

UNIVERSITY "TURAN-ASTANA"

APPROVED

at a meeting of the Academic Council

University "Turan-Astana"

Protocol No. _ 7 _ « _ 22 _ » _ 02 _ 20 23

Chairman of the Academic Council

_____ Professor G.A. Japarova

CATALOG OF ELECTIVE DISCIPLINES

6B04102 - "Management"

DURATION OF TRAINING - 4 YEARS

(RECEPTION - 20 23 YEARS)

ASTANA, 2023

**Catalog of elective disciplines
OP 6B04102 - Management**

Module code	Module name	Discipline code	Name of disciplines	Summary	Amount of credits (KZ/ECTS)	Semester	Prerequisites	Post-requisites	Expected results of studying the discipline
1	2	3	4	5	6	7	8	9	10
Basic disciplines									
Component of choice									
M 13	Special	URE 430 3	Regional economy	<p>The purpose of studying the discipline is to: master the socio-economic essence of regional processes</p> <p>Within the framework of this discipline, the following is studied: Regional economics as a science, object and subject of research, basic concepts and tasks of regional economics, research methods. Methods of collecting, processing and analyzing information about economic, political and social processes in the region. Trends and factors of socio-economic development of regions of the Republic of Kazakhstan and their management . Methodological foundations for the study of regional economics, general conditions and factors of the territorial organization of the country's economy and the economy of the region, the concept, structure and economic potential of the region, the economic core of the region, modern specialization of the regions of Kazakhstan</p>	5/5	4	Public Administration Theory	Internship	<p>1. Knowledge acquired by students : the socio-economic essence of regional processes, the actual state of economic, social, demographic, environmental processes at the level of various regions</p> <p>2. Skills acquired by students: analyze the main macroeconomic indicators of the socio-economic development of the region; work with regional statistics; analyze the level of economic security of the region; select the most appropriate methods for managing socio-economic processes at the regional level</p> <p>3. Skills and competencies acquired by students: ideas about the characteristics of the socio-economic development of various regions of Kazakhstan; a set of analytical tools for regional economic policy; tools analysis of the hierarchy of regions and the modern administrative-territorial division of Kazakhstan.</p>
M 9	Special	KP 2212	Competition law	<p>The purpose of studying the discipline is to develop students' modern knowledge in the field of antimonopoly regulation of a market economy, legal and organizational foundations for the protection and development of competition</p>	5/5	4	Management	Enterprise economy	<p>1. Knowledge acquired by students : modern concepts of competition; the role, place and significance of competition policy; forms, methods and mechanisms for the creation and functioning of the antimonopoly committee; classifications and ways of creating certain competitive structures; models of competition and competition law; features of legal regulation of</p>

				<p>Within the framework of this discipline, the sources, history of occurrence and basic concepts of antimonopoly legislation are studied. The concept and types of monopolistic activity are considered. The concept and forms of unfair competition. Antimonopoly regulation of the activities of government bodies. Ensuring competition in the field of trading activities. Initiation and consideration by courts and antimonopoly authorities of cases of violation of antimonopoly legislation.</p>					<p>competition;</p> <p>2. Skills acquired by students : organize work on the legal regulation of competition and the implementation of competition policy; formulate a competition policy taking into account the requirements of current legislation; link together economic and legal processes in the field of regulation of competition and application of antimonopoly legislation.</p> <p>3. Skills and competencies acquired by students: ensuring compliance with current antimonopoly legislation when making legal decisions in the competition sphere; drawing up contracts and agreements in the field of competition and taking into account the requirements of antimonopoly legislation; drawing up local regulations of the organization taking into account the requirements of antimonopoly legislation . n preparation of legal documents.</p>
Major disciplines									
Component By choice									
M 10	Special	MI 2310	Marketing research	<p>The purpose of studying the discipline is to: master the types of marketing research, their advantages and disadvantages, conditions of application; technologies for collecting and verifying marketing information, its processing and analysis</p> <p>Within the framework of this discipline, the following is studied : Marketing research-concept , essence. Variability of the marketing environment as a source of company problems, the process of marketing research, types of marketing research, determining the purpose of marketing research, secondary and primary sources of information, methods of processing, analysis and use of secondary information, planning the collection of primary marketing information, methods of collecting primary marketing information , etc. qualitative methods of collecting information, quantitative methods of collecting marketing information, stage of collecting marketing information</p>	5/5	5	Creative project	Entreprene urship and risk	<p>1. Knowledge acquired by students : types of marketing research, their advantages and disadvantages, conditions of application; technologies for collecting and verifying marketing information, its processing and analysis; leading foreign research companies and their work practices; modern requirements for a marketer working in the field of marketing research and analytical work.</p> <p>2. Skills acquired by students : plan and organize marketing research; coordinate the activities of participants in the research process; organize and conduct independent marketing research in various markets.</p> <p>3. Skills and competencies acquired by students : using marketing research methods for their implementation in practice; methods of drawing up technical specifications for research; marketing research planning skills; technologies for developing analytical reports on market conditions and their presentation to company management.</p>

