

ALIKHAN BOKEIKHAN UNIVERSITY

International Business School

CATALOGUE OF ELECTIVE COURSES

7M04108 BUSINESS ADMINISTRATION (MBA)

Year of enrolment – 2024

Semey, 2024

Reviewed and approved at the meeting of the Teaching and Methodological Council of the Faculty of Information Technologies and Economics.

Protocol № 4 from '15' 03 2024.

Approved at the meeting of the Teaching and Methodological Council of the University

Protocol No. 5 of '28' 05 2024

№	Name of discipline or module	Number of credits	Prerequisites	Post-requisites	Brief description indicating the purpose of the study, brief content and expected learning outcomes (knowledge, skills, competences)
1. Block of disciplines on formation of professional competences					
Elective components (EC)					
Module: Advanced Management					
1	Innovation management and entrepreneurship	5	Strategic management	Regionalisation and sustainable development	<p>Summary of Discipline Content: The course combines the principles of innovation management and entrepreneurship to equip students with the skills to identify opportunities, develop innovation strategies, and manage entrepreneurial ventures. Topics include idea generation, business planning, financing and scaling up</p> <p>Expected Outcomes: Knowledge: theoretical aspects of the emergence and formation of innovation management, issues of idea generation, business planning, financing and scaling, principles of innovation and entrepreneurial management Skills: to conduct managerial, marketing, commercial, advertising and patent-licensing work related to innovation activities in the organisation, to develop managerial decisions and justify the choice of the optimal one based on the criteria of socio-economic efficiency and environmental safety of innovation. Skills: to identify opportunities, to develop innovation strategies and enterprise management, to choose the most relevant areas of scientific research, to set research objectives and to determine the ways of solving</p>

					the set tasks. Competences: professional
1	Consumer behaviour	5	-	Project management	<p>Summary of Discipline: The course examines the impact on consumer behaviour and decision-making in the context of marketing management. Learners will build on the theoretical knowledge gained to appreciate all aspects of consumer culture, including how we interact with brands, relate to advertising, form self-concepts and interact with others through consumption</p> <p>Expected Outcomes: Knowledge of: buyer characteristics and modelling of buying behaviour, issues influencing consumer behaviour and decision making in the context of marketing management, motivations for consumer behaviour, consumer life style and resources</p> <p>Skills: assess all aspects of consumer culture, including interaction with brands, attitudes towards advertising, self-concept formation and interaction with others through consumption.</p> <p>Skills: to analyse specific situations that affect the consumer buying decision making process, to assess the influence of external and internal factors on consumer behaviour and to identify the possibility of their use in marketing for consumer buying decisions.</p> <p>Competences: professional</p>
Module: Business Processes and Decision Making					
2	Business process re-engineering	5	-	Project management	<p>Brief content of the discipline: The course focuses on analysing and redesigning business processes to improve efficiency, effectiveness and flexibility. Trainees will learn techniques for identifying</p>

					<p>process bottlenecks, optimising workflows and integrating process solutions. Emphasis is placed on strategic alignment, change management and performance measurement to drive organisational transformation</p> <p>Expected Outcomes:</p> <p>Knowledge: the concept of business processes, the life cycle of company business process management, methods for identifying process bottlenecks, optimising workflows and integrating technology solutions</p> <p>Skills: strategic alignment, change management and performance measurement to ensure organisational transformation, diagnose the state of the company, assess the effectiveness of current processes, potential for digital, technological reengineering; design schemes for more efficient processes</p> <p>Skills: analysing and redesigning business processes to improve efficiency, effectiveness and flexibility</p> <p>Competences: professional</p>
2	Design management of an efficient workspace	5	Strategic management	Diplomacy and international relations	<p>Summary of Discipline: The course develops skills in planning the physical workplace as a strategic tool for achieving organisational goals, developing culture and implementing interior design concepts to create effective workplaces. Emphasis is placed on alignment with business strategy and optimising work processes</p> <p>Expected Outcomes:</p> <p>Knowledge: methods of workspace organisation; workplace organisation requirements, specialisation and equipment of workplaces; working time costs and their classification, workspace</p>

					<p>organisation according to the 5S system</p> <p>Skills: to optimise work processes, to organise workspace, to work with information boards, to apply effective ways to control and improve the application of the 5S method; to apply the acquired knowledge in practice.</p> <p>Skills: plan the physical workplace as a strategic tool to achieve the organisation's goals, develop cultures and implement interior design concepts to create effective workplaces.</p> <p>Competences: professional</p>
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Module: International Relations and Law

3	International business law	5	Financial management	International career development strategy	<p>Brief content of the discipline: The course explores the legal foundations and challenges of cross-border business. Topics include international trade law, dispute resolution, intellectual property rights and contracts. Course focus on legal implications, compliance, risk management and navigating complex international transactions for multinational corporations. Gain an understanding of the complexities of global business and their legal aspects.</p> <p>Expected Outcomes: Knowledge: legal foundations and challenges of cross-border business, international trade law issues, dispute resolution, intellectual property rights and contracts, an understanding of the complexities of global business and their legal aspects Skills: manage risks and navigate complex international transactions for multinational corporations, distinguish between the ways in which companies enter foreign markets and the factors influencing their choice, the main types of international business strategies. Skills: to organise the process</p>
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					of coordination and document an international commercial contract within the framework of managerial, economic and other professional activities to support the foreign economic activity of the organisation in accordance with international and national norms. Competences: professional
3	International trade	5	Financial management	Personal wealth management	Summary of Discipline: The course covers the principles and practices of international trade with a focus on contemporary challenges. Topics include trade policy, marketing, investment, and e-commerce and blockchain. Learners will learn how to analyse the impact of the changing business environment, supply chain disruptions and trade restrictions in order to succeed in international trade Expected Outcomes: Knowledge: principles and practices of international trade with a focus on contemporary challenges, trade policy issues, marketing, investment, and e-commerce and blockchain, structure, major positive and regulatory effects of international trade Skills: analyse the impact of changing business environment, supply chain disruptions and trade restrictions in order to succeed in international trade, analyse the gains and losses from international trade using the necessary tools of international trade theories. Skills: to possess methods and techniques of analysis of economic phenomena and processes with the help of the main theories of international economics as applied to international trade, correct interpretation of the results of theoretical modelling of

