



# EDUCATIONAL PROGRAM

**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)

**Semey**

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## PREFACE

### Developed

The educational program 7M04114 - Business Administration (Executive MBA) in the direction of preparation Business and Management on the basis of the State Compulsory Standards of Higher and Postgraduate approved by the Order of the Ministry of Science and Higher Education of the Republic of Kazakhstan dated July 20, No 2 (as amended by the order) was developed by the Academic Committee dated 20.02.2023 No 66).

Members of the Academic Committee	Full name	Academic degree, academic title, position
Head of the Academic Committee	Aigul Zeynullina	Head of the Higher School of Business, Candidate of Economic Sciences, Associate Professor
Educational program manager	Maral Iskakova	Manager EP, PhD, Senior Lecturer of the Department of Economics and Finance
Member of the AC	Zhania Kazhieva	Associate Professor of the Department of Economics and Finance, Candidate of Economic Sciences
Member of the AC	Bayan Yespenbetova	Associate Professor of the Department of Economics and Finance, Candidate of Economic Sciences
Member of the AC	Nurzhan Yessenzholov	Head of internal policy department Semey Abay region
Member of the AC	Asset Abzhakov	Director of the regional branch of the Abay Academy of State Administration under the President of the Republic of Kazakhstan
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### Reviewing

Full name of the reviewer	Position, place of work
Laura Mussina	Head of the Semey Maslikhat Office
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### 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.

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Code in the International Standard Classification of Education;

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# 1.Introduction

## 1.1.General data

the educational program reflects the compliance with the concept of the chosen program, mission and goals of NJSC "Shakarim University of Semey", determines the characteristics of the contingent of students, their educational needs, opportunities and needs.

The modular educational program "Business Administration" is a document developed and approved by the university, taking into account the requirements of the labor market.

The educational program is drawn up taking into account the legal framework in the field of higher postgraduate education of the Republic of Kazakhstan.

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

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

## 1.2.Completion criteria

The main criterion for the completion of the educational process for the preparation of masters is the student`s mastering of at least 30 credits of theoretical training , 18 credits - experimental research work of a master`s student, 12 credits for registration and defense of a master`s project. In total - 60 credits.

1.3.Typical study duration: 1 year

## 2.PASSPORT OF THE EDUCATIONAL PROGRAM

<b>2.1.EP purpose</b>	Developing human capital and cultivating the best concepts of business education for the training of top managers, government managers, business experts, consultants and international managers.
<b>2.2.Map of the training profile within the educational program</b>	
Code and classification of the field of education	7M04 - Business, Management and Law
Code and classification of the direction of training	7M041 - Business and Management
Code in the International Standard Classification of Education	0410
Code and classification of the educational program group	M072 - Management and administration
Code and name of the educational program	7M04114 - Business Administration (Executive MBA)
<b>2.3.Distinctive features of the OP (double degree/joint, OVPO-partner, Double major, innovative)</b>	double degree
<b>2.4.Qualification characteristics of the graduate</b>	
Degree awarded / qualification	Master of MBA
Name of professional standard	Management of a small (medium) company
Atlas of new professions	not provided
Regional standard	not provided
Name of the profession / list of positions of a specialist	<p>Director (CEO, executive director, president, chairman of the board, manager) of the organization  Assistant director (general director, executive director, president, chairman of the board, manager) organization and other top managers (referent, advisor)  Director of Investor Relations  Deputy Director (Commercial Director, Vice President) for Commercial Affairs  Deputy Director (Director, Vice President) for Economic Affairs (Chief Economist)  Corporate secretary of a joint stock company (board of directors)  Project manager  Investor Relations Manager  Public Procurement Manager  Head of Investor Relations  Head of Planning and Economic Department  Head of financial department (financial director)  Project Manager  Branch Manager  Teacher of basic and core disciplines in educational institutions of post-secondary and higher education  Specialist of research organizations</p>
OQF qualification level (industry qualification framework)	7
Area of professional activity	<p>Financial and economic service  Government bodies at various levels  Large businesses  Joint ventures, branches of foreign companies  Teaching activities in educational institutions of technical and vocational, higher education</p>

