

## 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)

**M070 - Economics**  
(Code and classification of the educational program group)

**7M04115 - Economics and Management**  
(Code and name of the educational program)

**Master**  
(Level of preparation)

**set of 2024**

**Developed**

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**Reviewed**

At a meeting of the Academic Quality Commission of the  
Faculty of Humanities and Economics  
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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.

## Anticrisis policy of the enterprise

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

### Short description of discipline

The discipline "Anti-crisis policy of an enterprise" is aimed at developing economic thinking among undergraduates based on studying the patterns, causes of crisis situations in enterprises, knowledge of measures from diagnosing the economic state of an enterprise to implementing specific measures aimed at restoring its effective functioning. The main topics are: the study of crises in the socio-economic development of society, state regulation of crisis situations, forecasting and evaluation of crises.

### Purpose of studying of the discipline

The purpose of mastering the discipline "Anticrisis policy of the enterprise" is to form a system of knowledge, skills and abilities for undergraduates to manage anti-crisis processes in enterprises.

### Learning Outcomes

ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re-equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.

ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.

ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.

### Learning outcomes by discipline

ON 8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise; technical re-equipment, reconstruction and expansion of an existing enterprise; introduction of new types of products.

ON 9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.

ON 10 To develop anti-crisis solutions for effective management of the region`s economy, using methods and mechanisms of the cluster approach in the management of territories.

- able to identify the causes and factors that cause the emergence of crisis conditions of enterprises

- able to make managerial decisions in order to prevent a crisis in the enterprise;

- able to apply the methods of predicting the bankruptcy of an enterprise of anti-crisis management and use methods for assessing a crisis situation at different levels of the economy.

### Prerequisites

Bachelor

### Postrequisites

Project management Investing innovative programs Adaptive economy in the modern world

## Innovative development and competitiveness of the economy

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

### Short description of discipline

The course "Innovative development and competitiveness of the economy" examines the introduction of innovative, breakthrough technologies in the production activities of firms and enterprises that affect the competitiveness of the economy of the whole state. As a result, undergraduates form a complex of knowledge about innovative technologies, about the priority directions of their development in the world economy, about the role of state support for the development of scientific and innovative activities of society.

### Purpose of studying of the discipline

The purpose of the discipline is to form a set of knowledge among undergraduates about the mechanism of ensuring the competitiveness of economic systems based on innovative development and the introduction of breakthrough technologies into production, studying the fundamental factors of competitiveness, as well as methods of its assessment.

### Learning Outcomes

ON3 Be able to analyze and evaluate strategic investment and innovation development programs of the state in order to identify the main problems of their implementation at the level of the state and enterprises.

ON4 To explore current trends in the development of digital technologies and their impact on economic management, to develop digital strategies for the development and management of economic entities, to be able to make decisions based on digital technologies, to create innovative approaches to economic management.

### Learning outcomes by discipline

ON 3 Be able to analyze and evaluate strategic investment and innovation development programs of the state in order to identify the main problems of their implementation at the level of the state and enterprises.

ON 4 Develop strategies for the development and management of enterprises of all forms of ownership and their individual divisions.

- knows the directions of business development based on the use of innovative resources and mechanisms for the formation of competitive products

- able to apply the studied methods and methodological approaches in the process of commercialization of innovative products

- has the skills to analyze and evaluate the activities of the state in the investment and innovation development of the country.

### Prerequisites

### Postrequisites

## The organization of public service (advanced course)

|                  |                   |
|------------------|-------------------|
| Discipline cycle | Basic disciplines |
|------------------|-------------------|

|                        |             |
|------------------------|-------------|
| Course                 | 1           |
| Credits count          | 5           |
| Knowledge control form | Examination |

### Short description of discipline

*The peculiarity of the study of this discipline is the mastery of undergraduates with an integral system of knowledge in the field of the theory of public administration and the organization of public service. The course deals with the essence and features of the organization of public administration. The essence and classification of the principles of public administration are revealed. The principles of building state bodies, the organizational structure, and ensuring public administration are considered. Particular attention is paid to the issue of admission, passage and termination of public service.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON11 Integrate knowledge in the field of state and local government to develop solutions to achieve the strategic goals of the management object and make effective management decisions at the macro and meso levels.*

*ON12 To make and implement organizational management decisions in the field of state and local government, taking into account corruption risks and social, ethical responsibility for the decisions taken.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Development of organizational forms of production and management in the Republic of Kazakhstan

