

UNIVERSITY "TURAN - ASTANA"

APPROVED

Chairman of the Academic Council

**at a meeting of the Academic Council
University "Turan-Astana"
Protocol No. _7_ “_22_” _02_ 2023**

_____ **Professor G.A. Japarova**

CATALOG OF ELECTIVE DISCIPLINES

**7 M 041 0 2 – “ MANAGEMENT ”
DURATION OF TRAINING – 2 YEARS
ADMISSION – 2023**

ASTANA, 20 23

Catalog of elective disciplines 7 M 041 0 2 – “ 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	
Basic disciplines									
M 2	Special	OUF K/K K BU/O FMK 5 2 0 7	Organiza tion of corporate financial manage ment	<p>The purpose of studying the discipline is to gain knowledge about corporate structures and corporate financial management.</p> <p>Within the framework of this discipline, the following is studied: Basic concepts, principles and methods of corporate governance, corporate finance, characteristics of the corporate form of business. The essence and content of management corporate finance . Interests of investors from corporate governance. The need to introduce corporate governance. Corporate governance - international practice . Corporate governance in Kazakhstan. Code of Corporate Conduct . Principles of the Kazakhstan Code of Corporate Conduct</p>	5/5	1	Manag ement	Worldwi de experienc e in personnel managem ent	<p>1. Knowledge acquired by students: -in the field of studying the principles and methods of organizing corporate financial management.</p> <p>2. Skills acquired by students: -use the acquired knowledge to explain the essence of corporate management; – apply the principles and methods of corporate financial management.</p> <p>3. Skills and competencies acquired by students: -working with literary sources; - purposeful use of a rich arsenal of methods , requirements, technologies adopted in the future professional activity of a manager</p>
M 2	Special	KSO UA/K AZh AA/C SRM A 5207	Corporat e social responsib ility: manageri al aspect	<p>The purpose of studying the discipline: obtaining knowledge in the field of features of the managerial aspect of corporate social responsibility.</p> <p>Within the framework of this discipline, the following is studied: The role of the state in the development of corporate governance in the Republic of Kazakhstan. The relationship between state regulation of the economy, strategic planning and management organization in large structures. Corporate social responsibility: role in creating a positive image and business reputation of the company . Socially responsible behavior as the basis for the development of a modern company . Models of corporate social responsibility: modern approaches. Sponsorship and charity as tools for building a business reputation on the principles of corporate social responsibility. Social investing in corporations: essence,</p>	5/5	1	Manag ement	Manage ment of foreign companie s	<p>1. Knowledge acquired by students : - knowledge and understanding in the field of implementation of corporate social responsibility.</p> <p>2. Skills acquired by students : -apply the principles of socially responsible behavior of a modern company; -model corporate social responsibility from the point of view of modern approaches;</p> <p>3. Skills and competencies acquired by students : -implementation of social investment in corporations; - determination of opportunities and efficiency factors social investment in corporations.</p>

				opportunities and efficiency factors. Organizational and managerial mechanism of social investment. The role of the state in the formation of corporate social responsibility programs.					
M 2	Special	MPE D/EP OA/ MTE D 5208	Methods of teaching economic disciplines	<p>The purpose of studying the discipline: obtaining knowledge in the field of methods of teaching economic disciplines in the conditions of creating an innovative information educational environment.</p> <p>Within the framework of this discipline the following is studied: Didactics and methods of teaching economic disciplines. Learning theory. Modern teaching methods. Direct training. Research and modeling in the educational process. Cooperative learning in higher education. The seminar and its purpose. Active learning model. Visibility in teaching economic disciplines. Methodology for organizing independent work of students. Control in the structure of training.</p>	5/5	1	Economic theory	Research work	<p>1. Knowledge acquired by students: -in the field of studying the main factors of the process of teaching economics, the goals and methods of teaching economic disciplines.</p> <p>2. Skills acquired by students: - use different teaching methods; - use modern educational technologies .</p> <p>3. Skills and competencies acquired by students: - introduce elements of modern innovative technologies into the educational process; - organize independent activities of students in the classroom</p>
M 2	Special	MON I/GZ AU/ MOS R 5208	Methodology and organization of scientific research	<p>The purpose of studying the discipline: obtaining knowledge in the field of methodology and organization of scientific research: formulation of the problem; organization and conduct of research</p> <p>Within the framework of this discipline, the following is studied: The concept of method, methodology and methodology of scientific research. General scientific research methods. Methods of empirical research level. Methods of theoretical level of research. Quantitative and qualitative methods of scientific research. Special (private scientific) research methods.</p>	5/5	1	Economic theory	Research work	<p>1. Knowledge acquired by students : -in the field of studying the theoretical foundations of organizing research activities.</p> <p>2. Skills acquired by students : -analyze the trends of modern science, -identify promising areas of scientific research; -use experimental and theoretical research methods in professional activities.</p> <p>3. Skills and competencies acquired by students : - independently study the material necessary to continue studying; - analyze , synthesize and summarize the material ; develop skills in working with tables.</p>