<p>Object of professional activity</p>	<ul style="list-style-type: none"> <li>- Ministry of Finance of the Republic of Kazakhstan,</li> <li>- Ministry of National Economy of the Republic of Kazakhstan,</li> <li>-National Bank of the Republic Kazakhstan</li> <li>- economic services of ministries and departments;</li> <li>- budgetary organizations and institutions;</li> <li>- commercial banks,</li> <li>- stock exchanges,</li> <li>- investment funds,</li> <li>- tax authorities,</li> <li>- financial companies,</li> <li>- microcredit organizations;</li> <li>- company,</li> <li>- in various organizational and legal forms economic entity.</li> <li>- research organizations of middle and higher level educational institutions after educational institutions</li> <li>-scientific organizations, secondary and higher education</li> <li>higher educational institutions</li> </ul>
<p>Types of professional activity</p>	<p>Graduates of the EMBA educational program can perform the following types of professional activities:</p> <ul style="list-style-type: none"> <li>- organizational and managerial;</li> <li>- production and management;</li> <li>- entrepreneurial;</li> <li>- analytical.</li> </ul>
<p><b>2.5. Graduate Model</b></p>	<p>7M04114 - Business administration (Executive MBA)</p> <p>1. Graduate qualification model</p> <p>The competencies of a graduate of the MBA program (EMBA) are determined the following knowledge and skills:</p> <ol style="list-style-type: none"> <li>1) the essence of business management from the strategic positions of the organization's activities in the modern market environment;</li> <li>2) the structure of organizations, mechanisms of their interaction with interested parties (stakeholders), principles of work in an external context in the long term;</li> <li>3) the concept of leadership in strategic management;</li> <li>4) modern approaches to management;</li> <li>5) analytical methods of management, methods of diagnosis, analysis and problem solving, as well as methods of decision-making and their implementation in practice;</li> <li>6) the importance of business globalization;</li> <li>7) analyze problematic aspects of the business and generate solutions;</li> <li>8) identify the influence of the external environment and take it into account when solving practical management problems;</li> <li>9) integrate various functional aspects of management, based on knowledge of theory, modern research and practice requirements;</li> <li>10) use a marketing and financial approach to solving company management problems;</li> <li>11) consider the problems of doing business and managing it from the standpoint of competition in the international environment.</li> </ol>

2. Personal development and leadership competencies

Graduates' competencies reflect learning outcomes that characterize personal development and the formation of leadership qualities:

- 1) generate your own scientific ideas, defend them before the scientific community, expanding the boundaries of scientific knowledge;
- 2) possess leadership qualities, the ability to create an effective management team of middle or senior managers, achieve mutual understanding and social partnership at all levels of management;
- 3) find unique solutions to non-standard problems;
- 4) plan and predict further professional development.



## 3. Modules and content of the educational program

### Module 1. Sociolinguistic and managerial activities

#### Brief description of the module content

Apply personal effectiveness techniques and demonstrate an understanding of personal growth and success; be able to adapt in a multicultural business environment and work effectively with people in international markets; develop an ethical leadership vision and effective communications skills for career realization anywhere in the world; present ideas and results, speak to the public, use these skills to solve professional tasks in the field of business, management and personal growth

#### Module disciplines

Conflict management

Leadership and Negotiation

Social communications in management

Strategic Cultural Management

Stress Management and Wellbeing

Emotional Intelligence and Business Success

### Module 2. Organization development strategy

#### Brief description of the module content

To form and execute the company's budget in accordance with the development strategy, to make management and investment decisions; use marketing and financial tools to address company management and interaction with stakeholders; develop sustainable development programs focused on new technologies and disruptive transformation in the economy and people's lives

#### Module disciplines

PR Management

Business Research

Investment management

Corporate social responsibility

International Business Law

EAEU International Trade and Customs Law

International Marketing Management

Strategical management

Corporate Finance Management

Business value management

Marketing Ethic Management

### Final certification

#### Brief description of the module content

The final certification is mandatory and includes the preparation and public defense of the final work. Such work can be presented in the form of an individual project, protected in accordance with the established procedure. The final certification is carried out by the attestation commission under the chairmanship and with the mandatory representation of external experts, including current managers of specialized enterprises.