M 10	Special	FRIP 2314	Financial markets and intermediaries	<p>The purpose of studying the discipline is: to understand financial markets and the diversity of market agents</p> <p>Within the framework of this discipline, the following is studied : Financial markets and intermediaries. Financial institutions and the financial system. Functions of the financial system. Methods of managing financial flows. Types of financial intermediaries. Supply and demand for borrowed resources, characteristics of money markets. Money market. Capital market. The essence and instruments of monetary policy. Managing fiscal policy and debt obligations in financial markets.</p>	5/5	5	Economics and law	Fundamental s of Finance	<p>1. Knowledge acquired by students: - study financial markets; -consider the variety of market agents, intermediary agents</p> <p>2. Skills acquired by students: - analyze the essence of financial markets and intermediaries; - navigate the essence of the main functions performed by financial intermediaries</p> <p>3. Skills and competencies acquired by students: - operate with theoretical knowledge in the field of financial markets and intermediaries - navigate the financial legislation of the Republic of Kazakhstan</p>
M 10	Special	R.I. 4318	Market infrastructure	<p>The purpose of studying the discipline is to obtain knowledge about the activities of the main organizations of market infrastructure.</p> <p>Within the framework of this discipline the following is studied: Market infrastructure-concept, content of the academic discipline. Basic elements of market infrastructure. General characteristics of market infrastructure organizations . And institutional investors, international currency market, mechanism for hedging currency risks, strategies for hedging currency risks using derivative instruments: forward transactions, currency futures, currency options, Eurocurrency loans, capital flows and major foreign exchange markets: general trends in market development.</p>	5/5	6	Economics and law	Internship	<p>1. Knowledge acquired by students: knowledge about the activities of the main organizations of market infrastructure, the main investors in financial markets (institutional investors and investment funds)</p> <p>2. Skills acquired by students: navigate information on global financial markets, understand the interdependencies between different segments of the financial market</p> <p>3. Skills and competencies acquired by students: skills in assessing performance, designing activities and improving the practices of pension funds and collective investments; search and use of databases on price movements of shares, currencies and other financial instruments, capitalization of stock exchanges, statistics on collective investors, other financial instruments and institutions, databases on foreign markets</p>

M 10	Special	O.D. 3304	Organization office work	<p>The purpose of studying the discipline is to: master the essence and significance of organizing effective document flow of an enterprise</p> <p>Within the framework of this discipline, the following is studied: Technological approach to office work in a company. Document management service and basic requirements for its functioning. A system of documents for the development of a company's personnel policy, the organization of personnel planning, recruitment and reception of personnel, the process of personnel selection, career guidance and labor adaptation of personnel, certification and business assessment of personnel, analysis and creation of jobs, personnel records management, business career management at the enterprise.</p>	5/5	6	Economics and law	Enterprise economy	<p>1. Knowledge acquired by students: the essence of document flow and office work in various areas of the enterprise's activities</p> <p>2. Skills acquired by students: develop a personnel management strategy; draw up job descriptions, regulations on departments; interview and select new employees in an innovative company; draw up a certification description.</p> <p>3. Skills and competencies acquired by students: formation of basic skills and methods of working with documents to implement basic management functions; modern technologies for effectively influencing individual and group behavior</p>
M 12	Special	UKP 4303	Control competitiveness enterprises	<p>The purpose of studying the discipline is: assimilation of knowledge and understanding in the field of economic foundations of the formation of a competitive economy</p> <p>Within the framework of this discipline, the following is studied: Characteristics of competition. Industrial policy and state regulation of industry. Enterprise competitiveness management. Planning is the most important economic function of the state. Competitiveness as a category and as a property of the economy. Competitiveness in a market economy Theory of competitive advantages Competitive strategies. Competitiveness of services and methods for assessing it</p>	5/5	7	Management	Internship	<p>1. Knowledge acquired by students: demonstrate knowledge and understanding in the field of economic foundations for the formation of a competitive economy of the Republic of Kazakhstan</p> <p>2. Skills acquired by students: assess the influence of the main factors of the competitiveness of the economy on the results of its development, apply in practice measures aimed at increasing the competitiveness of the enterprise</p> <p>3. Skills and competencies acquired by students: application of management methods and analysis of a competitive economy, develop managerial skills</p>
M 12	Special	UBPO 4303	Business process management in an organization	<p>The purpose of studying the discipline is: to master the basic business processes in the organization; principles of goal setting, types and methods of organizational planning</p> <p>Within the framework of this discipline the following is studied: Introduction to</p>	5/5	7	Management	Internship	<p>1. Knowledge acquired by students: - basic business processes in the organization; principles of goal setting, types and methods of organizational planning; -concept and goals of business projects; -stages of development and structure of a business plan</p>

