

MINISTRY OF SCIENCES AND HIGHER EDUCATION OF THE REPUBLIC OF  
KAZAKHSTAN

M.O. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY

« APPROVED  
Chairman of the Board  
Rector  
Doctor of Historical Sciences  
Academician of Kozhankharov I.P.  
2023 y.



**EDUCATIONAL PROGRAM**

**7M04171 – Business Administration**

Registration number	7M04100819
Code and classification of the field of education	7M04 - Business, administration and law
Code and classification of training directions	7M041 - Business and administration
Group of educational programs	M072 – Management and administration
Type of EP	new
ISCED level	7
NQF level	7
SQF of education level	7
Language of learning	Russian, Kazakh, English
direction of training	MBA program
Labor intensity of EP	120 credit
Distinctive features of EP	-
University Partner ( JEP )	-
University Partner ( TDEP )	-

Shymkent, 2023 y.

Developers:

Name	Position	Sign
Mergenbayeva A.T.	Head of the chair	
Utemisova G.T.	k.e.s., associate professor	
Abishova A.U.	k.e.s., associate professor	
Urazbayeva G.Zh.	k.e.s., associate professor	
Toimakhambet A.B.	Master student of group MEF-22-7nr	
Tokbergenov E.A.	Director of «G Star.kz» LLP	 M.P.
Senkibayev L.Zh.	Director of «JIMuK» LLP	 M.P.

The EP was considered in the direction of training Business and Management at a meeting of the academic committee, Minutes # 4 " 02 " 02 2023 y.

Chairman of the Committee Seydakhmetov M.K.

The EP was considered and recommended for approval at Educational-methodical meeting of M. Auezov SKU

Minutes # 14 02 " 02 2023 y.

Chairman of the Educational-methodical meeting Abisheva R.

The EP was approved by the decision of the Academic Council of the University

Minutes # 13 03 " 02 2023 y.

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## 1. CONCEPT OF THE EDUCATIONAL PROGRAM

<b>Mission of the University</b>	We are focused on generating new competencies, training a leader who translates research thinking and culture.
<b>University Values</b>	<ul style="list-style-type: none"><li>• Openness—open to change, innovation and cooperation.</li><li>• Creativity – generates ideas, develops them and turns them into values.</li><li>• Academic freedom – free to choose, develop and act.</li><li>• Partnership – creates trust and support in a relationship where everyone wins.</li><li>• Social responsibility – ready to fulfill obligations, make decisions and be responsible for their results.</li></ul>
<b>Graduate Model</b>	<ul style="list-style-type: none"><li>• Deep subject knowledge, their application and continuous expansion in professional activity.</li><li>• Information and digital literacy and mobility in rapidly changing conditions.</li><li>• Research skills, creativity and emotional intelligence.</li><li>• Entrepreneurship, independence and responsibility for their activities and well-being.</li><li>• Global and national citizenship, tolerance to cultures and languages.</li></ul>
<b>Uniqueness of EP</b>	<ul style="list-style-type: none"><li>• Allows you to master advanced scientific management technologies and gain competencies for their effective application in practice.</li><li>• Aimed at becoming a master's student in management by solving situational tasks taken from real practice, forming a team of like-minded people to achieve their goals, through the mastering of the latest digital technologies, analyzing information, generating creative ideas and developing recommendations to increase business efficiency.</li></ul>
<b>Academic Integrity and Ethics Policy</b>	<p>The University has taken measures to maintain academic integrity and academic freedom, protection from any kind of intolerance and discrimination:</p> <ul style="list-style-type: none"><li>• Rules of academic integrity (Order No. 212-НҚ dated 10.10.2022);</li><li>• Anti-Corruption Standard (Order No. 221-НҚ dated 07.12.2021).</li><li>• Code of Ethics (order No. 212-НҚ dated 10.10.2022).</li><li>• Anti-Corruption Policy of the NJSC “M. Auezov South Kazakhstan University.” (order No. 144 нқ dated 07.14.2022).</li></ul>
<b>Regulatory and legal framework for the development of EP</b>	<ol style="list-style-type: none"><li>1. Law of the Republic of Kazakhstan "On Education" No. 319-III dated July 27, 2007;</li><li>2. Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education, approved by Order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595</li><li>3. State obligatory standards of higher and postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated July 20.2022 No. 2;</li><li>4. Rules for the organization of the educational process on credit technology of training, approved by the Order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152;</li></ol>

5. Qualification directory of positions of managers, specialists and other employees, approved by the Order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan on December 30, 2020 No. 553.
6. Guidelines for the use of ECTS.
7. Guidelines for the development of educational programs of higher and postgraduate education, Appendix 1 to the order of the Director of the Central Research Institute No. 45 o/d dated June 30, 2021..

