

The list of academic disciplines of the university component

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

Academic committee of EP
Head AK Zeynullina A.Zh.
Manager EP Iskakova M.S.

Reviewed

at a meeting of the Commission on Academic Quality of the Faculty of Humanities and Economics,
protocol No. 2 of January 15, 2024.
Recommended for approval by the Academic Council of the University
Protocol No.1 "6" of June 2024

Approved

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

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

Business Research

Discipline cycle	Profiling discipline
Course	1
Credits count	3
Knowledge control form	Examination

Short description of discipline

This course provides an opportunity to evaluate market mechanisms in the economy, consumer behavior, and apply important elements of competitive economy. Designing research in the field of economics, conducting marketing research using the accumulated methods of data collection, analysis and interpretation. Possible alternatives for creating new types of entrepreneurship and implementing entrepreneurial projects are evaluated.

Purpose of studying of the discipline

is the formation of students` skills in studying and evaluating market mechanisms, consumer behavior, competitive environment and other important elements of the economic activity of enterprises by conducting independent marketing research using such methods as: questionnaires, interviews, focus groups, observation, experiment.

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 low 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

- *Formation of ideas about the system of marketing information and the role of business research;*
- *Formation of theoretical knowledge and practical skills for the development of the program and methodological materials of business research;*
- *Formation of knowledge and skills on the use of methods for collecting and processing business information;*
- *Study of methods of analysis and principles of implementation of the results of business research in the economic activity of enterprises.*

Prerequisites

Bachelor

Postrequisites

Final examination

Strategical management

Discipline cycle	Profiling discipline
Course	1
Credits count	3
Knowledge control form	Examination

Short description of discipline

Research and use of strategic analysis methods. The concept of strategic planning, definition, types of strategic management, study of modern organization management concepts, development of skills for strategic analysis of the organization. Advantages of the planned business model as an example of world experience. Different socio-economic systems. Planning in foreign practice as a means of accelerating economic progress.

Purpose of studying of the discipline

The purpose of studying the subject is to develop students` knowledge about the features of strategic management of a modern organization and the application of methods of strategic analysis and planning in practical activities.

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 low 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

study of features of strategic management and types of strategies, modern concepts of organization management; development of skills for conducting strategic analysis of the organization - formation of knowledge about the process of developing the strategy of a modern organization; develop skills and abilities to apply strategic analysis and planning methods in practice.

Prerequisites

Bachelor

Postrequisites

Final examination

Experimental research, master`s project

Discipline cycle	Profiling discipline
Course	1
Credits count	18
Knowledge control form	Total mark on practice

Short description of discipline

Experimental research work allows you to combine theoretical knowledge and skills. Students learn the skills of properly organizing their work, rational time management, logical construction of text, processing materials and using scientific terminology. In addition, during the internship, the undergraduate gets acquainted with innovative ideas, technologies and new types of production, studies the services of relevant industries and organizations.

Purpose of studying of the discipline

The purpose of the experimental research work is to implement a scientific project using modern methods, combining theoretical knowledge with practice.

Learning Outcomes

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

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

-demonstrates the ability to collect and analyze the input data necessary to calculate economic and socio-economic indicators characterizing the activities of economic entities.

-performs processing of large information and digital arrays in order to integrate the results into the processes of investment and innovation management in business.

-knows how to manage an enterprise and make strategic decisions

Prerequisites

Basic and profile disciplines of the EP

Postrequisites

Final examination