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

### Short description of discipline

*The course "Development of organizational forms of production and management in the Republic of Kazakhstan" is aimed at studying issues in the field of theory and practice of the functioning of industrial enterprises of the Republic, underlying the adoption of competent management decisions, taking into account modern conditions of development. As a result, undergraduates develop analytical skills of research and analysis of the activities of enterprises, based on knowledge of the methodological foundations of management and functioning of industrial organizations.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON3 Be able to analyze and evaluate strategic investment and innovation development programs of the state in order to identify the main problems of their implementation at the level of the state and enterprises.*

*ON4 To explore current trends in the development of digital technologies and their impact on economic management, to develop digital strategies for the development and management of economic entities, to be able to make decisions based on digital technologies, to create innovative approaches to economic management.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Modern technologies of planning and forecasting of socio-economic development of the territory

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

### Short description of discipline

*The course examines the issues of choice, analysis of forms, methods of state influence on the quality of socio-economic processes. Based on the application of forecasting and planning techniques, students develop the ability to implement decisions in the field of regulation of social and economic developments, proposals based on forecasts and plans.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON11 Integrate knowledge in the field of state and local government to develop solutions to achieve the strategic goals of the management object and make effective management decisions at the macro and meso levels.*

*ON12 To make and implement organizational management decisions in the field of state and local government, taking into account corruption risks and social, ethical responsibility for the decisions taken.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Strategical management

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

### Short description of discipline

*The course focuses on the values and process of strategic management. Students are expected to integrate and use their previous knowledge to make strategic decisions in organizations.*

*This course is devoted to the study of the vision, mission of the organization, the study of the principles, methods and models of organizational analysis, the discussion of the theory and practice of developing and implementing strategies for the development of effective strategic leadership.*

### **Purpose of studying of the discipline**

*The purpose of studying the discipline: the study, assimilation by undergraduates of modern strategic approaches in corporate management, to confirm the listener in the idea that the success of strategic management depends on economic education, their own efforts, the ability to analyze the situation, to foresee the long-term consequences of decisions.*

### **Learning Outcomes**

*ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.*

*ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.*

*ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.*

### **Learning outcomes by discipline**

*ON 8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise; technical re-equipment, reconstruction and expansion of an existing enterprise; introduction of new types of products.*

*ON 9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.*

*ON 10 To develop anti-crisis solutions for effective management of the region`s economy, using methods and mechanisms of the cluster approach in the management of territories.*

*- understands the essence and content of strategic management*

*- able to analyze the situation (internal and external environment)*

*- able to anticipate the long-term consequences of decisions*

### **Prerequisites**

*Bachelor*

### **Postrequisites**

*Project management Crisis management in the regional management Investing innovative programs*

## **Strategic planning and budgetary processes in public management**

Discipline cycle Basic disciplines

Course 1

Credits count 5

Knowledge control form Examination

### **Short description of discipline**

*This course examines the basic principles and methods used in strategic planning and budgeting of the country`s public administration.*

*An effective budget policy aimed at fulfilling the main strategic goals of the state contributes to improving the standard of living of the population and social stability. As a result of studying the course, the student can evaluate and analyze processes and phenomena at each stage of the implementation of strategic planning and budgeting.*

### **Purpose of studying of the discipline**

### **Learning Outcomes**

*ON3 Be able to analyze and evaluate strategic investment and innovation development programs of the state in order to identify the main problems of their implementation at the level of the state and enterprises.*

*ON4 To explore current trends in the development of digital technologies and their impact on economic management, to develop digital strategies for the development and management of economic entities, to be able to make decisions based on digital technologies, to create innovative approaches to economic management.*

### **Learning outcomes by discipline**

### **Prerequisites**

### **Postrequisites**

## **Strategic management in an innovative-active organization**

Discipline cycle Basic disciplines

Course 1

Credits count 5

Knowledge control form Examination

### **Short description of discipline**

*The discipline "Strategic management in an innovatively active organization" gives a general idea of the main features of strategic management in innovatively active companies, the types of strategies used by companies, the possibilities of integrating R&D and innovation activities in the process of their development and implementation, the process of choosing a strategy, systems and models of strategic management oriented towards innovation, also creating strategic competitive advantages in the market through the development and implementation of innovations.*