#### Module disciplines

Master's project

**4. Summary table on the scope of the educational program**  
**«7M04114 - Business Administration (Executive MBA)»**

Name of discipline	Cycle/ Component	Term	Number of credits	Total hours	Lec	SPL	LC	IWST	IWS	Knowledge control form
<b>Module 1. Sociolinguistic and managerial activities</b>										
Conflict management	BS/CCh	1	5	150	15	30		35	70	Examination
Leadership and Negotiation	BS/CCh	1	5	150	15	30		35	70	Examination
Social communications in management	BS/CCh	1	5	150	15	30		35	70	Examination
Strategic Cultural Management	BS/CCh	1	5	150	15	30		35	70	Examination
Stress Management and Wellbeing	BS/CCh	1	5	150	15	30		35	70	Examination
Emotional Intelligence and Business Success	BS/CCh	1	5	150	15	30		35	70	Examination
<b>Module 2. Organization development strategy</b>										
PR Management	AS/CCh	1	5	150	15	30		35	70	Examination
Business Research	AS/US	1	3	90	15	15		20	40	Examination
Investment management	AS/CCh	1	5	150	15	30		35	70	Examination
Corporate social responsibility	AS/CCh	1	4	120	18	18		28	56	Examination
International Business Law	AS/CCh	1	4	120	18	18		28	56	Examination
EAEU International Trade and Customs Law	AS/CCh	1	4	120	18	18		28	56	Examination
International Marketing Management	AS/CCh	1	5	150	15	30		35	70	Examination
Strategical management	AS/US	1	3	90	15	15		20	40	Examination
Corporate Finance Management	AS/CCh	1	5	150	15	30		35	70	Examination
Business value management	AS/CCh	1	5	150	15	30		35	70	Examination
Marketing Ethic Management	AS/CCh	1	5	150	15	30		35	70	Examination
<b>Final certification</b>										
Master`s project		2	12	360						

**NJSC " SHAKARIM UNIVERSITY OF SEMEY "**

**DEVELOPMENT PLAN OF EDUCATIONAL PROGRAM**

EP 7M04114 - Business Administration (Executive MBA)

(EP code and name)

for 2024-2025

Semey 2024

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**1. Passport for the Development Plan of the Master's EP 7M04114 - Business Administration (Executive MBA)**  
(name of EP)

1	Basis for development	The development program of the NAO "Shakarim University of Semey" for 2023-2029
2	Implementation deadlines	2024-2025 years
3	Expected results of implementation	To prepare highly qualified specialists who will be able to develop and implement the company's strategy, promote it in a competitive environment, make financial and business decisions, carry out economic and financial work, analyze and plan the production and economic activities of enterprises and organizations of all forms of ownership in the Republic of Kazakhstan.

## 2. Analytical justification for the EP

### 2.1 Information about the educational program

The educational program is developed in accordance with the National Qualifications Framework and Occupational Standards, in accordance with the Dublin Descriptors and the European Qualifications Framework. The typical period for completing a master's degree program is 1 year.

EP "7M04114 Business Administration (Executive MBA)" was developed by the Academic Committee

The main criterion for the completion of the educational process is the completion of at least 60 credits, including 30 credits of theoretical training, a block on the formation of professional competencies VK-6 credits, a block of disciplines of personal development and the formation of leadership qualities BD/KV-10 credit, PD/KV-14 credits, experimental research work - 18 credits, 12 credits for defending a master's thesis with the award of a Master of Business Administration degree in OP 7M04114 Business Administration (Executive MBA) No company can exist without economists and managers - after all, as soon as a company appears, the need for analytical work, planning and forecasting, organization and management of business processes immediately appears.

