

«APPROVED BY»

The decision of the Administration of  
NLC «Karaganda University of the name  
of academician E.A. Buketov»

Protocol № 2 24.05.2024



prof. N.O. Dulatbekov

«APPROVED BY»

The decision of the Directory Board of  
NLC «Karaganda University of the name  
of academician E.A. Buketov»

Protocol № 5 21.06.2024



**EDUCATIONAL PROGRAM**

7M04105 - Business administration

Level: Master

Karaganda,  
2024



APPROVAL SHEET

EDUCATIONAL PROGRAM «7M04105 - Business administration»

«AGREED»

Director of the Chamber of Entrepreneurs  
Karaganda region "Atameken"

Kulpeisov E.D.

« \_\_\_\_\_ » 20\_\_ y.

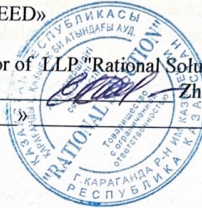


«AGREED»

Director of LLP "Rational Solution"

Zhailauov E.B.

« \_\_\_\_\_ » 20\_\_ y.

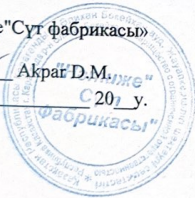


«AGREED»

Director of LLP "Natige" Сүт фабрикасы

Ақпар Д.М.

« \_\_\_\_\_ » 20\_\_ y.



The educational program in the specialty "7M04105 - Business administration" was developed on the basis of:

- Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education" (with amendments and additions as of 03/27/2023),
- Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 27, 2022 No. 28916. "On the approval of the state mandatory standards of higher and postgraduate education"
- On the approval of the Concept of Development of Higher Education and Science in the Republic of Kazakhstan for 2023-2029, approved by the Decree of the Government of the Republic of Kazakhstan dated March 28, 2023 No. 248.
- On approval of the Rules for the organization of the educational process on credit technology of education in organizations of higher and (or) postgraduate education Order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152. Registered with the Ministry of Justice of the Republic of Kazakhstan on May 27, 2011 No. 6976 (with amendments and additions dated 04/05/2023)
- The National Qualifications Framework of March 16, 2016 by the Republican Tripartite Commission on Social Partnership and Regulation of Social and Labor Relations.
- Classifier of training areas with higher and postgraduate education dated October 13, 2018 No. 569 (as amended by the Order of the Minister of Education and Science of the Republic of Kazakhstan dated 06/05/2020 No. 234)

Educational program in the specialty  
«7M04105 - Business administration»

Content:

№	Passport of the educational program	<b>pages</b>
1	Code and name of the educational program	4
2	Code and classification of the field of education, areas of training	4
3	Group of educational programs	4
4	Amount of credits	4
5	Form of education	4
6	The language of instruction	4
7	Degree awarded	4
8	Type of EP	4
9	ISCED level	4
10	Level of NFK	4
11	Level according to SQF	4
12	Program Features	4
	Partner University (SOP)	4
	Partner University (AEP)	4
13	Number of the appendix to the license for the direction of training	4
14	Name of accreditation body and period of accreditation of the educational program	4
15	Purpose of the educational program	4
16	Qualification characteristics of the graduate	4
a)	List of graduate jobs	4
b)	Sphere and objects of professional activity of the graduate	4
c)	Types of professional activity of the graduate	4
d)	Functions of professional activity of the graduate	5
17	Formulation of competency-based learning outcomes	6
18	Definition of discipline modules in accordance with the learning outcomes	7
19	Matrix of attainability of learning outcomes	9
20	Alignment of planned learning outcomes with the methods of teaching and assessment within the module	15
21	Criteria for assessing the achievability of learning outcomes	17
22	Graduate attributes	20
23	Model of a graduate of an educational program	20

## 1. Passport of the educational program

1. Code and name of the educational program: "7M04105 - Business administration".
2. Code and classification of the field of education, areas of training: field of education - 7M04 Business, administration and Law; field of training 7M041- Business and administration
3. Group of educational programs: M072 Management and administration
4. Amount of credits: 120
5. Form of study: full-time
6. Language of instruction: Kazakh, Russian
7. Degree: Master of Economics in the educational program "7M04105 - Business administration"
8. Type of EP: active
9. ISCED level: 7
10. Level according to NFK: 7
11. Level according to SQF: 7
12. Distinguishing features of the EP
13. Number of the appendix to the license for the direction of personnel training: №KZ83LAA00018495 date of issue 28.07.2020, Appendix 016
14. Name of accreditation body and period of accreditation of EP:
15. The aim of the program is to training of highly qualified specialists, competitive in the labor market, in demand by modern organizations, capable of effectively managing business processes in dynamically changing social and professional conditions with the use of an effective risk management system.
16. Qualification characteristics of a graduate.
  - a) List of positions for graduates: middle and senior manager, including top manager of national and international companies; Business analyst in large and medium-sized companies analyst or manager of the corporate governance department (development and other), head of the department, head of the department, director of development, executive director, general director of the corporation, head of various divisions in state management structures, head of enterprises of various forms of ownership and branch affiliation, researcher in research institutes, lecturer in universities.
  - b) The sphere and objects of professional activity of graduates:

The sphere of professional activity of graduates of the educational program "7M04105 - Business Administration " are: state bodies, enterprises, institutions and organizations of all forms of ownership, management bodies of state regulation of the economy in the links of market infrastructure, research institutions. The Master of Economics in specialty "7M04105 - Business Administration" can carry out analytical, research, organizational, management (administrative) and educational (pedagogical) activities in the following areas: research into the functioning of industry and regional markets, economic entities of various organizational and legal forms; improvement of the enterprise management system; formulation of economic strategy and enterprise policies; regulation of socio-economic relations at the state, sectoral and intra-company levels.

The objects of professional activity of masters in the educational program "7M04105 - Business Administration" are: economic, financial, marketing, production, economic and analytical services of organizations and enterprises, regardless of their type of activity, form of ownership, categories of participants (residents and non-residents of the Republic of Kazakhstan), organizational and legal forms, state bodies of the republican and local levels; research institutes, educational institutions of primary professional, secondary professional, higher professional education.
  - c) Types of professional activity of the graduate:
    - System-management activities. A business administrator with a master's degree develops methodological support for the implementation of a system of information and analytical control over the activities of functional divisions/structural units of the organization to form a set of support tools aimed at the effective work of divisions and coordination of their activities. It regularly analyzes and evaluates the organization's management system, including its external business relations, in order to improve it, including on the basis of organizational changes.
    - Information and analytical activities. A business administrator with a master's degree level organizes and coordinates the collection, processing and analysis of information on the results of the activities of the organization's divisions in the short and medium term. They analyze the main performance indicators of the divisions according to the current reporting forms using IT products and identify the causes of deviations based on the results of the analysis. The business adminis-

trator develops models for coordinating the processes of information exchange between the divisions of the organization, advises the developers of the information system on the organization of information exchange between the structural units of the organization.

- Process and technological activities. A business administrator with a master's degree level contributes to the development, implementation, implementation of control, evaluation and correlation of the components of professional activity in the main business processes and related processes of human resource management, logistics, financial management, accounting, marketing. To carry out this activity, the business administrator must have competence about the content of the main business processes and tools for their regulation, methods for identifying reserves within technological and information processes.

- Design and management activities. A business administrator with a master's degree can manage projects of any scale in conditions of high uncertainty caused by requests for changes and risks in the conditions of the organizational environment of the project with the use of risk management tools and project problems. The activity includes the development of methodological tools for information and analytical support of the project to ensure control over the activities of the structural units involved in the implementation of the project.

- Research activities. Research activities of masters in this field of training are carried out both within the research programs of higher educational institutions, and as part of the corresponding research groups of research institutes and organizations. A special place is given to international programs of scientific cooperation in the field of economics, organization and management.

- Educational (pedagogical) activities. The educational (pedagogical) activity of graduates of this profile consists in professional activities (teaching economic and managerial disciplines) in educational institutions, secondary and higher professional education.

d) Functions of professional activity of the graduate:

- to operate development of the operating businesses and creation new, implementation of the innovative business projects providing sustainable development and success of the company in the long term;

- to master and apply modern methods of management and development of business;

- to develop and realize the effective strategy of growth of competitiveness of firm;

- to use the principles and methods of outsourcing and delegation of powers of management and development of business;

- to operate personnel of divisions of the organization;

- to analyze, control and regulate the financial and economic situations developing in divisions of the subject of managing, in the organizations of small and medium business during implementation of projects;

- to use modern information technologies for realization of functions of management;

- to conduct business studies and use of their results for planning and the organization of production and rendering services;

- to estimate quality and efficiency of projects, the organization of their realization; - to prepare administrative documentation and to hold business meetings, to formulate and make out operational tasks of management and to control their performance;

- to organize the work on a scientific basis, to be able to acquire new knowledge, to understand the social importance of the activity.