### **Purpose of studying of the discipline**

### **Learning Outcomes**

*ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.*

*ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.*

*ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.*

### **Learning outcomes by discipline**

## Prerequisites

## Postrequisites

### Theory and mechanisms of modern public management

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

#### Short description of discipline

*The course allows students to familiarize themselves with basic theories, practices, and tools of public administration. The discipline will help to gain knowledge in the field of development of the structure of authorities, division of powers, personnel activities. Its special feature is its practical significance, which allows you to learn theories and apply them in life.*

#### Purpose of studying of the discipline

##### Learning Outcomes

*ON11 Integrate knowledge in the field of state and local government to develop solutions to achieve the strategic goals of the management object and make effective management decisions at the macro and meso levels.*

*ON12 To make and implement organizational management decisions in the field of state and local government, taking into account corruption risks and social, ethical responsibility for the decisions taken.*

#### Learning outcomes by discipline

##### Prerequisites

##### Postrequisites

### Analysis and assessment of development economy of region

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

#### Short description of discipline

*The discipline "Analysis and assessment of development economy of region" allows students to study in depth the analysis and assessment of the socio-economic development of the region. Regions occupy a special place in the development of the national economy. Therefore, the study of the regional economy allows us to comprehensively consider the issues of employment and unemployment, budget allocation, and economic growth of the region's economy. Students will learn to study, analyze, and differentiate macroeconomic indicators during the analysis of the economic development of the region.*

#### Purpose of studying of the discipline

##### Learning Outcomes

*ON5 Apply knowledge of economic theory to public issues, in particular: economic growth and progress; public policy and global governance; innovative research; problems of pricing regulation.*

*ON6 Evaluate and interpret information for the analysis of micro- and macroeconomic development of economic entities.*

*ON7 To analyze financial, accounting and other information contained in the reports of enterprises, organizations, departments of various forms of ownership, in order to make competent and effective management decisions based on modern business methods.*

#### Learning outcomes by discipline

##### Prerequisites

##### Postrequisites

### Business process analysis and design

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

#### Short description of discipline

*The course " Business process analysis and design " covers the theoretical foundations of business processes, their management and optimization, as well as applied methods for designing, analyzing and improving business processes necessary to work with various projects to improve the processes of industrial companies. Also, the study of this discipline contributes to the formation of the process thinking of an economist-manager at all stages of the analysis and design of business processes.*

#### Purpose of studying of the discipline

##### Learning Outcomes

*ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.*

*ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.*

*ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.*

#### Learning outcomes by discipline

##### Prerequisites

##### Postrequisites

### Analysis of corruption risks

|                  |                      |
|------------------|----------------------|
| Discipline cycle | Profiling discipline |
|------------------|----------------------|

|                        |             |
|------------------------|-------------|
| Course                 | 1           |
| Credits count          | 5           |
| Knowledge control form | Examination |

### Short description of discipline

*In this discipline, the expediency of the fact that the specific conditions for the functioning of various facilities require an objective and comprehensive analysis and examination of economic transactions that allow providing the legal basis for anti-corruption activities is considered. Identification of provisions that may contribute to corruption manifestations, analysis of economic and corruption risks, knowledge of anti-corruption strategies.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON11 Integrate knowledge in the field of state and local government to develop solutions to achieve the strategic goals of the management object and make effective management decisions at the macro and meso levels.*

*ON12 To make and implement organizational management decisions in the field of state and local government, taking into account corruption risks and social, ethical responsibility for the decisions taken.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Public-private partnerships

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

### Short description of discipline

*The course «Public and private partnership» examines the theoretical foundations of public and private partnership, the place and role, mechanisms and model of state regulation of the economy. Public and private partnership aims to achieve the objectives of socio-economic development with the distribution of risks, competencies and responsibilities on the terms of mutually beneficial long-term cooperation in maintenance, operation, modernization, construction of public infrastructure facilities.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON11 Integrate knowledge in the field of state and local government to develop solutions to achieve the strategic goals of the management object and make effective management decisions at the macro and meso levels.*

*ON12 To make and implement organizational management decisions in the field of state and local government, taking into account corruption risks and social, ethical responsibility for the decisions taken.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Micro-macroeconomic analysis

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

### Short description of discipline

*The discipline «Micro- macroeconomic analysis» is a fundamental basic discipline in the training of future specialists in the program of economic education. The course helps to make rational decisions, effectively using limited resources. Therefore, micro- and macro-economic analysis teaches young professionals to practice professional and competent analysis of events, processes and phenomena occurring at the micro and macro levels. Allows you to understand the relationship of macroeconomic entities.*