				business planning. Project management concept. Theoretical and methodological foundations of business planning. Pre-project research. Technical design. Business plan: structure and content of main sections. Marketing plan. Production and sales plan. Project support planning. Analysis of the investment, financial and socio-economic efficiency of the business plan. Implementation of the business plan. Government support for business.					<p>2. Skills acquired by students: analyze the external and internal environment of the organization, identify its key elements and assess their impact on the organization and its personnel</p> <p>3. Skills and competencies acquired by students: tools for designing a business plan; modern information technologies and system analysis in business planning; methods for assessing and monitoring the effectiveness of business plans</p>
M 12	Special	KM 4304	Communication management	<p>The purpose of studying the discipline is: gain knowledge on the theoretical and practical fundamentals of communications management</p> <p>Within the framework of this discipline the following is studied: Communications in management – concept, content. Communication process, its stages. Elements of the communication process. Fundamentals of communication technologies in management. Theories of communication management and their social nature. Features and main directions of communication management. Stages of developing a communication improvement program. Modern methods of decision making in communication management. Information technologies in the activities of government bodies. Organization of an effective communication process. Efficiency of communication technologies.</p>	6/6	7	Management	Internship	<p>1. Knowledge acquired by students: gain knowledge on the theoretical and practical fundamentals of communications management</p> <p>2. Skills acquired by students : be able to navigate the terminology of the discipline and be able to analyze the state of communication processes in the organization, develop a program for improving communications.</p> <p>3. Skills and competencies acquired by students : gain skills in using their knowledge in the process of improving communication management, develop management skills</p>
M 12	Special	OP 4304	Organizational behavior	<p>The purpose of studying the discipline is to: master the basic theories of motivation, leadership and power, features of the processes of group dynamics and the principles of team formation</p> <p>Within the framework of this discipline the following is studied: Introduction to Organizational Behavior. Nature and characteristics of the organization. Personality and its development in an organization. Organizational behavior:</p>	6/6	7	Management	Internship	<p>1. Knowledge acquired by students: - basics of the theory of organizational behavior of employees organizational behavior management processes</p> <p>2. Skills acquired by students: apply the basic theories of motivation, leadership and power to solve strategic and operational management problems. Conduct an audit of human resources, diagnose organizational culture.</p> <p>3. Skills and competencies acquired by students:</p>

				processes and characteristics. Motivation and learning. Group dynamics. Phenomena of organizational behavior Leadership and power. Conflict and stress management . Organizational culture. Approaches to developing skills of managerial influence on subordinates.					using the basic theories of motivation, leadership and power to solve strategic and operational management problems
M 12	Special	HRM 4305	HR management	<p>The purpose of studying the discipline is to: master the functions, types and psychology of management; basics of organizing the work of a team of performers; principles of business communication in a team</p> <p>Within the framework of this discipline , the following is studied: The main elements of the management system, approaches to the concept of HR management, determining the role and place of the HR manager in the organization, requirements for a modern manager, obtaining a comprehensive understanding of the methodology of modern management. Also the principles and methods of enterprise management, features of enterprise management in modern conditions, subjects and objects of management, etc.</p>	4/4	7	Managem nt	Internship	<p>1. Knowledge acquired by students: functions, types and psychology of HR management; basics of organizing the work of a team of performers; principles of business communication in a team; information technologies in the field of HR management</p> <p>2. Skills acquired by students: organize the work of subordinates; find the necessary information for the management process; use modern management technologies</p> <p>3. Skills and competencies acquired by students: identify problems in enterprise management and develop ways to solve them, skills in developing management strategies</p>
M 10	Special	KK 4305	Corporate culture	<p>The purpose of studying the discipline is to acquire knowledge and understanding in the field of corporate culture in the Republic of Kazakhstan, its problems and ways to solve them</p> <p>Within the framework of this discipline, the following is studied: The subject and method of corporate culture. Principles of corporate culture . Systematic approach to the formation of corporate culture. Goals of corporate culture and their classification. Functions of corporate culture. Information</p>	4/4	7	Managem nt	Internship	<p>1. Knowledge acquired by students: - demonstrate knowledge and understanding of the current state of corporate culture, its problems and ways to solve them - the subject and method of corporate culture - the principles of corporate culture</p> <p>2. Skills acquired by students: - analyze the state of corporate culture and draw conclusions - understand the features of corporate governance in large companies - be able to “read” the main documents in accordance</p>

