes by discipline

-uses ethical norms in the field of marketing

- can do market research

- analyzes research according to ethical norms

Prerequisites

Bachelor

Postrequisites

Final examination

Conflict management

Discipline cycle

Basic disciplines

Course

1

Credits count

5

Knowledge control form

Examination

Short description of discipline

The discipline "Conflict Management" is aimed at studying and assessing the causes and nature of conflicts in the organizational environment, as well as the main ways to resolve conflicts. This course introduces students to the diagnosis of conflicts, which is an important condition for effective conflict management. As a result of studying the course "Conflict Management".

Purpose of studying of the discipline

The purpose of the course: to reveal the logical, informational, communicative and technological connection between innovation and conflict potential in the organization.

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- to teach undergraduates to diagnose and analyze conflicts in an organization implementing innovations and innovative projects;
- critically evaluate various theoretical models of conflict resolution and regulation in the process of implementing innovative projects in the organization;
- professionally apply theoretical knowledge and criteria of differences between socially constructive and socially destructive processes in conflicts;
- assess the feasibility and effectiveness of using various negotiation and mediation procedures;

Prerequisites

Bachelor

Postrequisites

Final examination

Strategic Cultural Management

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

Short description of discipline

The course "Strategy of intercultural management" reveals issues related to the concept of the essence of the process of intercultural management; the main problems that arise in working in an intercultural environment. This course is aimed at creating a map of differences in cultural variables or forces that influence the process of managing global business, the activities of foreign managers.

Purpose of studying of the discipline

The purpose of the discipline: to develop in students knowledge about intercultural communication, skills and abilities of intercultural communication that ensure the successful solution of professional problems in the field of organization management and business.

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

Objectives of the discipline: to form a holistic view of the essence and types of intercultural communication; to form knowledge and skills of analyzing situations of intercultural interaction caused by the difference of value systems of different nature; to form the ability to diagnose

overcome barriers of intercultural communication in the global business system; to reveal the relationship of socio-cultural identity and intercultural communication, to show the role of identity policy in the integration of participants in intercultural interaction.

Prerequisites

Bachelor

Postrequisites

Final examination

Stress Management and Wellbeing

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

Short description of discipline

The course is aimed at studying the main causes of stress caused in the workplace or outside of it, which have an impact in all spheres of human life. The course program is aimed at increasing resistance to stress in the workplace, with the support of the manager, the employer, who is interested in offering employees to master.

Purpose of studying of the discipline

The aim of the course is to reduce the impact of employee stress on production processes, personal life and health.

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

– Provide up-to-date information about the nature of stress and consider the types of assistance provided by consultants

– To raise awareness about the manifestations of stress in various areas of life.

– Teach to recognize individual "warning signals" of stress, helping to form skills that reduce existing stress or notice its early signs.

Prerequisites

Bachelor

Postrequisites

Final examination

Leadership and Negotiation

Discipline cycle	Basic disciplines
Course	1
Credits count	5

Knowledge control form

Examination

Short description of discipline

The course is aimed at studying issues in the field of management, business and organizational development, various approaches to leadership, including theories and models, functions and mechanisms of leadership. As a result of the study, the student will receive the key skills and knowledge necessary in the analysis of practical situations, system and situational approaches, for making competent management decisions.

Purpose of studying of the discipline

The goal is the formation of competencies aimed at motivating and stimulating the personnel of organizations, Ensuring control over the activities of teams (groups) of employees in order to use the acquired knowledge in practice

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

Study of the conceptual and categorical apparatus in the field of leadership.

- Formation of ideas about modern approaches and concepts of leadership.

- Ensuring the development of modern methods of effective influence and management of teams and groups.

- Formation of skills and abilities necessary for the management of teams and groups.

- Development of skills in analyzing the situation and making leadership decisions, as well as evaluating and developing the capabilities of the unit's team.

Prerequisites

Bachelor

Postrequisites

Final examination

Social communications in management

Discipline cycle

Basic disciplines

Course

1

Credits count

5

Knowledge control form

Examination

Short description of discipline

The discipline "Social communications in management" is aimed at studying the basic patterns that arise in the process of psychology of business communication in business; to gain knowledge about social communication in organizations. Forms the skills of communicative behavior aimed at solving joint professional goals and objectives. As a result, the student acquires skills aimed at resolving conflict.

Purpose of studying of the discipline

Study of the patterns of psychology of business communication; gaining knowledge about the features of interpersonal business communication in the organization.

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- Formation of diagnostic skills, self-diagnosis and management of communicative behavior in the joint solution of professional tasks. 3.

- Mastering the techniques of solving typical communicative tasks in business interpersonal communication. Acquisition of skills to resolve conflict situations in a professional environment.

Prerequisites

Bachelor

Postrequisites

Final examination

Emotional Intelligence and Business Success

Discipline cycle

Basic disciplines

Course

1

Credits count

5

Knowledge control form

Examination

Short description of discipline

This course builds management skills based on emotional leadership, designed to help students understand the connection between emotional intelligence and business success. Components of emotional intelligence. This is an analysis of steps on the way to intelligence. Best practices for developing and using emotional intelligence skills, understanding emotions, and emotional management are analyzed.

Purpose of studying of the discipline

Formation of practical management skills in students based on leadership in emotional business; analysis of the essential characteristics of emotional intelligence and patterns of its occurrence; training and development of practical skills in using emotional intelligence in business.

Learning Outcomes

ON6 Apply personal efficiency techniques and demonstrate understanding of personal growth and success.

ON7 Be able to adapt in a multicultural business environment and work effectively with people in international markets.

ON8 Develop an ethical leadership vision and effective communications skills for career realization anywhere in the world.

ON10 Present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth.

Learning outcomes by discipline

- *Can fully understand and control his emotions*
- *A businessman can understand the emotions of others.*
- *Develops empathy well*
- *It is resistant to stress*
- *Can get out of a stressful situation*

Prerequisites

Bachelor

Postrequisites

Final examination