**Organization of the educational process**

- Implementation of the principles of the Bologna Process
- Student-centered learning
- Availability
- Inclusivity

**Quality assurance of EP**

- Internal quality assurance system
- Involvement of stakeholders in the development of the EP and its evaluation
- Systematic monitoring
- Updating the content (updating)

**Requirements for applicants**

They are established according to the Standard Rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 600 dated 31.10.2018

**Conditions for the implementation of educational programs (EP) for persons with disabilities and special educational needs(SSN)**

For students with SEN (special educational needs) and persons with disabilities (PSI), tactile PVC tiles, specially equipped toilets, a mnemonic diagram, and shower bars have been installed in educational buildings and student dormitories. Special parking spaces have been created. Crawler lift installed. There are desks for people with limited mobility (PLM), signs indicating the direction of movement, ramps. In the educational buildings (main building, building No. 8) there are 2 rooms with six working places adapted for users with disorders of the musculoskeletal system (DMS).For visually impaired users, the SARA™ CE Machine (2 pcs.) is available for scanning and reading books. The library website is adapted for the visually impaired. There is a special NVDA audio program with a service. The JIC website <http://lib.ukgu.kz/> is open 24/7.

An individual differentiated approach is provided for all types of classes and in the organization of the educational process.

## 2. PASSPORT OF EP

**The purpose of the EP** Training of highly qualified specialists in the field of business administration, who are in demand both in Kazakhstan and abroad, able to find non-standard, effective solutions to socio-economic and managerial problems, think creatively, take initiative, create a team of like-minded people and achieve their goals.

**EP Tasks**

- Formation of professional and personal qualities of the head of the new formation, who has knowledge and skills of managing business processes of an entrepreneurial firm, social and socio-economic systems in commercial and non-profit enterprises, organizations and institutions.
- Ensuring the synergistic effect of combining the latest scientific concepts and training technologies with the real reality of the domestic economy;
- Development of competence of conducting scientific research, building economic models and formation of creative thinking.
- Presentation of interdisciplinary courses aimed at professional mobility and demand in the labour market.
- Development of communication skills covering different levels of management and business structures.
- Development of practical management experience in the implementation of experimental research works of various levels to continue scientific training in Doctor of Business Administration (DBA).

**Harmonization of EP**

- 7<sup>th</sup> level of the National Qualifications Framework of the Republic of Kazakhstan;
- Dublin descriptors of the 7th level of qualification;
- 2 cycle of a Framework for Qualification of the European Higher Education Area);
- 7<sup>th</sup> Level of European Qualification Framework for Life long Learning).

**Connection of the EP with the professional sphere** The educational program is focused on professional and social order through the formation of professional competencies related to the necessary types of research, practical and entrepreneurial activities, adjusted to meet the requirements of stakeholders.

**Professional standard: "Activities in the field of planning and analysis of the firm's resources"** Appendix № 85 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263.

**Professional standard: "Commercialization of an innovative project"** Appendix №3 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 24.12.2019y. №259

**Professional standard: "Project Management"** Appendix № 93 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263

**Professional standard: "Strategic HR"** Appendix № 16 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 18.12.2019y. №255

**Professional standard: "Monitoring the production of innovative products / services"** Appendix № 5 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of

Kazakhstan "Atameken" from 24.12.2019y. №259

**Professional standard: "Financial management"** Appendix № 94 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263

**Professional standard: "Risk management"** Appendix № 90 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263

**Professional standard: "Management of a small (medium) company"** Appendix № 95 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263

**Professional standard: «Marketing of innovative products/services»** Appendix № 4 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 24.12.2019y. № 259

**Professional standard: «Market analysis activities»** Appendix № 89 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 26.12.2019y. №263

**Professional standard: «Organization of interaction between science and innovators»** Appendix № 1 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 24.12.2019y. № 259

**Professional standard: «Financing of an innovative project»** Appendix № 14 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 24.12.2019y. № 259

**Professional standard: «Support of an innovative project»** Appendix № 11 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" from 24.12.2019y. № 259

**Name of the degree awarded**

After the successful completion of this EP, the graduate is awarded the degree of Master of Business Administration MBA 7M04171 - "Business Administration"