Type of competencies	Learning Outcome Code	Learning outcome (according to Bloom's taxonomy)
1. Softskills	LO 1	Generalizes the main epistemological models, the nature of the transformation of the concept of rationality, classifies modern approaches to socio-humanitarian and natural science knowledge and their co-measurement, formulates and justifies the basic tasks of scientific research.
	LO 2	Defines the approaches of conducting independent research and teaching activities on the basis of a wide multidisciplinary education, the use of a variety of research methods and modern educational technologies.
	LO 3	Presents the main provisions and features of the practical psychologist in the field of management, methods and techniques to improve the efficiency of the organization on the basis of prevention and resolution of conflict situations between the subjects of interaction.
	LO 4	Studies and determines the necessary amount of knowledge of a foreign language for communication at the General and professional level, forms the skills of expression of thoughts and opinions in interpersonal, business, professional communication in a foreign language.
2.: Digital skills	LO 5	Uses a foreign language in interpersonal communication and professional activities, conduct written communication in a foreign language, make business letters, applies methods and means of knowledge for intellectual development, cultural level, professional competence in business.
	LO 6	Forms and evaluates the main approaches and methods of commercialization of the results of scientific and technical activities, systematizes the functions and tasks of management of commercialization processes.
3.: Hardskills	LO 7	Formulates and defines the basic concepts, categories, knowledge, revealing the essence of innovation in business administration, especially the development of the theory of innovation, patterns of development of innovative processes, theory and practice of management.
	LO 8	Describe the conceptual basis and methodology of business studies and interpretation of business information, assistant analytical processing of the economic indicators business.
	LO 9	Carries out business administration and planning of the enterprise, designs the management system of the Corporation taking into account its organizational and legal status, external and internal environment.
	LO 10	Carry out the main directions, methods of economic analysis, methods of identification and assessment of reserves of production; directions of use of results of the complex economic analysis of efficiency of business.
	LO 11	Carries out system planning of the project at all phases of its life cycle; calculates the project schedule with the help of tools of calendar and network planning; provides effective management of changes.
	LO 12	Apply the conceptual framework of risk identification and assessment, develop a management strategy to neutralize them.
	LO 13	Studies the essence, structure and features of business planning of innovative projects, assesses its effectiveness under different conditions of investment and financing.
	LO 14	Develops and implements business strategies and effective business models, taking into account the characteristics, factors of choice and its transformation in modern conditions.
	LO 15	Provides the optimal choice of tools for the processing of socio-economic data in accordance with the task, analysis of the results of calculations and substantiation of the findings for the purposes of crisis business administration and sustainable development of the enterprise.

## Definition of discipline modules in accordance with the learning outcomes

Learning Outcome Code	Module name	Discipline name	Scope (ECTS)
LO 1, LO2, LO3, LO8	Philosophical and historical aspects of socio-humanitarian knowledge	History and philosophy of science	4
LO 1, LO2, LO3		Higher School Pedagogy	4
LO 1, LO3, LO10		Psychology of management	4
LO 1, LO2, LO3		Pedagogical practice	4
LO 2, LO4, LO5	Foreign language (professional)	Foreign language (professional)	4
LO4, LO5		Foreign language for special purposes	5
LO 2, LO4, LO5		Business English in Business Administration	
LO6, LO7	Administration and commercialization of scientific and educational projects	Commercialization of the results of scientific and technical activities	5
LO6, LO7		High-tech entrepreneurship in small business	
LO6, LO7		Innovation economics and management	5
LO6, LO7		Innovation in Business Administration	
LO6, LO10, LO14	Business administration and business intelligence methodology	Business strategies and modern business models	5
LO5, LO9, LO12, LO13		Teaching Techniques in Economics	4
LO8, LO9, LO10, LO11		Business Performance Analysis	5
LO6, LO7, LO11, LO13, LO14	Project Management in Business Administration	Project Management and Project Analysis	5
LO6, LO7, LO11, LO13, LO14		Methodology of economic analysis	
LO4, LO5, LO11, LO12, LO15		Enterprise risk management (in English)	5
LO4, LO5, LO11, LO12, LO15		Economics and organization of Labor at the enterprise (in English)	
LO8, LO9, LO15	The practice of business administration	Strategic and in-house planning	5
LO8, LO9, LO15		Corporate Business Administration	
LO6, LO10, LO14		Management of business communications	5
LO6, LO10, LO14		Business research	
LO8, LO9, LO15		Business process engineering and reengineering	5
LO8, LO9, LO 12, LO15		Anticrisis Business Administration	
	Research work	Research practice	14
		Scientific research work of undergraduate, including internships and the implementation of the master's project	24
	Final certification	Design and defense of a master's project	8