M 2	Special	MOU P/KB AT/ WEP M 5209	Worldwide experience in personnel management	<p>The purpose of studying the discipline is to gain knowledge in the field of global experience in personnel management.</p> <p>Within the framework of this discipline, the following is studied: Study of global experience in personnel management. Studying the country specifics of the process and results of personnel management Advanced and effective methods of regulating the labor market, searching, recruiting, recruiting, selecting and accepting personnel in developed countries. Foreign experience in business assessment of personnel during recruitment, certification, selection and placement of personnel, determination of wages and benefits, registration of employment contracts. Modern methods of employee adaptation in a team and professional guidance, work motivation, work organization, development of job descriptions, compliance with business ethics and corporate culture, and conflict and stress management.</p>	5/5	2	Psychology of management	Research work	<p>1. Knowledge acquired by students: -basics of world experience management of personnel behavior (theories of individual behavior in an organization; - the essence and methods of managing organizational culture: world experience.</p> <p>2. Skills acquired by students: -apply methods for diagnosing conflicts in a foreign organization -develop measures to prevent and resolve them;</p> <p>3. Skills and competencies acquired by students: -apply methods for managing the formation of labor supply and demand, employment, unemployment, labor resources, their development, and the formation of human capital, taking into account foreign experience.</p>
M 2	Special	MZF/ ShF M/M FC 5209	Management of foreign companies	<p>The purpose of studying the discipline: to form a system of knowledge among undergraduates on modern theories and historical aspects of the development of management abroad.</p> <p>Within the framework of this discipline, the following is studied: International business as an object of international management. International business as a form of entrepreneurship. Historical development of international business. External environment of international business. The influence of factors of the monetary and financial environment on international business. System of organizational and legal forms of business in Kazakhstan and abroad. International companies are the main form of international business. Holding concept. Holding organization of international companies. Transnational companies as one of the most common forms of international business. Type and mechanism of control in international firms. Forms of organizational management structure. Technology management in international companies. International technology market and its characteristics. Legal protection of inventions. Licensed trade as the main form of technology transfer. New forms of technology transfer. Features and problems of personnel management in international companies. Features of management style in different countries. Means of state regulation of the activities of international companies. Reasons for introducing government restrictions on foreign activities. Reaction of managers in an</p>	5/5	2	Business entrepreneurship	Quality management based on international standards	<p>1. Knowledge acquired by students: -about the history of the development of management schools abroad; - modern methods of socio-economic diagnostics of companies abroad.</p> <p>2. Skills acquired by students: -apply methods of scientific organization of labor and organizational design, -practically use the skills of rationalizing managerial work based on foreign experience;</p> <p>3. Skills and competencies acquired by students: - obtaining generalized characteristics of management information using foreign methods; - search, collection, systematization and use of information .</p>