**List of qualifications and positions**

Masters of the MBA program 7M04171 - "Business Administration" can hold the positions of:

- Chief Economist (Head of Budget Planning),
- HR Manager, HR Business Partner,
- Head of Innovation Development,
- Manager of Innovation Development,
- Manager of Programs and Portfolios,
- Chief Financial Officer,
- Head and Deputy Head of Small (Middle) Firm,
- Head of Risk Management,
- Deputy Director (Director, Vice President) Human Resources,
- Brand Manager (Brand - Manager),
- Director (CEO, Executive Director, President, Chairman of the Board, Manager) Organization,
- Head of Organization and Remuneration,
- Deputy Director (Director, Vice-President) for Economic Affairs (Chief Economist),

	<ul style="list-style-type: none"> <li>• Innovation Development Manager</li> <li>• Head of Marketing Service</li> <li>• Business consultant (experimental research institutions, design and design organizations, researchers without presenting requirements for work experience in accordance with the qualification requirements of the Qualification Directory of positions of managers,</li> <li>• specialists and other employees, approved by Order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan dated December 30, 2020 №. 553.</li> <li>• Management and business</li> </ul>
<p><b>Field of professional activity</b></p> <p><b>Objects of professional activity</b></p>	<ul style="list-style-type: none"> <li>• Organizations/institutions of any organizational and legal form;</li> <li>• business structures;</li> <li>• experimental research, design and consulting organizations.</li> </ul>
<p><b>Subjects of professional activity</b></p>	<ul style="list-style-type: none"> <li>• Corporate Business Strategy</li> <li>• Business functions and structure of business management;</li> <li>• Corporate culture and ethics;</li> <li>• Business systems development strategy;</li> <li>• Business process research models and methods</li> <li>• Systems design technologies;</li> <li>• Management standards, procedures and tools</li> <li>• Management of the company's competitiveness;</li> <li>• Human resources for the life cycle of business systems;</li> <li>• Managing company competitiveness, organizational behavior and leadership</li> <li>• Strategic thinking and business planning;</li> <li>• Business analytics and business forecasting;</li> <li>• Management of the company's transformation, projects and resources;</li> <li>• Entrepreneurship development.</li> </ul>
<p><b>Types of professional activity</b></p>	<ul style="list-style-type: none"> <li>• analytical;</li> <li>• production-management;</li> <li>• design;</li> <li>• experimental research;</li> <li>• consulting;</li> <li>• entrepreneurial;</li> <li>• innovative;</li> </ul>
<p><b>EP learning outcomes</b></p>	<p>LO 1. Freely communicate in the business environment in order to obtain and exchange information of professional content, study various sources of information using digital technologies.</p> <p>LO 2. To solve the strategic objectives of the company, demonstrating the possession of modern tools and methodology of Kaizen business processes, marketing technologies, HR management and innovative entrepreneurship at the state and intra-company levels.</p> <p>LO 3. To generate creative business ideas to increase the competitiveness of the organization, the professional level of personnel competence and build a model of innovative business based on digital technologies</p> <p>LO 4. Able to develop and improve logistics schemes taking into account industry characteristics, apply modern methodologies of strategic management, developing skills in modeling logistics systems</p> <p>LO 5. Apply various aspects of organizational culture and business communications, psychology of non-standard business thinking, provide</p>



creative support to the activities of business organizations, develop internal and inter-company business relations in order to strengthen competitive positions and improve management activities.

LO 6. Professionally form a corporate business image, develop an organizational culture and leadership qualities, skillfully manage entrepreneurial activities, characterize conflicts of interest, calculate and anticipate risks, find ways to reduce them, and be able to offset conflicting situations.

LO 7. Make optimistic and pessimistic forecasts of business development, develop efficient business models, production placement strategies, based on scientific research in various industries in conditions of increasing uncertainty.

LO 8. Lead projects, master advanced management technologies, develop skills in solving professional problems and apply innovative methods for assessing their effectiveness and shaping personnel policy based on the implementation of leadership qualities.

LO 9. Apply the legal aspects of the organization of entrepreneurial activity, comply with business ethics.

LO 10. Own an economic mechanism for organizing entrepreneurial activities, be able to evaluate the effectiveness of projects and initiatives, calculate multiplicative and synergistic effects, understand the system of taxation, state finance, and ways to optimize inter-budget relations.