### Form 4

### Matrix of attainability of learning outcomes

NN n/π	Disciplines	Brief description of the discipline (30-40 words)	Number of credits	Formable learning outcomes (codes)													PO 14	PO 15
				PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13		
Cycle of basic disciplines University component																		
D1	History and philosophy of science	Formation of knowledge about the general laws of scientific knowledge in its historical development and changing socio-cultural aspect. The content of the discipline: the main categories of philosophy of science, typological characteristics of the main concepts describing the development of scientific knowledge, forms and methods of cognition, their evolution, the ratio of rational and irrational, logic and intuition, discoveries and justifications in scientific cognition.	4	+	+	+						+						
D2	Higher School Pedagogy	Formation of knowledge about the theoretical foundations of pedagogy, management of the learning process in higher education. The content of the discipline: Higher school pedagogy, its specifics and categories. Modern educational paradigms. The essence and objectives of higher and postgraduate professional education. Characteristics of Kazakhstan's system of higher and postgraduate professional education. Didactics of higher education. Competence-based approach in the training of professionals.	4	+	+	+												
D3	Psychology of management	The purpose of the course: is to form students systematic ideas about the psychological laws of management, to disclose the specifics of the use of social psychological knowledge in the structure of the Manager, in the development of skills analysis of socio-psychological principles underlying effective management. Course content: basic concepts, theoretical positions and actual problems of psychology of management; theoretical features of psychology of management; personal features of the head.	4	+		+							+					



		Fundamentals, infrastructure, and trends in the development of modern innovative entrepreneurship. Methods, strategies, features of functioning and management of high-tech business. Characteristics, criteria, and features of small knowledge-intensive business.																
D7	Innovation economics and management	The study of the objective foundations of the interaction of science with industrial and non-industrial branches of activity. Content of the discipline: Theory and practice of development, implementation and management of innovative processes in production and economic activity. Justification and management of innovative projects, formation and decision-making on the regulation of innovation	5						+	+								
	Innovation in Business Administration	. activitiesFormation of undergraduates' modern understanding of the scientific and conceptual foundations of innovation in the modern business environment in the context of innovative development of society. The content of the discipline: features of the development of the theory of innovations, patterns of development of innovation processes, theory and practice of international, national, regional and intra-company management of innovation processes, problems of susceptibility of organizations to the introduction of new.	5						+	+								
Cycle of major disciplines University component																		
D8	Business strategies and modern business models	Formation of a system of theoretical, methodological and practical knowledge about the content, features and role of business strategy and business models as the most important factors for the effective development of economic market entities. Course content: principles of building business strategies, characteristic features, factors of choice and transformation of business models, the ability to diagnose the business strategies and business models used.	5						+				+				+	
D9	Teaching Techniques in Economics	Training of a specialist who knows the structure, content, features of the subject and methodology of economic sciences; who has mastered the skills and abilities of analysis, synthesis, scientific abstraction, etc. Course content: the place of teaching methods in the system of sciences and its subject, methods of preparation and lecturing on economic disciplines, methods of preparation and conducting seminars in	4					+				+		+	+			

		economic disciplines, methods of organizing independent work of students in economic disciplines, methods of using visibility, technical means and new technologies.gii in the teaching of economic disciplines, the specifics of the methodology of teaching economic disciplines in distance learning systems.															
D10	Business Performance Analysis	Formation of a system of theoretical and practical knowledge, methodological approaches to research in the field of analysis and evaluation of business efficiency, taking into account an integrated approach, studying the features of business activities. The content of the discipline: the main directions, methods of economic analysis of business efficiency, techniques for identifying and evaluating production reserves, directions for using the results of a comprehensive economic analysis of the efficiency of the enterprise.	5						+	+	+	+					
Cycle of major disciplines Elective component																	
D11	Project Management and Project Analysis	Acquisition of knowledge of project management and analysis by undergraduates, the ability to apply the results of theoretical research in the implementation of projects. The content of the discipline: fundamentals of project management based on modern research, theoretical foundations of management and analysis of investment projects, methods that determine the financial and economic efficiency of investment projects.	5						+	+				+		+	+
	Methodology of economic analysis	Mastering basic knowledge about methodology, which is the basis of theoretical and practical exercises, in this case economic analysis, as a field of activity, including: its structure, organization, methods and means. Course content: methods of economic analysis, the peculiarity of which is the use of the existing system of primary data: reporting and statistical, regulatory, accounting, classification and features of the application of general scientific, general, private methods of economic analysis.	5						+	+				+		+	+
D12	Enterprise risk	Formation of a system of theoretical,	5				+	+						+	+		+