The educational program 7M04114 Business Administration (Executive MBA) involves educational, methodological, research and pedagogical training and in-depth study of economic disciplines with the award of a Master of Business Administration degree in the educational program 7M04114 Business Administration (Executive MBA)

### 2.2 Information about students

In the 2024-2025 academic year, master's students are accepted for EP 7M04114 Business Administration (Executive MBA).

Basics of training	Academic year	2024-2025 academic year
	Agreement	7
	Total	7

### 2.3 Internal and external conditions for the development of EP

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

To achieve the goals and objectives of training qualified personnel according to EP 7M04114 Business Administration (Executive MBA), there are various types of technical resources:

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

The training of master's students in the educational program 7M04114 Business Administration (Executive MBA) is carried out by the Higher School of Business. EP Business Administration (Executive MBA) is carried out in the 8th educational building on Shugaev Street 159/3. The Higher School of Business is located on the 3rd floor, has an equipped material and technical base, including a classroom, an office of the head of the department, a computer lab, a specialized office, and a lecture hall equipped with interactive equipment, projector and educational literature. On the portal [ais.semgu.kz](http://ais.semgu.kz), the electronic journal contains educational and methodological materials on all taught disciplines in the Kazakh and Russian languages, a fund of cases, business games, video lectures and software.

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

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

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

Particular attention is paid to improving the qualifications of teachers by taking advanced training courses and scientific internships in domestic and foreign universities, in organizations of various forms of ownership, as well as by inviting leading specialists in the field, scientists from higher educational institutions of the near abroad. Profiles of teachers and the results of scientific activity and advanced training are reflected on the portal: <https://shakarim.edu.kz/faculty/7>

According to the double-degree program, the department cooperates with the Pomeranian University in Slupsk (Poland).

#### **2.4 Information about teaching staff implementing the educational program**

The implementation of EP 7M04114 Business Administration (Executive MBA) is provided by scientific and pedagogical personnel in accordance with the requirements of the State Educational Standard of the Republic of Kazakhstan. 12 full-time teachers are involved in the preparation of master's students in the field of Business Administration (Executive MBA). The share of teachers with academic degrees and academic titles from the number of full-time teachers is 100%. The teaching staff includes 8 candidates of science and 4 PhD doctors. The level of teaching staff implementing the educational program tends to gradually increase. Availability of basic education in the department's profile - 100%.

The department provides opportunities for career growth and professional development of teaching staff. At the department, the formation of scientific and pedagogical personnel is carried out through the preparation of masters of economic sciences and PhD in EP. The level of competence of teachers in teaching methods is sufficient to effectively disclose the content of training courses and develop in master's students the knowledge and skills (competencies) necessary to achieve the learning outcomes provided for by the goals of the program. The syllabuses provide for the competencies that they acquire in the course of studying the discipline, and the individual plans of teachers reveal the directions for improving the taught disciplines. During the training period, teachers use all educational and methodological materials from the university library collection. Teachers of the departments are well versed in the teaching methods adopted by the university for the group of training courses implemented by them, and also have experience in practical work in the subject area of the course content, as evidenced by the materials of open classes, minutes of the meeting of the Academic Quality Commission. In order to improve the quality of training, employers and stakeholders are invited to implement EP 7M04114 Business Administration (Executive MBA). In particular, the heads of the enterprise took an active part in the development of the EP: the head of the internal policy department of Semey region Abai Yesenzholov Nurzhan Ergalievich and the director of the Abay region branch of the Academy of Public Administration under the President of the Republic of Kazakhstan Abzhakov Aset Talgatbekovich. One of the main trends in the development of the higher education system is the internationalization of universities, within the framework of which leading foreign scientists from foreign ranking universities are attracted to give lectures and joint scientific cooperation.

Teaching staff who implement EP annually improve their skills, participate in seminars, master classes, trainings, etc. The teaching staff publishes scientific articles in journals included in the Web of Science databases.