### 3. Competences of the graduate of EP

<b>SOFT SKILLS.</b> Behavioral skills and personality qualities	
SS 1. Competence in managing one's own literacy	SS1.1. The ability of self-learn, self-develop and constantly update their knowledge within the chosen trajectory and in an interdisciplinary environment. SS1.2. The ability to express thoughts, feelings, facts and opinions in the professional field. SS1.3. The ability for mobility in the modern world and critical thinking.
SS 2. Language competence	SS2.1. The ability to build communication programs in the state, Russian and foreign languages. SS2.2. The ability for interpersonal social and professional communication in the conditions of intercultural communication.
SS 3. Mathematical Competence and Competence in the field of Science	SS3.1. The ability and willingness to apply the educational potential, experience and personal qualities acquired during the study of mathematical, natural science, technical disciplines at the university to solve professional problems.
SS 4. Digital competence, technological literacy	SS4.1. The ability to demonstrate and develop information literacy through the mastery and use of modern information and communication technologies in all areas of their lives and professional activities. SS4.2. The ability to use various types of information and communication technologies: Internet resources, cloud and mobile services for searching, storing, protecting and disseminating information.
SS 5. Personal, social and academic competencies	SS5.1. The ability for physical self-improvement and focus on a healthy lifestyle to ensure full-fledged social and professional activities through the methods and means of physical culture. SS5.2. The ability to social and cultural development based on the manifestation of citizenship and morality. SS5.3. The ability to build a personal educational trajectory throughout life for self-development, career growth and professional success. SS5.4. The ability to successfully interact in a variety of socio-cultural contexts during study, work, home and leisure.
SS 6. Entrepreneurial competence	SS6.1. The ability to be creative and entrepreneurial in a variety of environments. SS6.2. The ability to work in a mode of uncertainty and rapidly changing task conditions, make decisions, allocate resources and manage your time. SS6.3. The ability to work with consumer requests.
SS 7. Cultural awareness and ability to express yourself	SS7.1. The ability to show worldview, civil and moral positions. SS7.2. The ability to be tolerant of the traditions and culture of other peoples of the world, to have high spiritual qualities.
<b>HARDSKILLS</b>	
Theoretical knowledge and practical skills specific to this field	HS1. the ability to master the methods of economic analysis of the behavior of economic agents and to develop programs for organizational development and change and ensure their implementation
	HS 2. the ability to effectively use corporate governance methods in the process of implementing organizational changes and to process empirical experimental data
	HS 3. ability to assess the effectiveness of implementing management solutions in business practice and to know modern theories and concepts of behavior at different levels of the organization
	HS 4. ability to own modern instruments of management in relation to the chosen program of preparation and to operate development of the

	organization
	HS 5. ability to conduct and analyze the effectiveness of communication policy and to calculate forecasts of production and sales volumes based on the results of marketing research and internal information of an economic entity
	HS 6. ability to know the main results of the latest research in management and own economic categories, tools for analyzing management problems, making management decisions
	HS 7. ability to find and evaluate new market opportunities, form and evaluate business ideas, develop business plans to create a new business
	HS 8. ability to use modern methods, techniques, tools for developing and implementing corporate strategy, business strategy and functional strategy of the organization; evaluate the long-term results of management activities..

### 3.1 Matrix of correlation of learning outcomes on the EP as a whole with the competencies being formed

	LO1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10
SS 1	+		+		+	+				
SS 2	+	+	+		+	+				
SS 3				+		+		+	+	
SS 4	+	+	+		+					
SS 5	+	+	+	+						+
SS 6		+	+	+	+	+	+	+		+
SS 7						+			+	
HS 1				+	+			+	+	+
HS 2		+	+	+						
HS 3	+	+			+				+	+
HS 4	+	+		+				+	+	
HS 5				+	+			+		+
HS 6		+		+	+				+	+
HS 7					+	+	+	+	+	
HS 8				+	+	+	+	+		+

#### 4. Matrix of the influence of modules and disciplines on the formation of learning outcomes and information on labor intensity