	management (in English)	methodological and practical knowledge in English in the field of risk management, conducting relevant analytical research and analysis at the enterprise level. Course content: the essence of enterprise risk management, analytical research and analysis at the enterprise level in order to assess risks and manage them.																
	Economics and organization of Labor at the enterprise (in English)	Formation of a system of theoretical, methodological and practical knowledge in English in the field of economics and labor organization at the enterprise at the level of professional communications. Course content: modern approaches to the organization and rationing of labor at the enterprise, types and methods of calculating labor standards, forms and systems of remuneration, legislative acts of labor organization at the enterprise.	5				+	+					+	+				+
D13	Strategic and in-house planning	Formation of scientific and theoretical knowledge and skills among undergraduates about the essence, content, features and practical aspects of the development and implementation of strategic and intra-company planning. Course content: scientific and theoretical foundations, essence, meaning and classification of the firm's planning system, functions of strategic planning, algorithm of its development and implementation, types of strategies, methods and principles of intra-company planning.	5							+	+							+
	Corporate Business Administration	Mastering by undergraduates of scientific and practical foundations, knowledge and skills in the field of corporate business administration, necessary for successful professional activity in the conditions of modern market economy. Course content: theoretical foundations of business administration of processes in corporate business, design of the corporation's management system taking into account its organizational and legal status.	5							+	+							+
D14	Management of business communications	Mastering scientific, theoretical and practical knowledge, approaches and skills in the field of business communications: specific professional features, characteristics of the basic components, content and directions of business communications management. Course content: content, structure and features of business communications, business communications management, specifics of interpersonal communications, IT tools in	5					+				+					+	

		the modern business communications system, corporate chats, events in ZOOM, etc.																
	Business research	Acquisition of a system of knowledge and the necessary qualifications for the content, organization and conduct of business research aimed at developing and making effective management decisions. The content of the discipline: the essence and content of business research processes, the search for effective management solutions, business development strategy, bottlenecks and problems in the production process of the enterprise, technologies, methods of information processing and analysis.	5						+				+					+
D15	Business processes engineering and reengineering	Formation of scientific and theoretical knowledge and skills about the content, features and practical aspects of the application of engineering processes and reengineering of business processes to improve the company's activities. Course content: General characteristics of business process reengineering. Technology of business process reengineering. The main stages of business process reengineering. Cost analysis of functions (Activity-Based Costing). Technologies of dynamic analysis of business processes. Engineering project participants and their roles.	5								+	+						+
	Anticrisis Business Administration	Mastering the system of scientific and theoretical knowledge and practical skills about the cyclical development of the market economy, the essence, features and main provisions and approaches to the phenomenon of anti-crisis business administration. Course content: methods of crisis diagnostics at the enterprise, the legislative base of crisis management, the system of methods and tools of crisis management.	5								+	+			+			+

**Alignment of planned learning outcomes with the methods of teaching and assessment within the module**

<b>Learning outcomes</b>	<b>Planned learning outcomes for the module</b>	<b>Training methods</b>	<b>Assessment methods</b>
LO 1	Generalizes the main epistemological models, the nature of the transformation of the concept of rationality, classifies modern approaches to socio-humanitarian and natural science knowledge and their co-measurement, formulates and justifies the basic tasks of scientific research.	Discussion	Colloquium
LO 2	Defines the approaches of conducting independent research and teaching activities on the basis of a wide multidisciplinary education, the use of a variety of research methods and modern educational technologies.	Case Methods	Student portfolio
LO 3	Presents the main provisions and features of the practical psychologist in the field of management, methods and techniques to improve the efficiency of the organization on the basis of prevention and resolution of conflict situations between the subjects of interaction.	Round table	Presentations
LO 4	Studies and determines the necessary amount of knowledge of a foreign language for communication at the General and professional level, forms the skills of expression of thoughts and opinions in interpersonal, business, professional communication in a foreign language.	Communicative method	Writing an essay in a foreign language
LO 5	Uses a foreign language in interpersonal communication and professional activities, conduct written communication in a foreign language, make business letters, applies methods and means of knowledge for intellectual development, cultural level, professional competence in business.	Project-based learning	Project preparation
LO 6	Forms and evaluates the main approaches and methods of commercialization of the results of scientific and technical activities, systematizes the functions and tasks of management of commercialization processes.	Interactive lecture	Test
LO 7	Formulates and defines the basic concepts, categories, knowledge, revealing the essence of innovation in business administration, especially the development of the theory of innovation, patterns of development of innovative processes, theory and practice of management.	Case Methods	Colloquium