				international company to the government. restrictions. General Agreement on Tariffs and Trade, World Trade Organization. International Chamber of Commerce. Economic consequences of countries joining trade and economic unions.					
Major disciplines									
M 2	Special	SM/S M/S M 5 3 0 2	Strategic Management (advanced course)	<p>The purpose of studying the discipline: to master the theory and practice of strategic management in modern conditions.</p> <p>Within the framework of this discipline, the following is studied: The process of choosing an enterprise strategy. Strategy for stimulating the company's personnel. Enterprise as a production system. Theoretical and methodological foundations of enterprise strategy. Theory of competitive advantage, competitiveness of the company. Foreign experience in strategic planning and management. Contents of technical and economic planning at the enterprise. Pricing, product and resource strategy of the company. Business planning in an enterprise. Control and regulation of the process of developing a strategic plan for the enterprise. Investment strategy. Macro- and microeconomic nature of crisis phenomena in the economy of firms. The mission of the organization and its strategic goals.</p>	5/5	2	Management	Research work	<p>1. Knowledge acquired by students: -about the main components of strategic management, - about types of strategies, corporate culture.</p> <p>2. Skills acquired by students: - analyze the macro- and micro, internal and external environment of the enterprise, -analyze and choose a company strategy, -manage strategic changes.</p> <p>3. Skills and competencies acquired by students: -developing a strategy for using human potential, -formation of a strategy to prevent insolvency (bankruptcy) of the company,</p>
M 2	Special	AU/D KB/C M 5302	Crisis management (advanced course)	<p>The purpose of studying the discipline : to provide fundamental, basic, theoretical, economic training for specialists, students' mastery of general laws and practical skills of crisis management .</p> <p>Within the framework of this discipline, the following is studied: Crises in socio-economic development . The trend of occurrence and resolution of economic crises. State regulation of crisis situations. Crises in the development of an organization. Main features of crisis management. Diagnosis of crises in management processes. Strategy and tactics in crisis management. Risks in crisis management. Innovations in crisis management. Anti-crisis management manager. Anti-crisis management of the organization's personnel. Anti-crisis management technology.</p>	5/5	2	Management	Preparation and defense of a master's thesis	<p>1. Knowledge acquired by students: - main categories of the course, concepts, terms and their classification; -causes and trends in the development of crisis phenomena; specifics of crisis management.</p> <p>2. Skills acquired by students: - independently analyze and diagnose the bankruptcy of an enterprise while using foreign experience of crisis management in practical activities, developing an anti-crisis strategy for the organization.</p> <p>3. Skills and competencies acquired by students: - basic theoretical and practical skills in crisis management in the context of deepening economic reform - diagnosing crises and taking measures to prevent crisis phenomena</p>
M 2	Special	TUIP /IZhB T/TM IP 5303	The theory of innovation project management	<p>The purpose of studying the discipline: obtaining knowledge in the field of theory of management of innovative projects in modern conditions</p> <p>Within the framework of this discipline, the following is studied: Theoretical foundations of innovation project management. Innovation: its place, role and forms of</p>	3/3	2	Management	Preparation and defense of a master's thesis	<p>1. Knowledge acquired by students: -in the field of theory of innovation project management, -about the essence of the national innovation system, its place and role in modern developed economies.</p> <p>2. Skills acquired by students:</p>