№	Name of blocks of disciplines	Module title	Cycle	component	Name of the discipline	Brief description of the component	Number of credits	Formed LO (codes)											
								LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10		
1	I. Block of Disciplines for the Formation of Professional Competencies	Scientific foundations of management and business	BD	UC	Strategic management	<p>Purpose: to master the technologies of strategic management of business processes and innovative development of the company</p> <p>Content: consider foundations methodology and theory of strategic management business processes and innovative development at state, intrafirm levels. Master's student will determine company's mission and achieve its strategic goals; Evaluate internal and external business environment; identify the most promising long-term business development model; Apply methods to improve efficiency of firm's budget management.</p>	3		v		v								
2			BD	UC	Business-research	<p>Purpose: formation of skills in searching, processing and analyzing scientific information, conducting scientific research of business processes and formalizing their results.</p> <p>Content: learn basics of organizing and conducting business research. Acquire and develop skills conducting scientific research business processes, and socio-economic development of internal and</p>	3		v	v				v					

					external environment of organization; generalize advanced methods analyzing company's activities and make rational decisions; model business processes and use methods business process reorganization; evaluate recommendations for improving competitiveness company.												
3			BD	EC	Basic technologies of HR management	<p>Purpose: formation of managerial thinking among undergraduates and mastery of advanced technologies of HR management</p> <p>Content: study formation personnel policy, forecasting need for personnel and situation on labor market. Able to use interactive technologies of HR management, organize training and advanced training; develop concepts of motivation and promotion personnel reserve, technology of hiring new employees, recommend and justify effective systems of organization and remuneration.</p>	7		v							v	v
4			BD	EC	Human Resource Management	<p>Purpose: to equip undergraduates with a set of knowledge, skills and abilities that enable them to build a firm's human resources management system to effectively achieve the firm's objectives</p> <p>Content: reveal essence of labor relations and trends in their development in modern economy. Summarize modern technologies and tools for human resource management</p>				v						v	

						at state and intrafirm levels. Develop and implement mechanisms to improve the effectiveness of personnel policy by improving organization of work, developing intellectual potential of workers and improving labor motivation												
5		Digitalization and innovation in business	BD	EC	Digital transformation in business	<p>Purpose: using domestic and foreign sources of information, collect the necessary data to analyse them and prepare an information overview and/or analytical report</p> <p>Content: to search for optimal information technologies for building digital business platforms; to choose an effective strategy for business digitalization; to evaluate effectiveness of digital transformations in company; to demonstrate skills in modern information technologies; to consider supply chain management based on blockchain technology; to create effective strategies for building business communication.</p>	4	v		v								
6			BD	EC	Modern trends in the development of the digital economy	<p>Purpose: master the use of digital technologies in economic and managerial activities</p> <p>Content: main factors of information technologies and systems in economy are considered. Application of digital technology at different levels of management in organizations at different phases of management solution cycle; organize economic and</p>		v		v								

					managerial activities through information technology. Own methods of processing economic information, solving the economic problem with modern automation tools.													
7			BD	EC	Imageology: creating a corporate image	<p>Purpose: mastering by undergraduates of the theoretical foundations of PR activities, advertising of public relations.</p> <p>Content: learn the basics of corporate business image. Undergraduates are able to form the business image of an organization, use methods and tools to preserve and improve the company's business image and corporate reputation, develop business models and solve a set of tasks in imageology.</p>	5						v	v				
8			BD	EC	Brand Management	<p>Purpose: master the principles and technologies of brand formation using modern management tools.</p> <p>Content: demonstrate mastery of modern management tools. Manage your brand portfolio, plan your budget, and evaluate your results. Conduct market analysis, determine sources of growth, create a brand strategy. Form business strategy algorithm and develop plan for its implementation. Transform practical skills, manage projects using modern methods of strategic management.</p>			v		v					v		
9			BD	EC	Innovative entrepreneurship and technology	Purpose: study the essence of innovative entrepreneurship and technology transfer in order to create	4			v	v				v			

				transfer	<p>your own model of innovative business.</p> <p>Content: consider problems of organizing effective innovation, processes of generating and implementing innovative business ideas. Master's students will master methodology and technology creating innovations, system analysis technology transfer in business to develop skills of developing models and mechanisms of transferring advanced foreign technologies to Kazakhstan, create their own model innovative business</p>												
10			BD	EC	<p>Management of Innovative Project</p> <p>Purpose: make management decisions related to the definition of goals, organizational structure, planning of activities and monitoring of their implementation, aimed at the implementation of an innovative idea</p> <p>Content: define professional standards in field project management, develop project business plan based on financial and evaluation aspect project analysis. Analyze issues related planning, organization, and control work execution. Analyze methods risk transfer and evasion. Determine ways financial support for implementation projects, be able to attract bank loans, schemes of equity, venture and leasing financing, support special funds</p>			v	v								
11			BD	EC	<p>Kaizen - Business</p> <p>Purpose: Mastering methods and tools for improving all life</p>	5		v	v								