### **2.5 Characteristics of EP achievements**

The difference and uniqueness of this EP lies in the fact that there is a good material and technical base that meets modern requirements. This is the presence of specialized classrooms, the presence of highly qualified scientific and pedagogical staff (graduation of teaching staff is 100%, the presence of representatives of production in the teaching staff, affordable tuition fees, the availability of training trajectories in demand in the labor market).

### **3. Main objectives of the EP development plan**

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

The educational program OP 7M04114 Business Administration (Executive MBA) is focused on training management personnel with a high level of competitiveness in the modern labor market, capable of effectively solving complex management problems in all spheres of the economy in order to create favorable conditions for sustainable socio-economic development.

<b>№</b>	<b>Task name</b>	<b>Development timeframe</b>	<b>Stages of development</b>
1	Improving and improving the conditions for obtaining full-fledged,	The entire training period	Development of measures to



	high-quality vocational education		improve educational services for the development of professional skills
2	Updating the content of educational programs that form the basic professional competencies of future specialists	The entire training period	When updating the content of educational programs, include disciplines recommended by employers
3	Increasing the innovativeness of scientific developments and increasing the number of research results introduced into production	The entire training period	Increase the level of participation of teaching staff in competitions for grant funding of scientific projects and increase the number of projects being implemented

#### 4. OP Risk Analysis

No	Name of risks	Remediation Activities
1	Decrease in the number of EP students	Wide coverage and uniqueness of the specialty, as well as active work in social networks, changing the content of the RUP in accordance with the requests of undergraduates and the market
2	Insufficient level of language knowledge to introduce multilingualism	Mastering the English language by teaching staff through participation in language courses conducted by Shakarim University and increasing knowledge of the English language through platforms on the YouTube channel and other information sites
3	Insufficient development of external and internal academic mobility of teaching staff	Working with partner universities to invite and exchange undergraduates and teaching staff within the framework of academic mobility and internships, organizing scientific events
4	The risk of reducing the degree of teaching staff in the EP	There is no such risk for this educational program.
5	Low number of publications in cited journals	Increasing interest in publication activity through the introduction of a system of material incentives through KPIs.
6	Low percentage of participation in grant funding of scientific projects.	Increasing interest in participation in projects and startups through the introduction of a system of material incentives through KPIs.

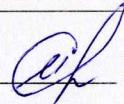
5. Action plan for the development of the EP

№	Criteria	Expected Results	Units. ism.	2024- 2025
1.1	Updating the educational program based on professional standards, taking into account the recommendations of employers	Examination of the Educational Program 7M04114 Business Administration (Executive MBA) in order to increase the practical orientation and develop professional competencies of graduates	fact	
1.2	Monitoring and updating the catalogs of elective disciplines in accordance with the development of key and professional competencies, the needs of the labor market.	Improving the quality of the content of educational programs through the inclusion of elective courses aimed at developing key and professional competencies of graduates in accordance with the needs of the labor market.	fact	
1.3	Introduction of modern teaching technologies into the educational process that contribute to the development of cognitive activity and communicative ability of students	Improving the quality of teaching academic disciplines, taking into account the novelty and variety of forms of work that contribute to the development of cognitive activity.	fact	
1.4	Involvement of social partners and employers in the development and expertise of the implementation of educational programs	Improving the quality of educational programs being implemented, taking into account market demands and employers' recommendations	units	Director of the Abay Region Branch of the Academy of Public Administration under the President of the Republic of Kazakhstan Abzhakov A.T.
1.5	Development and implementation of elective courses in English	Introduction of disciplines in English into the educational process	units	-
1.6	Conducting seminars and round tables on the application of innovative technologies in the educational process	Introduction of innovative technologies into the educational process	units	Implementation of a training course using Project Management software