				support and communications in corporate culture. Managing the process of forming a corporate culture .					with which the corporate culture is formed 3.Skills and competencies acquired by students: -evaluation of various options for action and making management decisions - large business management skills -mastering the skills of a top manager
M 13	Special	CM 3306	Strategic management	<p>The purpose of studying the discipline is: obtaining knowledge in the field of theory and practice of strategic management</p> <p>Within the framework of this discipline the following is studied: Strategic management as the starting position of strategic planning. Strategic goals and mission of the organization. Internal and external environment in strategic planning. Firms' strategy: their essence and classification. Industry strategies. Functional strategies. Stakeholder management . Approaches to the formation of strategic alternatives and strategic choice. Mergers and acquisitions strategies. Anti-crisis strategies of the company. Options and typology of strategic planning. Control in strategic management.</p>	4/4	6	Managem nt	Enterprise economy	<p>1. Knowledge acquired by students: in the field of theory and practice of strategic management, mergers and acquisitions strategy, international development strategy of companies</p> <p>2. Skills acquired by students: and analyze options for the company's strategy, goal setting, planning and implementation of plans</p> <p>3. Skills and competencies acquired by students: master the methodology of analyzing market conditions and the competitive environment , improve the skills of strategic enterprise management</p>
M 13	Special	SMV 3306	Intercompany interaction strategies	<p>The purpose of studying the discipline is to: master the theory of strategy of inter-company interactions</p> <p>Within the framework of this discipline the following is studied: Strategy of intercompany interactions - concept , meaning of development and implementation. Models for managing a portfolio of intercompany interactions. The role of the corporate center. Synergies and diversification. Mergers and acquisitions. Corporate reorganization. Outsourcing and offshoring . Analysis of the organization and distribution of responsibilities across levels of corporate governance</p>	4/4	6	Managem nt	Enterprise economy	<p>1. Knowledge acquired by students: - new methods for researching strategies of inter-company interactions</p> <p>2. Skills acquired by students: - mastering new research methods when changing the scientific and scientific-production profile of activity</p> <p>3. Skills and competencies acquired by students: - the ability to generate fundamentally new ideas and products, - have creativity and initiative, - identify the data necessary to solve assigned research problems in the field of management</p>

M 10	Special	EM 4307	Environmental management	<p>The purpose of studying the discipline is: mastering the basic concepts of the discipline, concepts of economic development taking into account the environmental factor</p> <p>This discipline studies: The interaction of economics and the environment, environmental economics and management, pollution and assimilation potential, the methodological basis of the problem of environmental pollution in environmental economics, economic assessment of environmental benefits and damage from environmental pollution, environmental and economic justification of business decisions, environmental pollution management, features of environmental and economic management in different countries</p>	5/5	7	Ecology and life safety	Internship	<p>1. Knowledge acquired by students: basic concepts of the discipline, basic concepts of economic development taking into account the environmental factor, the role of the state and the market for rational environmental management</p> <p>2. Skills acquired by students: apply the acquired knowledge for practical analysis of environmental management issues in the economic aspect from the standpoint of an integrated systematic approach to problems and phenomena in the process of interaction between society and the natural environment</p> <p>3. Skills and competencies acquired by students : basic methods and techniques of management work in the field of economic assessment of negative impacts on the environment.</p>
M 10	Special	EEDO 4307	Ecological expertise activities organizations	<p>The purpose of studying the discipline is to: master the principles of environmental impact assessment, environmental audit and features of assessing the impact of economic activities on the environment</p> <p>Within the framework of this discipline the following is studied: Environmental assessment of the activities of organizations as a type of entrepreneurial activity in the field of environmental management and environmental protection. Concept, content, essence and objectives of environmental activities. Environmental assessment of organizations as a tool for managing environmental and economic risks and providing support. State of environmental legislation of the Republic of Kazakhstan. Licensing of activities during environmental assessment. Environmental certification. Payment for environmental pollution.</p>	5/5	7	Ecology and life safety	Internship	<p>1. Knowledge acquired by students: -types of environmental activities; -normative documentation on environmental protection; - environmental quality standards; -principles of conducting environmental assessments, environmental audits, -features of assessing the impact of planned economic activities on the environment</p> <p>2. Skills acquired by students: - assess the impact of various types of activities on the environment; -assess the quality of the environment using instrumental monitoring.</p> <p>3. Skills and competencies acquired by students: -skills in applying norms and regulations in the field of environmental protection -skills in conducting environmental assessments</p>

M 10	Special	UM 4308	Innovation management	<p>The purpose of studying the discipline is to: master the essence of innovation management, its functions and directions of development in the Republic of Kazakhstan</p> <p>Within the framework of this discipline the following is studied: Theoretical foundations of innovation management. Innovation : its place, role and forms of development in the modern economy. New trends in the development of innovation. Innovation project – concept, significance of development, elements, current state in the Republic of Kazakhstan, problems and ways to solve them. Innovation policy of the Republic of Kazakhstan in the context of structural restructuring. Forms and strategies for market adaptation of enterprises in the innovative sector of the economy in Kazakhstan</p>	4/4	7	Management	Internship	<p>1. Knowledge acquired by students: - the main categories of innovative management - the essence of the innovation system, its place and role in modern developed economies</p> <p>2. Skills acquired by students : - select and implement innovative ideas, - analyze the competitiveness of the organization</p> <p>3. Skills and competencies acquired by students: - in the field of management of innovative projects - competence in a specific area of specialization of an innovative enterprise</p>
M 10	Special	IM 4308	Information management	<p>The purpose of studying the discipline is: to acquire knowledge on the theoretical and practical foundations of managing the information exchange process</p> <p>Within the framework of this discipline, the following is studied: Communication and information in management – concept, content. Information for management purposes, its types. Basic requirements for information in management. Communication process, its stages. Elements of the communication process. Fundamentals of communication technologies in management. Theories of communication management and their social nature. Features and main directions of communication management. Stages of developing a communication improvement program. Information technologies in the activities of government bodies . Organization of an effective communication process.</p>	4/4	7	Management	Internship	<p>1. Knowledge acquired by students: gain knowledge on the theoretical and practical fundamentals of managing information exchange and communications</p> <p>2. Skills acquired by students: be able to navigate the terminology of the discipline and be able to analyze the state of information and communication processes in the organization.</p> <p>3. Skills and competencies acquired by students: gain the skills to use their knowledge in the process of improving communication management.</p>