LO 8	Describe the conceptual basis and methodology of business studies and interpretation of business information, assistant analytical processing of the economic indicators business.	Master classes	Student portfolio
LO 9	Carries out business administration and planning of the enterprise, designs the management system of the Corporation taking into account its organizational and legal status, external and internal environment.	Case Methods	Test,
LO 10	Carry out the main directions, methods of economic analysis, methods of identification and assessment of reserves of production; directions of use of results of the complex economic analysis of efficiency of business.	Project-based learning	Project preparation
LO 11	Carries out system planning of the project at all phases of its life cycle; calculates the project schedule with the help of tools of calendar and network planning; provides effective management of changes.	Project-based learning	Student portfolio
LO 12	Apply the conceptual framework of risk identification and assessment, develop a management strategy to neutralize them.	Master classes	Test
LO 13	Studies the essence, structure and features of business planning of innovative projects, assesses its effectiveness under different conditions of investment and financing.	Discussion	Presentations
LO 14	Develops and implements business strategies and effective business models, taking into account the characteristics, factors of choice and its transformation in modern conditions.	Interactive lecture	Project preparation
LO 15	Provides the optimal choice of tools for the processing of socio-economic data in accordance with the task, analysis of the results of calculations and substantiation of the findings for the purposes of crisis business administration and sustainable development of the enterprise.	Interactive lecture	Project preparation



### Criteria for assessing the achievability of learning outcomes

Codes of LO	Criteria
<b>LO 1</b>	<b>Knows:</b> the main epistemological models, the nature of transformations of the concept of rationality; forms and methods of scientific, scientific and extra-scientific cognition, modern approaches to socio-humanitarian and natural science knowledge and their commensurability
	<b>Can:</b> formulate and solve problems that arise in the course of research activities and require in-depth professional knowledge; choose the necessary research methods, modify existing and develop new methods based on the tasks of a specific study; analyze and comprehend the realities of modern theory and practice based on the methodology of socio-humanitarian and natural science knowledge
	<b>Owens:</b> skills of conducting independent research and scientific and pedagogical activities that require a broad multidisciplinary education; the ability to apply methodological and methodological knowledge in conducting scientific research, pedagogical and educational work; writing scientific articles, theses, speeches at conferences, symposiums, round tables, discussions and debates
<b>LO 2</b>	<b>Knows:</b> the main provisions of the content of higher education, modern didactic concepts in higher education; features of the design and organization of the pedagogical process at the university, modern educational technologies; fundamentals of pedagogical skills and pedagogical techniques, management in education, management of the process of formation and development of the personality of students
	<b>Can:</b> formulate and solve problems arising in the pedagogical process and requiring in-depth pedagogical knowledge; analyze and comprehend the realities of modern theory and practice of higher education; diagnose and advise students taking into account the profile of future professional activity
	<b>Owens:</b> skills of conducting independent research and scientific and pedagogical activities that require a broad multidisciplinary education; the ability to apply methodological and methodological knowledge in conducting scientific research, educational and educational work
<b>LO 3</b>	<b>Knows:</b> the main provisions and features of the activity of a practical psychologist in the field of management activities; methods and techniques for improving the effectiveness of the organization
	<b>Can:</b> formulate and solve problems arising in management activities, apply knowledge in the field of theory and practice of organizing potential opportunities in the organizational sphere
	<b>Owens:</b> skills of working with participants of the conflicting parties, the organizational system, providing them with psychological assistance in the management sphere; communication skills to solve problems in the field of management psychology
<b>LO 4</b>	<b>Knows:</b> foreign language to the extent necessary to obtain professional information from foreign sources and elementary communication at the general and professional level; general, business and professional vocabulary of a foreign language to the extent necessary for communication, reading and translation (with a dictionary) of foreign-language texts of professional orientation; basic grammatical structures of literary and spoken language
	<b>Can:</b> use a foreign language in interpersonal communication and professional activity; freely and adequately express their thoughts in conversation and understand the interlocutor's speech in a foreign language; conduct written communication in a foreign language, compose business letters; apply methods and means of cognition for intellectual development, improving cultural level, professional competence
	<b>Owens:</b> skills of expressing their thoughts and opinions in interpersonal, business and professional communication in a foreign