### Purpose of studying of the discipline

#### Learning Outcomes

*ON5 Apply knowledge of economic theory to public issues, in particular: economic growth and progress; public policy and global governance; innovative research; problems of pricing regulation.*

*ON6 Evaluate and interpret information for the analysis of micro- and macroeconomic development of economic entities.*

*ON7 To analyze financial, accounting and other information contained in the reports of enterprises, organizations, departments of various forms of ownership, in order to make competent and effective management decisions based on modern business methods.*

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Evaluation of the effectiveness of investments

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

### Short description of discipline

*The course examines the issues of the organization's investment activity. In particular, the problems of reviewing quantities, implementing solutions under the influence of factors. The discipline captures aspects of the categorical and conceptual apparatus in the field of investment. Studying the course will allow you to acquire knowledge in the field of evaluating the effectiveness of*

investments.

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.

ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.

ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.

#### **Learning outcomes by discipline**

##### **Prerequisites**

##### **Postrequisites**

### **Project management**

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

#### **Short description of discipline**

As part of the course, the undergraduate will master the practical use of the basic principles of management, examination and evaluation of business projects, modern world experience in project management. Also, this course makes it possible for undergraduates to form an understanding of the project management methodology and a systematic understanding of project management. The discipline "Project Management" creates a conceptual framework for the study of management disciplines that use management technologies in the performance of various educational and research projects.

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

ON8 To prepare and carry out planning and design calculations, development of special documentation regarding the organization of a new enterprise technical re equipment, reconstruction and expansion of an existing enterprise introduction of new types of products.

ON9 Develop and evaluate the corporate and functional strategy of the company taking into account risks based on knowledge of key management concepts and critical analysis skills.

ON10 To develop anti-crisis solutions for effective management of the regions economy, using methods and mechanisms of the cluster approach in the management of territories.

#### **Learning outcomes by discipline**

##### **Prerequisites**

##### **Postrequisites**

### **Digital technologies and innovations in economic management**

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

#### **Short description of discipline**

Digital technologies and innovations in economic management is the study of modern technologies and innovations that contribute to optimizing the management of economic processes. Undergraduates will get acquainted with the basic principles of digital technologies, big data analysis, as well as the use of innovative approaches in management. The main task is to develop competencies in the field of using digital solutions to improve the efficiency of economic process management and business development in general.

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

#### **Learning outcomes by discipline**

##### **Prerequisites**

##### **Postrequisites**

### **Economy of firm (advanced course)**

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

#### **Short description of discipline**

When studying the course "Economy of firm", the main link of the economy considers the issues of production and organizational structure, enterprise resources, development of a business plan, the content of innovation policy, social responsibility, the essence and prevention of its insolvency. When planning production and sales activities, enterprises will have the opportunity to evaluate the efficiency of the use of fixed, working and labor resources, apply methods for assessing technical and economic indicators, and perform economic calculations.

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

ON5 Apply knowledge of economic theory to public issues, in particular: economic growth and progress; public policy and global governance; innovative research; problems of pricing regulation.

ON6 Evaluate and interpret information for the analysis of micro- and macroeconomic development of economic entities.

ON7 To analyze financial, accounting and other information contained in the reports of enterprises, organizations, departments of



various forms of ownership, in order to make competent and effective management decisions based on modern business methods.

### **Learning outcomes by discipline**

#### **Prerequisites**

#### **Postrequisites**

## **Adaptive economy in the modern world**

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

### **Short description of discipline**

*The adaptability of the economy depends on the ability of entrepreneurs and the state to analyze and control environmental conditions, detect market opportunities, assess risks and adequately respond to them.*

*The course "Adaptive economy in the modern world" defines the general elements of the adaptive economy model: methods that increase the ability of the economy to adapt and factors that affect the adaptability of the economy.*

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

#### **Learning outcomes by discipline**

#### **Prerequisites**

#### **Postrequisites**

## **Crisis management in the regional management**

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

### **Short description of discipline**

*The discipline examines the principles and methods of anti-crisis management aimed at ensuring a balance of interests of the enterprise and all participants of the regional market. The course forms scientific and practical ideas on the main problems in the functioning and development of the institute of bankruptcy and anti-crisis regional management. As a result, the undergraduate learns about the economic, legal and methodological foundations of performing the functions of a crisis manager, the tasks and functions of state regulation of crisis situations at the regional level.*