1.7	Improvement of educational and methodological support in the disciplines of the educational programs being implemented	Improvement of educational and methodological support in the disciplines of the educational programs being implemented	units	1
1.8	Conclusion of agreements with foreign and domestic partner universities in order to develop academic exchange of students of all levels and teaching staff	Creation of a base of foreign and domestic partner universities for the development of academic exchange of students of all levels and teaching staff	units	1
1.9	Invitation of students from partner universities to study for a semester, short-term internships, practice, etc.	Development of international recognition of educational programs, implementation of academic mobility programs for students	people	Pomeranian University in Slupsk (Poland)
1.10	Participation of teaching staff and students in international academic exchange programs	Development of international cooperation with foreign universities implementing educational programs in the field of Business Administration	people	
1.11	Development of outgoing academic mobility of teaching staff and students in the field of 7M04114 Business Administration (Executive MBA) in	Improvement of the educational program based on the use of experience in the implementation of similar programs in leading universities	people	1
2.1	Professional development and training of scientific and pedagogical personnel for the implementation of educational programs once every 5 years	The share of teaching staff who have undergone advanced training at the republican and international level is at least 20%	people	2
2.2	Undergoing advanced training, retraining, internships for teaching staff at the international level	Completion of at least 2 teachers of the program of advanced training, retraining, internship of teaching staff at the international level	people	1
2.3	Promotion of publications of teaching staff works in international journals indexed by Web of Science and Scopus databases	Increase in the share of faculty who have published the results of scientific research in journals indexed by the Web of Science and Scopus databases – at least 30% of the total number of teaching staff	%	1

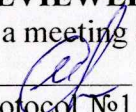
3.1	Conclusion of agreements on international cooperation with foreign universities	Implementation of joint projects, preparation of scientific publications with foreign partners, creation of bases for scientific internships of students	units	1
3.2	Attracting foreign students to study under the educational program 7M04114 Business Administration (Executive MBA)	Increase in the number of international students	people	-
3.3	Organization of joint scientific and practical events with international partners	Improving the efficiency of scientific and scientific-methodological activities of teaching staff, exchange of experience with foreign partners	units	1
3.4	Invitation of foreign specialists to give lectures and consultations on master's projects and dissertations	Improving the content component of educational programs based on the introduction of the experience of foreign specialists in the implementation of educational programs	units	1
3.5	Expansion of cooperation with leading foreign scientific and educational organizations in order to attract the most qualified foreign specialists to the implementation of educational programs	Formation of key and professional competencies in accordance with the practice of leading universities	people	1
4.1	Step-by-step equipping of classrooms with technical teaching aids (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen)	Equipping the classrooms assigned to the department with technical teaching aids (projectors, panels, interactive and multimedia whiteboards, multifunctional devices, webcam, projector screen)	units	+
4.2	Automation of the educational process (testing, session management, movement of the contingent of students, dean's office, department, teaching staff, schedule, library, syllabuses)	Information management based on the automation of the educational process (testing, session management, movement of the contingent of students, dean's office, department, teaching staff load, schedule, library, syllabuses)	fact	All processes on the sites <a href="http://ais.semgu.kz">ais.semgu.kz</a> . <a href="http://ok.semgu.kz">ok.semgu.kz</a>

4.3	Replenishment of the full-text database of the results of scientific research of teaching staff and students, teaching staff (articles, monographs, etc.)	Increase in the number of results of scientific works of scientists, research of teaching staff and students, teaching staff (articles, monographs, etc.)	units	2
4.4	Expansion of the fund of scientific and educational literature, including on electronic media for ongoing educational programs	Ensuring the implementation of educational programs based on modern educational and information resources, including those on electronic media	%	20
4.5	Monitoring of the content and improvement of the faculty's website	Post detailed information about the internal content of the OP and publish all changes related to the OP to interested parties in the public domain.	%	100% constantly
4.6	Informing the public	Constantly work on the positioning of their OPs in social networks by covering ongoing events, changes made to the OP, announcements of upcoming events.	%	100%

Manager of EP 7M04114 – «Business administration (Executive MBA)»  Iskakova M.

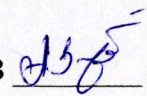
**REVIEWED**

at a meeting of the Academic Quality Commission

 Iskakova M.

Protocol №1 of June 06. 2024

**APPROVED**

Dean of the GSB  Zeinullina A

«03» June 2024