M 10	Special	RUR 3309	Development of management solutions	<p>The purpose of studying the discipline is: knowledge and understanding of the essence and content of the organization's management process</p> <p>Within the framework of this discipline the following is studied: Development of management decisions as a scientific discipline. Goals and conditions for developing management decisions. Types of SD according to various criteria.. Basic requirements for SD (timeliness, efficiency, validity, efficiency, etc.) Methodology for developing management decisions. Classification of methods and general formulation of the problem of developing management decisions. Constraints and criteria applied in the process of development and implementation of SD. The main stages of making and implementing management decisions and their content. Decision making under conditions of uncertainty and risk.</p>	3/3	5	Management	Enterprise economy	<p>1. Knowledge acquired by students: demonstrate knowledge and understanding of the essence and content of the process of managing an organization, methods and tools for developing and making rational management decisions.</p> <p>2. Skills acquired by students: determine the factors that determine the process of making management decisions, formulate alternative solutions and make their selection, evaluate the quality of developed management decisions.</p> <p>3. Skills and competencies acquired by students: develop information communications for making rational decisions; make decisions under conditions of uncertainty and risk</p>
M 10	Special	PMPUR 3309	Principles and methods of making management decisions	<p>The purpose of studying the discipline is: knowledge and understanding in the field of methods and principles of development, adoption and implementation of management decisions</p> <p>Within the framework of this discipline the following is studied: Decision functions in the methodology and organization of the management process. Basic principles of making management decisions and their characteristics. A set of methods used by managers in the process of making SD. Organization of the process of development, adoption and implementation of management decisions. Target orientation of management decisions. Development of alternative options. Making and implementing management decisions</p>	3/3	5	Management	Enterprise economy	<p>1. Knowledge acquired by students: demonstrate knowledge and understanding in the field of methods and principles of development, adoption and implementation of management decisions</p> <p>2. Skills acquired by students: develop the ability to evaluate alternative solutions</p> <p>3. Skills and competencies acquired by students: making management decisions in various situations; to develop practical skills in developing measures to implement management decisions</p>
M 10	Special	MM 2311	Motivational management	<p>The purpose of studying the discipline is to master the fundamentals of the theory and practice of motivational management.</p>	5/5	6	Management	Entrepreneurship and risk	<p>1. Knowledge acquired by students: in the field of theory and practice of motivational management.</p>

				<p>Within the framework of this discipline the following is studied: Motivational management – essence, goals and main tasks. Needs, incentives and motives - concept and types. Internal and external environment in planning motivational measures. The essence and classification of approaches to motivational management. Strategies for developing a personnel motivation system. Theories of personnel motivation.</p>					<p>2. Skills acquired by students: use methods of goal setting, planning and implementation of staff motivation plans.</p> <p>3. Skills and competencies acquired by students: analysis of the motivation system and proposals for ways to improve it.</p>
M 10	Special	KSKP 2311	Personnel strategy and personnel policy	<p>The purpose of studying the discipline is to: master the essence of staffing, tasks and content of job analysis and personnel potential, planning personnel needs</p> <p>Within the framework of this discipline, the following is studied: Diagnostic approach to personnel management. Personnel service and basic requirements for its functioning . Personnel policy of the organization. Personnel planning. Recruitment and hiring of personnel. The process of personnel selection and its characteristics. Career guidance and labor adaptation of personnel. Certification and business assessment of personnel. Analysis and formation of the workplace . Personnel records management. Business career management in an enterprise</p>	5/5	6	Management	Entrepreneurship and risk	<p>1. Knowledge acquired by students: - the essence of staffing, tasks and content of job analysis and personnel potential, planning of personnel requirements, technologies for recruiting, selecting and releasing personnel; -goals and factors of personnel training and development, -forms and types of employee development</p> <p>2. Skills acquired by students: -develop a personnel management strategy; - draw up job descriptions, regulations on departments; -conduct interviews and selection of new employees;</p> <p>3. Skills and competencies acquired by students: - use of methods for implementing basic management functions; - possession of modern technologies for effectively influencing individual and group behavior in an organization</p>
M 10	Special	UMPB 2312	Marketing project management and branding	<p>The purpose of studying the discipline is to: master the basics of managing marketing projects and branding</p> <p>Within the framework of this discipline the following is studied: Organization and management of marketing activities, determination of methods for solving professional problems, assessment of their effectiveness and quality. Assess risks and make decisions in non-standard situations. Know risk indicators and methods for assessing them. Zones of risk depending on</p>	4/4	5	Management	Marketing Basics	<p>1. Knowledge acquired by students: about the basics of managing marketing projects and branding in an enterprise</p> <p>2. Skills acquired by students: use methods of risk regulation in business, apply the principles and norms governing business and economic risks in practice</p> <p>3. Skills and competencies acquired by students: use of acquired knowledge on the subject in professional activities, analysis of economic and business relations included in the field of professional activity.</p>