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

#### **Learning outcomes by discipline**

#### **Prerequisites**

#### **Postrequisites**

## **State support of innovative business**

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

### **Short description of discipline**

*The discipline examines the system of measures taken by institutions of national power in the orientation of the development of indispensable legal, economic and organizational conditions, as well as motives for individuals and legal entities performing innovative activities. Studying the course will allow students to gain knowledge in the field of supporting innovative activities.*

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

#### **Learning outcomes by discipline**

#### **Prerequisites**

#### **Postrequisites**

## **Government and business**

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

### **Short description of discipline**

*The course studies the theoretical and methodological foundations, the main methods, mechanisms and institutional structure of interaction between the state and business; the specifics of the relationship between government, business and society, and also examines the main problems arising in the process of interaction between the state and business, methods and means of solving problems to improve and further develop the system of interaction between government and business structures.*

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

#### **Learning outcomes by discipline**

#### **Prerequisites**

## Postrequisites

### Investing innovative programs

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

#### Short description of discipline

*The discipline "Investing innovative programs" considers the components of the project management process, such as the development of a financial strategy, the search for sources of financing for investors, and financial management. Upon completion of the course, students of educational institutions will acquire professional skills and knowledge in the field of investment of innovative programs.*

#### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

### Cluster policy in the system of strategic management of territorial development

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

#### Short description of discipline

*The course "Cluster policy in the system of strategic management of territorial development" is aimed at studying the issues of current trends and mechanisms of cluster development in Kazakhstan, the peculiarities of their formation in Western countries. Introduces undergraduates to the stages of formation of cluster policy, its implementation features in the strategy of territorial development of the country. As a result, a master's student develops an in-depth understanding of the territorial development management system.*

#### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

### Commercial pricing

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

#### Short description of discipline

*The course examines the basic methods and techniques of modern commercial pricing, the economic foundations and consequences of choosing various options for the pricing policy of the enterprise. In addition to the fact that prices in market conditions are an instrument of competition, investment, redistribution of resources, they allow you to find out the influence of many different factors not only under the influence of supply and demand, but also from the effective demand of the population to the prices of the world market.*

#### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

### Coaching in the development of entrepreneurship

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

#### Short description of discipline

*The course "Coaching in the development of entrepreneurship" explores such a phenomenon as coaching, which is in demand in modern business management practice. This course reveals the main characteristics and features of coaching, shows the advantages of this tool in comparison with other methods of personnel and business development. The coaching approach is aimed at inspiring the entrepreneur and finding a creative solution to the problem.*

#### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

### Assessment of market value of business

|                  |                      |
|------------------|----------------------|
| Discipline cycle | Profiling discipline |
|------------------|----------------------|

|                        |             |
|------------------------|-------------|
| Course                 | 2           |
| Credits count          | 5           |
| Knowledge control form | Examination |

### Short description of discipline

*In this discipline, the issues of property valuation are studied in depth, since it is part of the activities of managers and specialists of enterprises, commercial and financial organizations. The study of the discipline forms knowledge of the basic laws of the Republic of Kazakhstan, regulations on entrepreneurship, accounting, commercial activity, marketing, management, investment projects, time assessment of cash flows, the concept of business valuation.*

### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Development and implementation of innovative programs

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

### Short description of discipline

*The discipline "Development and implementation of innovative programs" examines the main directions of development of innovative projects, features of their management, financing mechanisms at different stages of implementation, methods of risk assessment. Studying the course will allow students to gain in-depth knowledge in assessing innovative projects, determining risk levels, and possible ways to reduce them.*

### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Strategic model for business development

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

### Short description of discipline

*In this course, a strategic view of business modeling is applied, with a focus on how to develop and implement business models both in new enterprises and in existing organizations. During the course, various possible types of business models are studied. The main attention is paid to the theoretical foundations of business modeling, as well as how the development of a business model can be practically implemented in students' own entrepreneurial projects.*

### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites

## Supply chains formation and management

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

### Short description of discipline

*The course "Supply chains formation and management" is aimed at studying the theoretical and methodological foundations of supply chain management, the basics of administration and controlling, methods and tools for modeling and optimizing supply chains. As a result, the student develops the ability to analyze and justify the reliability, stability of supply chains and solve practical problems in the field of logistics, in the conditions of innovative development of the enterprise.*

### Purpose of studying of the discipline

#### Learning Outcomes

#### Learning outcomes by discipline

#### Prerequisites

#### Postrequisites