				development in the modern economy. New trends in the development of design innovations. 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. Problems of restructuring the high-tech industrial complex: concepts and realities. Forms and strategies of market adaptation of enterprises in the innovative sector of the economy in Kazakhstan.					-evaluate the current state of the sphere of innovation project management in the Republic of Kazakhstan; - select and implement innovative ideas, analyze competitiveness. 3. Skills and competencies acquired by students: innovation project management - competence in a specific area of specialization of an innovative enterprise.
M 2	Special	IMU P/PBI M/IM PM 5303	Innovative management in personnel management	The purpose of studying the discipline: mastering knowledge in the field of innovative personnel management, familiarization with the functional tasks solved by management bodies. Within the framework of this discipline, the following is studied: The process of creating and developing a system of innovative management in personnel management. The main stages of innovative management in personnel management – essence and content. Requirements for an innovation manager. Organization of the implementation of functional responsibilities of innovative managers in personnel management. The essence and content of practical functions in the field of innovation management and personnel management. Organizational measures aimed at creating conditions for successful innovative development of the enterprise. Experience in innovative development of personnel management at Kazakh enterprises.	3 / 3	2	Management	Preparation and defense of a master's thesis	1. Knowledge acquired by students: - main categories of the discipline; - on the modern regulatory framework for the innovative development of personnel management in the Republic of Kazakhstan. 2. Skills acquired by students: - be able to ensure that any organizational structure achieves innovative goals through the rational use of labor and financial resources. 3. Skills and competencies acquired by students: - analysis of the current state of the innovative personnel management system in the Republic of Kazakhstan; -carrying out innovative activities in order to increase the competitiveness of the enterprise
M 2	Special	KBK M/M KSB/ MCM B 6304	Communication management in modern business	The purpose of studying the discipline: to learn the features of effective general and special management communications within the competencies of a manager Within the framework of this discipline the following is studied: Communication as a process with feedback. Nonverbal communications. Verbal methods of obtaining information: active listening; using questions. Verbal methods of transmitting information: public speaking, presentation; interview, personal conversation. Telephone communications. Persuasive communication model. Written communications. Managing communication processes as a function of management: criticism and encouragement, feedback techniques, skills in distributing responsibilities and delegating authority. Business etiquette in communicative	5/5	3	Management	Research practice	1. Knowledge acquired by students: - basic concepts of the discipline, management communications, factors influencing the effectiveness of communications and the possibility of using them to resolve work issues. 2. Skills acquired by students: -form an idea of communication as a process with feedback, a variety of factors of communicative influence -adequately apply different communication models to solve problems related to managing organizational behavior. 3. Skills and competencies acquired by students:

				behavior. Basic rules for holding constructive meetings. Basics of the negotiation process. Style and content of business partnerships in the face of disagreements. Conflict communications. Group and team communications.						-using a certain minimum of practical techniques for effective communications and negotiations
M 2	Special	HSN SM/ MKO MS/Q MBIS 6304	Quality management based on international standards	<p>The purpose of studying the discipline: to provide the specialist with modern knowledge of the principles of quality management in enterprise management systems.</p> <p>Within the framework of this discipline the following is studied: Modern models of enterprise management and principles of quality management. Family of standards. The main stages of development, implementation and preparation for certification of a quality management system (QMS). Construction of a QMS process model. Classification and interaction of QMS processes. Development of QMS documentation. Implementation and testing of the QMS. Organization and conduct of internal audit. Methods and techniques of the auditor. Improving the quality management system. Models of self-esteem. Quality cost analysis</p>	5/5	3	Management	Research practice	<p>1. Knowledge acquired by students: basic terms in the field of quality management, basic principles and concepts of quality management in an organization, approaches, models and methods of quality management.</p> <p>2. Skills acquired by students: structure, document and improve basic work processes when developing an enterprise quality management system.</p> <p>3. Skills and competencies acquired by students: --development of draft standards of organizations and QMS instructions using an algorithmic representation of action</p>	
M 2	Special	UIPG /MIS B/MI PS 6305	Management of state innovation policy	<p>The purpose of studying the discipline: obtaining knowledge in the field of theory and practice of organizing and implementing innovation policy on the scale of the national economy.</p> <p>Within the framework of this discipline the following is studied: General methodology of state regulation of innovation activity. Economic theory of innovation. Principles and methods of state regulation of innovation activity, formation of innovation policy and methods for assessing its effectiveness. The place and role of innovation policy in the structure of state regulation of the economy.</p> <p>The discipline studies: State innovation policy in industrialized countries. The role of the state in supporting innovation. The essence of state innovation policy in the Republic of Kazakhstan. Innovative business Innovation policy of the state. State innovation policy in the USA and EU member states.</p>	5 / 5	3	Business entrepreneurship	Research work	<p>1. Knowledge acquired by students : - modern processes of innovative development; -institutional conditions conducive to the creation of innovations .</p> <p>2. Skills acquired by students : - justify the mechanisms of the state's innovation policy; - determine the elements of the national innovation system; -use analytical innovation tools.</p> <p>3. Skills and competencies acquired by students : -development of an innovative development strategy; -formation of goals and objectives of effective policy in the field of innovation.</p>	
M 2	Special	UIPO /IUK KB/ MIPR 6305	Innovation process and relationship management	<p>The purpose of studying the discipline: obtaining knowledge in the field of a holistic view of the role of innovation in the socio-economic development of society.</p> <p>Within the framework of this discipline the following is studied: And innovative management as a management system . Functions of innovation management . Features of innovative management of a small enterprise . General scheme for organizing innovation management at an</p>	5/5	3	Business entrepreneurship	Research work	<p>1. Knowledge acquired by students: - the basic provisions of the theory of innovation management and management of the innovation process and relationships ;</p> <p>2. Skills acquired by students: - carry out planning of innovative activities; - solve problems of innovative management.</p>	