						of global competition, the formation of corporate ethics, reducing losses in business.												
13			BD	EC	Budgetary management in economics	<p>Purpose: study the system of management and budget planning in the economy, gain skills in building the budget process</p> <p>Content: possess rules and procedures for movement of financial resources. Acquire skills of company's budget management, plan inter-budget relations, volume and structure of budget expenditures and social services costs, own ways to reduce the budget deficit, plan subsidies, apply tax and tax regulation system, determine size of tax burden, manage budget purchases.</p>	5		v					v				v
14		Budget and Operational Management in Economics	BD	EC	Management Economics, Business Intelligence and Forecasting	<p>Purpose: teach how to manage firms, organizations, departments, groups (teams) of employees, projects and networks</p> <p>Content: master methods of economic and strategic analysis of behavior of economic agents and markets in global environment. Use modern methods of corporate finance management solve strategic tasks. Manage organizations, departments, employee groups( teams), projects, and networks. Use quantitative and qualitative methods for conducting applied research and managing business processes, as well as analytical materials on their application.</p>			v			v				v		
15			BD	EC	Operations	Purpose: master the methods of	6		v					v				

				management	<p>developing an operational strategy for assessing the economic and social conditions of a business.</p> <p>Content: define stages and methods for development, use and improvement of production systems. Be able to develop an operational strategy and improve competitiveness of operational management; predict process strategies; to form strategies for the location of production; manage the supply chain; apply methods of aggregate planning of production and human resources.</p>												
16			BD	EC	<p>International Management</p> <p>Purpose: formation, development and utilization of competitive advantages of the firm due to opportunities to conduct business in world markets.</p> <p>Content: consider features company's activities operating in foreign market, procedures for preparing, concluding and executing foreign economic, foreign trade, transactions, and features business communication at international level. Comprehensively analyze situations in which an enterprise operating on international market finds itself. Analyze prospects company's entry into foreign market. Draw up foreign trade contracts, conduct negotiations with foreign partners.</p>		v		v		v						
17			BD	EC	<p>Logistics in the main sectors of the economy</p> <p>Purpose: formation of knowledge and professional skills in the field of logistics in accordance with market</p>	6		v		v	v						

					<p>demand in order to ensure the systemic relationship of distribution with production and procurement.</p> <p>Content: consider cost-effectiveness of commercial logistics methods in entrepreneurial activities; acquire and develop logistics modelling skills; develop modern methods of improving management, taking into account logistics approach; develop recommendations for improving logistics schemes in industries and areas of production, develop proposals for introduction of innovative technologies for movement of people and goods.</p>													
18			BD	EC	Supply Chain Management and Logistics	<p>Purpose: study of the basic principles of organizing material and information flows in logistics systems</p> <p>Content: possess modern technologies for managing logistics business processes in supply chains, master practical tools for logistics coordination and management conflicts between functional departments of company, acquire skills in working with modern technologies and software tools for planning and managing inventory in supply chains, improve methodological decision-making tools in logistics and evaluation investment logistics projects.</p>		v	v	v								
					Internship abroad	<p>Purpose: Familiarization with the world's best practices and innovative concepts in the field of business</p>	2			v			v	v				

					<p>administration, study and collection of theoretical and practical materials on the topic of the master's thesis.</p> <p>Content: to form and consolidate subject competences with their subsequent use in scientific and practical activities. Improve the professional level of training, improve practical skills, use the latest foreign developments to improve the efficiency of innovation, business models in the face of growing uncertainty and globalization.</p>												
		Organizational Behavior Management and Leadership		Industrial practice	<p>Purpose: Consolidation and deepening of theoretical knowledge gained in the course of training, acquisition of practical skills, competencies and professional experience in the EP MBA 7M04171 – Business Administration, as well as the development of best practices, collection of empirical material for writing a master's thesis</p> <p>Content: possess modern business administration methods, HR management technologies and ways to increase competitiveness of business structures. Gain expertise in researching strategic business process management issues and improving business modeling efficiency. Collect and process necessary information to complete master's thesis.</p> <p>Develop skills to solve professional problems based on study of situation in</p>	8		v	v					v			