	language; various skills of speech activity (reading, writing, speaking, listening) in a foreign language
<b>LO 5</b>	<b>Knows:</b> a foreign language for communication at the general and professional level, forms business skills in interpersonal, business, professional communication in a foreign language
	<b>Can:</b> to work with specialized literature in a foreign language for the relevant branch of knowledge, to form a practical command of the language for general purposes; to conduct written business communication in a foreign language, to compose business letters
	<b>Owens:</b> business skills in business and professional communication in a foreign language; various skills of speech activity (reading, writing, speaking, listening) in a foreign language
<b>LO 6</b>	<b>Knows:</b> a system of relations between market institutions and mechanisms of social regulation and stimulation of the development of science, education, high technologies, nanotechnology; functions and tasks of managing the processes of commercialization of the results of scientific and scientific-technical activities
	<b>Can:</b> formulate the process of commercialization of scientific and scientific-technical research in order to identify problem points of turning scientific results into an intellectual product
	<b>Owens:</b> the skills of implementing a set of organizational, technical and economic measures to address the issues of commercialization of the results of scientific and scientific-technical activities
<b>LO 7</b>	<b>Knows:</b> the main concepts, categories that reveal the essence of innovation in business administration, features of the development of the theory of innovation, patterns of development of innovation processes, theory and practice of international, national, regional and intra-company management of innovation processes, problems of the susceptibility of organizations to the introduction of new.
	<b>Can:</b> highlight the problems of managing innovation processes, develop innovative projects with positive results and access to markets
	<b>Owens:</b> skills of using methods of selection and evaluation of innovative projects, as well as methods of evaluation of innovative development in business administration
<b>LO 8</b>	<b>Knows:</b> conceptual foundations and methodology of business research and interpretation of business information
	<b>Can:</b> conduct business research by choosing different methods for decision-making
	<b>Owens:</b> analytical processing skills of business economic indicators
<b>LO 9</b>	<b>Knows:</b> the methodology of business administration of the enterprise, the main planned performance indicators of the organization; the purpose, structure and content of the main financial reports of the organization; the content and relationship of the main elements of the strategic planning and management process
	<b>Can:</b> use cost standards when developing appropriate proposals for the implementation of the developed enterprise activity plans
	<b>Owens:</b> business administration and enterprise planning skills, implementation of the organization's planning and reporting work
<b>LO 10</b>	<b>Knows:</b> the main directions, methods of economic analysis of business efficiency, techniques for identifying and evaluating production reserves; directions for using the results of a comprehensive economic analysis of the efficiency of the enterprise
	<b>Can:</b> based on standard methods and the current regulatory framework, calculate economic indicators that characterize business efficiency
	<b>Owens:</b> skills of diagnostics and analysis of socio-economic problems of business efficiency and business processes of the enterprise
<b>LO 11</b>	<b>Knows:</b> methodology of project management and economic analysis, project structuring procedures; procedure for developing

	project estimates; methods of project time and cost management; methods of project analysis and monitoring the progress of the project
	<b>Can:</b> implement system planning of the project at all phases of its life cycle; calculate the project schedule using calendar and network planning tools; manage interactions in the project; ensure effective control and regulation, as well as change management
	<b>Owens:</b> skills in using project planning methods, project budgeting methods, methods of economic analysis of projects; methods of monitoring the progress of projects
<b>LO 12</b>	<b>Knows:</b> conceptual foundations of risk identification and assessment, as well as the methodology of enterprise risk management
	<b>Can:</b> assess the probability of risk events and their possible damage to the enterprise, develop a risk management strategy
	<b>Owens:</b> skills of using methods of diagnostics and risk assessment of the organization, as well as tools to neutralize and reduce them
<b>LO 13</b>	<b>Knows:</b> theoretical and practical foundations of business administration of processes in corporate business; principles of building business strategies, characteristic features, factors of choice and transformation of business models
	<b>Can:</b> design the corporation's management system taking into account its organizational and legal status; diagnose the business strategies and business models used
	<b>Owens:</b> skills of analyzing the external and internal environment of the corporation, its key elements and organizational structure with the development of proposals for its improvement; development and implementation of business strategies and effective business models
<b>LO 14</b>	<b>Knows:</b> principles of building business strategies, characteristic features, factors of choice and transformation of business models
	<b>Can:</b> diagnose the business strategies and business models used, manage business communications
	<b>Owens:</b> skills in developing and implementing business strategies and effective business models, mechanisms and methods of managing business communications
<b>LO 15</b>	<b>Knows:</b> methods of crisis diagnostics at the enterprise, the legislative base of anti-crisis management, the system of methods and tools of anti-crisis management; methodology of economics and labor organization at the enterprise
	<b>Can:</b> perform calculations necessary to develop a strategy for anti-crisis socio-economic development of the enterprise; apply modern methods of management and organization of labor at the enterprise
	<b>Owens:</b> skills of optimal choice of tools for processing socio-economic data in accordance with the task, analysis of calculation results and substantiation of the conclusions obtained for the purposes of anti-crisis business administration and sustainable development of the enterprise; organization of labor in the enterprise, using modern tools and methods

**Graduate attributes**

High professionalism in the field of economics and business  
Emotional intelligence  
Adaptability to global challenges  
Leadership  
Entrepreneurial mindset  
Global citizenship  
Understanding the meaning of the principles and culture of academic integrity