				enterprise. Innovation Management Program. Network Diagram and Benefits of Network Planning . Modern practical techniques of innovation management. Engineering Innovation . Crisis reengineering. Business process of innovation.					3. Skills and competencies acquired by students: -development of an innovative development strategy; -formation of goals and objectives of effective policy in the field of innovation.
M 2	Special	KKC / G / BPF / OP / BPFRE / 6306	Business planning for the financial recovery of an enterprise	The purpose of studying the discipline: to understand the essence, meaning and structure of the enterprise's financial recovery system . Within the framework of this discipline, the following is studied: Theoretical foundations of business planning. The relationship between the enterprise planning system and the indicative planning system. Organization of the financial recovery process on enterprise . Types of plans. Principles for the development and implementation of financial recovery of an enterprise . Requirements for planned indicators. Business planning process . Contents of the stages of development and implementation of plans. Planned services, their types and main functions.	5/5	3	Business entrepreneurship	Research work	1. Knowledge acquired by students: - composition and structure of the enterprise's financial recovery system , -theoretical foundations for organizing planned activities at an enterprise. 2. Skills acquired by students: - collect information for the development of planning documents, -analyze the initial data and effectiveness of the business planning system. 3. Skills and competencies acquired by students: - development of analytical thinking; - planning.
M 2	Special	SUR / G/M / TDS/ / SSSD / 6306	State sustainable development strategy	The purpose of studying the discipline: gaining knowledge in the field problems and methods of strategic planning for sustainable development. Within the framework of this discipline the following is studied: Strategy for sustainable development of the state . Strategic advantages of the state. Relationships between economic, social and environmental goals. Classic model of business organization. Motives of entrepreneurial activity and social responsibility. Contradiction between pragmatic business interests and strategic goals of sustainable development. Functions of the state for strategic management of sustainable development of production.	5/5	3	Business entrepreneurship	Research work	1. Knowledge acquired by students : - processes of strategic management at the state level in the interaction between the state and business. 2. Skills acquired by students : - identify the strategic advantages of the state. 3. Skills and competencies acquired by students : -development of a strategy for sustainable development of the state.
M 2	Special	SMB/ / BSM/ / SBM / 6307	Strategic business models	The purpose of studying the discipline is for undergraduates to obtain basic knowledge, skills and abilities in the field of building and managing a business, to develop among undergraduates a systematic understanding of the structure of a business model, its foundations as a theoretical branch of management knowledge. Within the framework of this discipline, the following is studied: Strategic analysis and diagnostics of the company:	6/6	3	Business entrepreneurship	Research body work	1. Knowledge acquired by students : - main approaches to the formation of a business model - business model structure, -basics of strategic analysis for building a model of a new business or restructuring an existing one. 2. Skills acquired by students : -analyze the current situation of the company, -make informed strategic decisions, -prove the need to make changes to the current business model