				the magnitude of losses. Expert method of risk assessment. Calculation and analytical methods for risk assessment.					
M 10	Special	MRP 2312	Project risk modeling	<p>The purpose of studying the discipline is: mastering methods and mathematical models used to solve problems of forecasting and risk reduction</p> <p>Within the framework of this discipline, the following is studied: Project risk modeling - concept, essence. Economic and mathematical models and methods and their application in micro- and macroeconomics, fundamental economic and mathematical models used in industrial enterprises, mathematical models for optimizing resources and decision making, linear programming, complex method for solving linear programming problems, duality theory, transport problem, integer linear programming models</p>	4/4	5	Management	Marketing Basics	<p>1. Knowledge acquired by students: methods and mathematical models used to solve forecasting problems in economics; main types of models used in solving problems of modeling economic processes</p> <p>2. Skills acquired by students: practical application of methods and models in the field of setting and solving problems of identifying patterns and conducting analysis in specific economic conditions, performing and justifying the calculations necessary for drawing up economic sections of plans</p> <p>3. Skills and competencies acquired by students: strong command of mathematical modeling tools, the ability to perform the calculations necessary for drawing up the economic sections of plans, justify them and present the results of the work in accordance with the standards accepted in the organization.</p>
M 10	Special	ESF 4313	Economic strategy of the company	<p>The purpose of studying the discipline is: knowledge of basic categories, concepts, terms, classification of strategies and their content</p> <p>Within the framework of this discipline, the following is studied: Economic strategy of a company - concept, essence. Economic strategies in the socio-economic development of a company. State regulation of the economy and enterprise strategy. Strategies in organization development. Basic principles of strategic management. Approaches in strategic management processes. Strategy and tactics in management. Risks in strategic management. Innovations in strategic management. Strategic Management Manager. Strategic personnel management of the organization. Technology of strategic management.</p>	6/6	7	Management	Internship	<p>1. Knowledge acquired by students: main categories, concepts, terms of the discipline and their classification</p> <p>2. Skills acquired by students: - independently analyze and diagnose an enterprise, use foreign experience in strategic management in practical activities, develop an anti-crisis strategy for the organization.</p> <p>3. Skills and competencies acquired by students: - basic theoretical and practical skills of strategic management in the context of economic development</p>

M 10	Special	MPF 4313	Marketing policy of the company	<p>The purpose of studying the discipline is: knowledge and understanding of the mechanism of the organization's marketing activities</p> <p>Within the framework of this discipline, the following is studied: Marketing policy of a company - concept , essence, significance of development and successful implementation. Marketing and production activities of the enterprise. Ensuring product competitiveness. The main directions of development of the company's marketing policy, its content and main sections. Directions for increasing the efficiency of marketing activities in an organization</p>	6/6	7	Managem ent	Internship	<p>1. Knowledge acquired by students: demonstrate knowledge and understanding in the field of the mechanism of functioning of marketing work in the organization</p> <p>2. Skills acquired by students: searching for ways to improve the marketing service and the organizational structure of marketing management</p> <p>3. Skills and competencies acquired by students: evaluate the effectiveness of the implementation of marketing policies , measures to increase the effectiveness of marketing services</p>
M 11	Special	Econ 3316 5	Econometrics	<p>The purpose of studying the discipline is: mastering the main classes of econometric models and stages of econometric modeling</p> <p>Within the framework of this discipline, the following is studied: Econometrics - concept , essence. Problems of substantiating an econometric model, methods for estimating parameters of linear econometric models, methods for estimating coefficients of an econometric model with correlated or non-stationary errors, models with correlated factors, models with lagged dependent variables, systems of interdependent econometric models, models with a variable structure</p>	6/6	6	Economic theory	Enterprise economy	<p>1. Knowledge acquired by students: main classes of econometric models; main stages of econometric modeling; techniques and methods for checking the adequacy of models; quality criteria for assessing regression models; statistical criteria for testing hypotheses about regression models</p> <p>2. Skills acquired by students: apply the least squares method to evaluate regression models; test statistical hypotheses about regression models; eliminate multicollinearity in regression models</p> <p>3. Skills and competencies acquired by students : apply the instrumental variables method to estimate regression models; have the skills to use modern software to build econometric models.</p>