**Model of a graduate of an educational program**





Types of competencies	Competency description
1. Softskills	Ability to improve and develop their intellectual, professional and general cultural level. Comply with the rules of the Code of Ethics, generally accepted and corporate principles, requirements for behavior and requirements for fulfilling assigned duties. Be responsible for the decisions made and the results of their activities. Ability to independently acquire and use knowledge and skills in practice, strive for their constant updating, the use of new methods, approaches, technical support tools.
2. Digital skills:	Availability of computer literacy, possession of software, use of necessary peripheral devices. Ability to effectively carry out activities in the field of business administration, including business communication, search and exchange of information, monitor the use of a common resource base, joint performance of common tasks using computer technology, programming. Be able to use, create, develop, modify the necessary digital content, including the field of business administration. Ability to ensure digital information security through the protection of official, personal data, compliance with confidentiality requirements.
3. Hardskills	To study, know the regulatory and other necessary business documentation in the areas of professional activity. Be able to organize the effective work of the headed service unit with strict compliance with qualification, service and other regulatory requirements and full provision of the necessary technical and other service resources. Ensuring proper control over the performance of subordinates' official duties and compliance with regulatory requirements. Apply modern management methods in the department headed, ensure clear coordination of work, provide a stimulating effect with the use of flexible methods of influence. Possess professional competence that ensures the ability to make rational decisions. Ability and skills to work with business documentation, including various kinds of reports, programs, orders, etc. To be able to process the required reports in a qualified and timely manner and to ensure in this direction a clear coordinated timely work of subordinates.

Ability to organize a favorable business, psychological climate in the headed service unit, compliance with sanitary, temperature and other requirements for the compliance of office premises that contribute to the effective work of employees.

**Compliers:**

Working Group Members:

Head of the Department of Economics and International Business, PhD, Associate Professor,  
Candidate of Economic Sciences, Associate Professor  
Candidate of Economic Sciences, Associate Professor  
Graduate student

 N.B. Kuttybayeva  
 A. Sabyrzhan  
 E.A. Gordeyeva  
 K.T. Doskazhanova


**Note:**

The educational program was reviewed and recommended at the faculty council from 10.04.24 Protocol № 9

The educational program was reviewed and approved at the meeting of the Academic Council from 29.04.24 Protocol № 5

The educational program was reviewed and approved at the meeting of the University Board from 24.05.24 Protocol № 8

Member of the Board, Vice-Rector for Academic Affairs  
Director of the Academic Work Department  
Dean of the economic faculty

  
M.M. Umurkulova  
T.M. Khasenova  
A.N. Lambekova



**DEVELOPMENT PLAN OF EDUCATIONAL PROGRAM**

**7M04105-BUSINESS ADMINISTRATION**

The purpose of the Plan is to contribute to the improvement of the quality of conditions for the implementation of the educational program, taking into account the current requirements of the labor market and the achievements of modern science.

**Target indicators:**

№	Indicators	Unit of measure	2023-2024	2024-2025	2025-2026	2026-2027
<b>1.</b>	<b>Human resources development</b>					
1.1	Increase in the number of teachers with academic degrees	Number of people	14	+1	+1	+1
1.2	Professional development in teaching profile	Number of people	16	+2	+1	+1
1.3	Involvement of practitioners in teaching	Number of people	5	+1	+1	+1
<b>2.</b>	<b>Promotion of EP in ratings</b>					
2.1	IQAA	Position	4	3	3	2
2.2	IAAR	Position	3	2	2	1
2.3	Atameken	Position	-	-	-	-
<b>3.</b>	<b>Development of educational and scientific-methodical literature, electronic resources</b>					
3.1	Textbooks	Number	-	1	1	2
3.2	Training manuals	Number	1	2	2	2
3.3	Methodological recommendations/guidance	Number	0	1	1	1
3.4	Electronic textbook	Number	2	2	2	2
3.5	Video/audio lectures	Number	6	8	8	10
<b>4.</b>	<b>Development of training and laboratory facilities</b>					
4.1	Acquisition of software products	Number	-	1	1	1
4.2	Purchase of equipment	Number	1	1	1	1
<b>5.</b>	<b>Updating of EP content</b>					
5.1	Updating learning outcomes and the list of disciplines taking into account the requirements of the labor market, scientific achievements, professional standards	Year			+	
5.2	Introduction of academic disciplines in foreign languages into the EP *	Year			+	
5.3	Introduction of new teaching methods	Year	+			

Head of the Department of Economics and International Business

*N.B.*

N.B. Kuttybaeva