				concepts and models. Concepts of values and sustainable competitive advantage. Business architecture: analysis key factors. Business model: connection with architecture, analysis of existing approaches, evolution of the business model. Approach to analyzing business models “Business” model navigator.” Analysis scheme. Strategic risks according to A. Slivotsky. Business model analysis: approaches of A. Osterwalder and S. Blank					- justify the choice of business. 3. Skills and competencies acquired by students : -formation of a business model, - identification of key partners and cost structure.
M 2	Special	KRP/ KDK/ CBD 6307	Coaching in Entrepreneurship Development	The purpose of studying the discipline is to gain knowledge in the field of coaching, modern methods of planning the composition and quality of the organization’s personnel for successful business development. Within the framework of this discipline, the following is studied: The essence of coaching management. The history of its development. Main characteristics of coaching management. Personnel management and human resource management. Basic types of management. Selection of labor resources and their development. Employee evaluation. The relationship between them. Presentation of a number of theoretical principles, methodological and applied developments in the field of coach management. Formation of skills for making effective personnel decisions. Foreign experience in coaching management	6/6	3	Business entrepreneurship	Research body practice	1. Knowledge acquired by students: - theories of coaching management in organizations, - labor motivation and stimulation of employees, evaluation of their work and development. 2. Skills acquired by students: -provide an effective mechanism for connecting the personal factor with the requirements of the organization; - selection of methods for developing human resources in the organization and managing the business career of each employee. 3. Skills and competencies acquired by students: development and application of basic mechanisms, methods, forms of management and development of human resources.
M 2	Special	KCM GT / ASU KnP / A Q MSE 6308	Analysis of the quality management system at the enterprise	The purpose of studying the discipline: gaining knowledge in the field patterns of organization development and basic models of quality management. Within the framework of this discipline, the following is studied: Product quality as the most important factor in the competitiveness of the economy of the Republic of Kazakhstan. Quality management system for products, works and services at the enterprise. Organization of marketing research of the product market and market conditions Studying the level of quality characteristics of products produced at the enterprise and consumer expectations. The main components of the business that ensure the competitiveness of the organization. Ensuring the competence of employees managing the quality of goods, services and work.	3/5	3	Business entrepreneurship	Research work of a master's student	1. Knowledge acquired by students: - in the field of quality management; - modern quality management tools in Kazakh companies. 2. Skills acquired by students: -evaluate the effectiveness of the implementation of the quality management system (QMS) ; - ensure the competence of employees performing quality management. 3. Skills and competencies acquired by students: -use of various methods of product quality management in practice; -calculation of the effectiveness of the quality management system.
M 2	Special	UKP/ KBK B/EC M 6308	Enterprise competitiveness management	The purpose of studying the discipline: gaining knowledge in the field theories of enterprise competitiveness management. Within the framework of this discipline, the following is studied: Managing the competitiveness of an enterprise - the	3/5	3	Business entrepreneurship	Research work	1. Knowledge acquired by students: - the essence and methods of managing the competitiveness of an enterprise; - methods of managing the competitiveness of an enterprise.

			concept, its constituent elements. Factors determining the competitiveness of an enterprise. Methods of managing and assessing the competitiveness of a company . Application of effective methods of product quality management. Competitive advantages of the enterprise and their development. The SWOT analysis method in managing the competitiveness of an enterprise: essence, significance of application in practice. Elements of SWOT analysis - strengths and weaknesses, opportunities for business development and threats to the enterprise. Study of the competitive environment.					<p>2. Skills acquired by students:</p> <ul style="list-style-type: none"> - analyze the competitive environment of business operations in order to accurately identify all possible dangers and problems ; - predict possible scenarios for the development of situations and their consequences . <p>3. Skills and competencies acquired by students:</p> <ul style="list-style-type: none"> -application of methods for managing the competitiveness of an enterprise; - identification of problems in managing the competitiveness of an enterprise.
--	--	--	--	--	--	--	--	---

- 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	JSC "Kazpost" Department - Malikova B.S.
2	RGU "Republican Anti-Epizootic Squad" KVKN Ministry of Agriculture of the Republic of Kazakhstan, Director - Abdudkhalikov S.B.
3	Garant LLP plus ", director - A. Abeuov

Head of the department _____ Bekbusinova G.K.

Dean of the school _____ R.A. Aimkulov