M 11	Special	MMEP 3316	Mathematical modeling of economic processes	<p>The purpose of studying the discipline is: mastering methods and mathematical models used to solve forecasting problems in economics</p> <p>Within the framework of this discipline, the following is studied: Economic-mathematical models and methods and their applications in micro- and macroeconomics, fundamental economic-mathematical models used in industrial enterprises, mathematical models for optimizing resources and decision-making, linear programming, a comprehensive method for solving linear programming problems, duality theory, transport problem, integer linear programming models</p>	6/6	6	Economic theory	Enterprise economy	<p>1. Knowledge acquired by students: methods and mathematical models used to solve forecasting problems in economics; main types of models used to solve problems of modeling economic processes</p> <p>2. Skills acquired by students: practical application of methods and models in the field of setting and solving problems of identifying patterns and conducting analysis in specific economic conditions</p> <p>3. Skills and competencies acquired by students: strong mastery of mathematical modeling tools, contributing to their professional success and demand in the labor market</p>
M 11	Special	ODSET 3317	Data processing using spreadsheets	<p>The purpose of studying the discipline is to master the basics of data processing using spreadsheets</p> <p>Within the framework of this discipline, the following is studied: Data processing using spreadsheets - the concept, essence and content of the discipline. Basic concepts - spreadsheets, cells and their addressing. input , editing and formatting data, entering text and numbers, formatting cell contents, calculations in spreadsheets , cell references , absolute and relative references</p>	5/5	6	Economic theory	Enterprise economy	<p>1. Knowledge acquired by students: spreadsheet capabilities; basic functions of Excel ; Excel tools for preparing various summaries and reports.</p> <p>2. Skills acquired by students: create complex formulas for performing various calculations; work with databases, tables with associated worksheets and books (files); find optimal solutions for business -planning; use tools for preparing various reports and summaries; graphical representation of data</p> <p>3. Skills and competencies acquired by students : the use of interdisciplinary connections between computer science and mathematics, free Excel spreadsheet capabilities</p>

M 11	Special	PE 3317	Excel Workshop	<p>The purpose of studying the discipline is to: understand the purpose and capabilities of a spreadsheet; Excel functions and Excel tools</p> <p>Within the framework of this discipline the following is studied: Basic concepts of Excel tables , operations in Excel tables , entering formulas into tables, linking sheets and cells , and the use of formulas in economic analyzes and financial models, etc.</p>	5/5	6	Economic theory	Enterprise economy	<p>1. Knowledge acquired by students: the purpose and capabilities of the spreadsheet; Excel functions ; Excel tools for preparing various summaries and reports.</p> <p>2. Skills acquired by students: create complex formulas for performing various calculations; work with databases, tables with associated worksheets and books (files); find optimal business planning solutions</p> <p>3. Skills and competencies acquired by students: fluency and use of the capabilities of the Excel spreadsheet processor , use of a variety of tools and techniques</p>
M 11	Special	KU 3319	Corporate governance	<p>The purpose of studying the discipline is: to understand the essence and significance of the successful development of the corporate management system in the Republic of Kazakhstan</p> <p>Within the framework of this discipline, the following is studied: The role of corporate governance of a company. Synergy and diversification. Mergers and acquisitions. Corporate reorganization. Outsourcing and offshoring . Analysis of the organization and distribution of responsibilities across levels of corporate governance</p>	4/4	3	Managem ent	Enterprise economy	<p>1. Knowledge acquired by students: - the essence and methods of corporate governance, - ways to assess the effectiveness of corporate management</p> <p>2. Skills acquired by students: - evaluate the performance of corporations</p> <p>3. Skills and competencies acquired by students: the ability to generate fundamentally new ideas and products, have creativity and initiative, identify the data necessary to solve assigned problems in the field of corporate management</p>