					markets.													
19	II. Disciplines of personal developme nt and the formation of leadership qualities		PD	UC	Organizational culture and leadership, legal aspects of business	<p>Purpose: the formation of theoretical knowledge and practical skills in the management of organizational culture and the improvement of literacy in the field of business law.</p> <p>Content: professional knowledge of main methods of formation leadership qualities, application of creative technologies of image improvement, use skills of effective organization of group work, for full communication in business environment, use in practice aspects of organizational culture of business communications. Skills in legal aspects of doing business are being developed</p>	5	v						v			v	v
20			PD	EC	Modern business communications	<p>Purpose: master business communications in modern market conditions and a competitive environment</p> <p>Content: visualize ideas with help of infographics and information technologies for communication in business environment, form strategies for written and oral communication. Master technique of conducting negotiations, development of internal and inter-company business relations, skills confident interaction to overcome passivity, aggressiveness and manipulation in business communication. Develop business communication skills, resolve conflicts,</p>	5	v						v				v

					and observe business etiquette													
21			PD	EC	Business Communications in Professional Activities	<p>Purpose: teach to organize the interaction of communication subjects in order to achieve certain interests of the organization, its main goals</p> <p>Content: to form holistic idea of socio-psychological basis of business communications, as well as their norms and principles. Develop orientation abilities in business situations. Learn norms of moral relations, business etiquette, proper communication and interaction between all participants in business relations. Organize and maintain document management and knowledge of communication information technologies in business environment</p>		v		v		v						
22			PD	EC	Business Psychology: Theory and Practice	<p>Purpose: study of the psychological characteristics of human behavior in business and the psychological aspects of a leader's activities in the field of business management</p> <p>Content: characterized main theoretical approaches to analysis of business and psychological characteristics of individual of businessman. Understand psychology managers and staff when overcoming difficulties, increase competitiveness and formulate personnel policies. Competently provide creative support for work of business organizations and their owners, see diversity, complexity and</p>	5					v	v			v		





					intelligence system.													
25			PD	EC	Marketing Strategies in Business	<p>Purpose: formation of skills for the development and implementation of marketing strategies in business for its sustainable development in the long term.</p> <p>Content: Master business marketing strategies, marketing functions and tools, the process and key stages of strategic marketing, as well as learn advanced marketing technologies. Be able to conduct a comprehensive analysis of marketing components</p>		v	v									
		Module of Experimental Research and Final Attestation			Experimental Research Work, Performance of Master's Thesis	<p>Purpose: Mastering and applying the skills and methods of work in the field of business administration acquired in the course of training, developing competencies for conducting experimental research, generating and implementing business models.</p> <p>Content: practically apply acquired knowledge in field of business administration, psychology of non-standard business thinking, improving business efficiency based on technology transfer. Develop competencies for conducting research, building economic models, and generating innovative business ideas. Improve skills of project development and management, based on innovative methods of evaluation and improving their effectiveness.</p>	30			v		v			v			v
						Writing and	Purpose: Demonstrate the knowledge,	12						v		v		



**5. SUMMARY TABLE ON THE VOLUME OF MASTERED CREDITS IN THE  
CONTEXT OF EP MODULES**

Course of Study	Semester	The number of mastered modules	Number of disciplines studied		Number of KZ credits					Total hours	Total KZ credits	Quantity	
			UK	CC	Theoretical training	Internship abroad	Industrial Practice	MER W	Final Attestation			exam	.of fse t
1	1	4	1	4	26			4		900	30	2	4
	2	5	2	4	26	2		4		900	30	3	4
2	3	3	-	3	26		8	4		900	30	2	4
	4	1						18	12	900	30		1
Total			3	11	78	2	8	30	12	3600	120	7	13