M 11	Special	KC 3319	Corporate Strategies	<p>The purpose of studying the discipline is: knowledge and understanding of the current state of corporate strategic management of the Republic of Kazakhstan</p> <p>Within the framework of this discipline, the following is studied: Principles of corporate strategic management. Systematic approach in corporate management. Theories and concepts used in corporate management. Goals of a corporate organization and their classification. Functions of corporate governance. Information support and communications in corporate management.</p>	4/4	3	Management	Enterprise economy	<p>1. Knowledge acquired by students: in the field of the current state of corporate management of the Republic of Kazakhstan, its problems and ways to solve them</p> <p>2. Skills acquired by students: analyze the state of corporate management and draw conclusions.</p> <p>3. Skills and competencies acquired by students: assessment of various options for action and management decisions</p>
M 11	Special	FMBP 4320	Financial management and business planning	<p>The purpose of studying the discipline is to: master the content of the main business processes in the organization; principles of financial management</p> <p>Within the framework of this discipline the following is studied: Theoretical and methodological foundations of financial management and business planning. Pre-project study and technical design. Business plan: structure and content of main sections. Marketing plan. Production and sales plan. Project support planning. Analysis of the investment, financial and socio-economic efficiency of the business plan. Implementation of the business plan. Government support for business.</p>	5/5	7	Economic theory	Internship	<p>1. Knowledge acquired by students: basic business processes in the organization; principles and methods of financial management</p> <p>2. Skills acquired by students: analyze the external and internal environment of the organization, identify its key elements and assess their impact on the organization and its personnel; find new market opportunities and formulate a business idea</p> <p>3. Skills and competencies acquired by students: tools for designing a business plan; modern information technologies and system analysis in business planning; methods for assessing and monitoring effectiveness business plans</p>
M 11	Special	OM 4320	Leadership in management	<p>The purpose of studying the discipline is to master the basic concepts of the discipline, concepts of leadership associated with management.</p> <p>Within the framework of this discipline, the following is studied: The essence of leadership in management. Functions of leadership in management. Types of leadership in management. Basic elements</p>	5/5	7	Economic theory	Internship	<p>1. Knowledge acquired by students: the essence, functions of marketing and directions of its use in a market economy; organization of marketing services in companies; the role of marketing in company management; principles of segmentation and selection of target market segments or niches</p> <p>2. Skills acquired by students:</p>

				of leadership. Leadership methods in management. Leadership and management style in management. Theories of personal qualities, the theory of the great man .. Theory XY by D. McGregor . Theories of leadership styles .. Siational theories of leadership. Modern concepts of leadership in management.					professionally conduct marketing work; prepare proposals for product policy based on a comparative analysis of product competitiveness parameters; have the skills of searching, collecting, systematizing, analyzing 3. Skills and competencies acquired by students: rational methods of collecting and processing marketing data; technology for positioning a business entity in the domestic market; methodology for developing marketing strategies.
M 11	Special	EGP 4321	Economics of State Enterprises	The purpose of studying the discipline is to obtain knowledge and understand the principles of development of the economic potential of a state-owned enterprise Within the framework of this discipline the following is studied: Economics of state-owned enterprises is the essence and content of the academic discipline. Principles for developing the economic and innovative potential of an industrial state enterprise to increase the level of competitiveness and successful business. Priority directions for the development of a state enterprise in modern Kazakhstan conditions.	5/5	7	Economic theory	Internship	1. Knowledge acquired by students: methods, principles and forms of development of a state enterprise 2. Skills acquired by students: use the potential of state-owned enterprises to increase the level of business competitiveness 3. Skills and competencies acquired by students: application of mechanisms and technologies for applying the innovative potential of a state-owned enterprise
M 11	Special	FGU 4321	State Enterprise Finance	The purpose of studying the discipline is to: master the essence of finance, functions, methods of financial activity of the state Within the framework of this discipline, the following is studied: Finance of state-owned enterprises , the essence and content of the academic discipline. The essence, functions and role of finance in social reproduction. Financial system. Financial policy and financial mechanism. Finance of business entities. Public finances. Taxes and organization of the tax system. The state budget. State extra-budgetary funds. Public credit and public debt. Household finances. Insurance. State financial regulation of the	5/5	7	Economic theory	Internship	1. Knowledge acquired by students: in the field of finance, functions, methods of financial activity of the state; methods of formation, distribution and organization of use of public finances; concept, essence, basic principles of the budget system of the Republic of Kazakhstan 2. Skills acquired by students: -work with the rules for organizing money circulation; - to reveal the concept, composition, sources, mechanism of formation of state revenues and expenditures of the state budget. 3. Skills and competencies acquired by students: compiling and assessing the financial condition at the macro and micro levels, assessing possible financial

				economy. Financial market. Finance in the system of foreign economic relations. Finance and inflation					losses in the event of a violation of financial stability, determining the necessary compensation reserves.
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- 1) Considered at a meeting of the Department of Business Administration, Minutes No. 7 dated February 15, 2023.
- 2) Discussed and recommended at the meeting of the academic committee of the ShBIT, minutes No. 3 of 02/16/2023.
- 3) **The catalog of elective disciplines is agreed upon:**

No.	Agreed with employers (name of organization, position, full name)
1	RGU "Republican Anti-Epizootic Squad" KVKN Ministry of Agriculture of the Republic of Kazakhstan, Director - Abdudkhalikov S.B.
2	JSC " Kazpost ", beginning . Department - Malikova B.S.
3	Qaz LLP Biscuit ", director - Elkenov A.A.
4	TIMES LLP, director – Abenov E.K.
5	G LLP _ H. _ G .”, director – Zakirov N.K.

Head of the department_____ **G.K. Bekbusinova**

Dean _____ **R.A. Aimkulov**