## 6. LEARNING STRATEGIES AND METHODS, MONITORING AND EVALUATION

<p><b>Learning strategies</b></p>	<p><b>Student-centered learning:</b> The student is the center of teaching/learning and an active participant in the learning and decision-making process.</p> <p><b>Practice-oriented training:</b> orientation to the development of practical skills.</p>
<p><b>Teaching methods</b></p>	<p>Conducting lectures, seminars, various types of practices with:</p> <ul style="list-style-type: none"> <li>• the use of innovative technologies:</li> <li>• problem-based learning;</li> <li>• case study;</li> <li>• work in a group and creative groups;</li> <li>• discussions and dialogues, intellectual games, olympiads, quizzes;</li> <li>• reflection methods, projects, benchmarking;</li> <li>• Bloom's taxonomies;</li> <li>• presentations; <ul style="list-style-type: none"> <li>• rational and creative use of information sources:</li> </ul> </li> <li>• multimedia training programs;</li> <li>• electronic textbooks;</li> <li>• digital resources.</li> </ul> <p>Organization of independent work of undergraduates, individual consultations.</p>
<p><b>Monitoring and evaluation of the achievability of learning outcomes</b></p>	<p><b>Current control</b> on each topic of the discipline, control of knowledge in classroom and extracurricular classes (according to syllabus).</p> <p><b>Assessment forms:</b></p> <ul style="list-style-type: none"> <li>• survey in the classroom;</li> <li>• testing on the topics of the discipline;</li> <li>• control works;</li> <li>• protection of independent creative works;</li> <li>• discussions;</li> <li>• trainings;</li> <li>• colloquiums;</li> <li>• essays, etc.</li> </ul> <p><b>Boundary control</b> at least twice during one academic period within the framework of one academic discipline.</p> <p><b>Intermediate certification</b> is carried out in accordance with the working curriculum, academic calendar.</p> <p><b>Forms of holding:</b></p> <ul style="list-style-type: none"> <li>• exam in the form of testing;</li> <li>• oral examination;</li> <li>• written exam;</li> <li>• combined exam;</li> <li>• project protection;</li> <li>• protection of internship reports</li> <li>• protection of practice reports.</li> </ul> <p><b>Final state certification.</b></p>

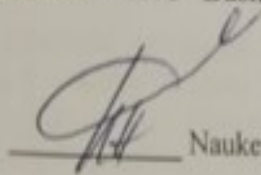
## EDUCATIONAL AND RESOURCE SUPPORT OF THE EP

<p><b>Information Resource Center</b></p>	<p>The structure of the Educational Information Center includes 6 subscriptions, 16 reading rooms, 2 electronic resource centers (ERC). The basis of the network infrastructure of the Educational and Information Center is 180 computers with Internet access, 110 workstations, 6 interactive whiteboards, 2 video doubles, 1 video conferencing system, 3 A-4 format scanners, JIC software - AIBS "IRBIS-64" under MS Windows (basic set of 6 modules), stand-alone server for uninterrupted operation in the IRBIS system.</p> <p>The library fund is reflected in the electronic catalog available to users on the site <a href="http://lib.ukgu.kz">http://lib.ukgu.kz</a> on-line 24 hours 7 days a week.</p> <p>Thematic databases of their own generation: "Almamater", "Proceedings of SKSU scientists", "Electronic archive" have been created. Online access from any device 24/7 via the external link <a href="http://articles.ukgu.kz/ru/pps">http://articles.ukgu.kz/ru/pps</a>.</p> <p>Catalogs are processed electronically. EC consists of 9 databases: "Books", "Articles", "Periodicals", "Proceedings of the teaching staff of SKSU", "Rare Books", "Electronic Fund", "SKGU in Print", "Readers" and "SKU".</p> <p>The EIC provides its users with 3 options for accessing its own electronic information resources: from the "Electronic Catalog" terminals in the catalog hall and in the EIC subdivisions; through the information network of the university for faculties and departments; remotely on the library website <a href="http://lib.ukgu.kz/">http://lib.ukgu.kz/</a>.</p> <p>Open access to international and republican resources: "SpringerLink", "Polpred", "Web of Science", "EBSCO", "Epigraph", to electronic versions of scientific journals in the public domain, "Zan", "RMEB", "Adebiet", Digital library "Aknurpress", "Smart-kitar", "Kitar.kz", etc.</p> <p>For people with special needs and disabilities, the library website has been adapted to the work of visually impaired users</p>
<p><b>Material and technical base</b></p>	<p>Classrooms are equipped with new generation computers and LCD monitors, connected to a local network and connected to the Internet, interactive whiteboards, multimedia projectors, panoramic screens are available in the classroom. The university has a sufficient sports base. Academic mobility (internal and external) is carried out to obtain additional experience and competencies in the form of credits both among teachers and students.</p> <p>The university has 83 lecture halls, 200 practical and special classrooms, 71 computer classes, 2 linguistic classrooms, 9 multimedia classrooms, 2 self-knowledge classrooms, etc. The classrooms are equipped with modern equipment and devices necessary for conducting classes. Updating of the material and technical base is carried out at the request of departments.</p>

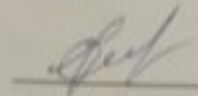
AGREEMENT SHEET

according to the educational program  
MBA 7M04171 "Business Administration"

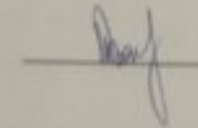
Director of AID

  
Naukenova A.S.

Director of ASD

  
Nazarbek U.B.

Director of DEK

  
Bazhirov T.S.