					international trade as applied to the conjuncture of modern markets. Competences: professional
4	Regionalisation and sustainable development	5	Innovation management and entrepreneurship	Final attestation	Summary of Discipline Content: The course is designed to enhance learners' knowledge and skills in understanding organisational and operational strategy in competitive business environments in relevant regions of the world. Through case studies and exploration of topics such as regional planning, governance and economic development, students will gain a comprehensive understanding of how to promote sustainable development while operating in a competitive business environment Expected Outcomes: Knowledge: features of managing socio-economic and territorial systems, issues in understanding organisational and operational strategy in a competitive business environment in relevant regions of the world Skills: to study cases and implement regional planning, management and economic development, to promote sustainable development while working in a competitive business environment. Skills: assessment of economic and social conditions of regional programmes implementation; application of legal norms; mastery of regional analysis and regional management methods. Competences: professional
4	Diplomacy and international relations	5	Design management of an efficient workspace	Final attestation	Summary of Discipline: The course explores the principles and practices of diplomacy and international relations, tools for analysing global governance structures,

					<p>diplomatic strategies and negotiation techniques. The course helps to understand geopolitical dynamics, international organisations and key issues in global politics.</p> <p>Expected Outcomes:</p> <p>Knowledge: principles and practices of diplomacy and international relations, tools for analysing global governance structures, diplomatic strategies and negotiation techniques, the concept of geopolitical dynamics, international organisations and key issues in global politics</p> <p>Skills: analyse modern diplomatic systems, apply methods of international situation analysis to characterise business communication, analyse methods of international conflict management and international relations from the perspective of modern diplomacy.</p> <p>Skills: diplomatic communication, conflict resolution and navigating the challenges of international relations, mastering the methods of business communication in an international environment, ability to use the features of local business culture of foreign countries.</p> <p>Competences: professional</p>
2.Block of disciplines of personal development and leadership skills formation					
Elective components (EC)					
Module: Communication and Welfare Management					
1	Multicultural communication	5	People and organisation	Brand management	<p>Brief content of the discipline:</p> <p>The course will provide techniques for developing effective communication strategies in a multicultural business environment, the study of cultural aspects, intercultural competence and communication styles. The</p>

					<p>course contributes to the development of intercultural negotiation skills, conflict resolution and the creation of effective teams in international collectives</p> <p>Expected outcomes:</p> <p>Knowledge: basics of the theory of intercultural communication; basic regularities of the process of intercultural communication; main directions of formation of harmonious intercultural communications; specificity of manifestations of cultural differences in social work; methods of education in the field of prevention of xenophobia and formation of a culture of peace</p> <p>Skills: to master methods of developing effective communication strategies in a multicultural business environment, to study cultural aspects, intercultural competence and communication styles, to take into account cultural differences and their manifestation in professional activity</p> <p>Skills: to conduct intercultural negotiations, conflict resolution and creation of effective teams in international collectives, to possess methods of comparative analysis of different types of cultures, cultural traditions, values and norms.</p> <p>Competences: special</p>
1	Managing health and wellbeing	5	People and organisation	Brand management	<p>Summary of Discipline:</p> <p>The course explores the practice of promoting health and wellbeing in the organisational environment, analysing strategies for developing and implementing wellness programmes, managing health and safety, and promoting employee</p>

					<p>wellbeing.</p> <p>Expected outcomes:</p> <p>Knowledge of: theoretical issues in the practice of promoting health and wellbeing in the organisational environment, contemporary practical aspects of promoting health and wellbeing in the workplace</p> <p>Skills: analyse strategies for developing and implementing wellness, health and safety management and employee wellbeing promotion programmes, evaluate the effectiveness of health promotion programmes in the workplace.</p> <p>Skills: create a culture of health and wellbeing in the workplace, apply a comprehensive strategy for implementing corporate health promotion programmes in the workplace.</p> <p>Competences: specialised</p>
2	International career development strategy	5	International business law	Final attestation	<p>Summary of Discipline:</p> <p>The course explores strategies for managing international careers and developing a global mindset by analysing global labour markets, cultural competencies and diversity in the workplace</p> <p>Expected Outcomes:</p> <p>Knowledge: components of career development, fundamentals of international employment, issues in shaping an international career track.</p> <p>Skills: analyse global labour markets, cultural competencies and diversity in the workplace, apply professional recruitment culture</p> <p>Skills: personal branding, networking and intercultural communication to navigate international career opportunities and enhance employability in a global world</p> <p>Competences: specialised</p>

2	Personal wealth management	5	International trade	Final attestation	<p>Summary of Discipline: The course will explore strategies for effectively managing personal wealth (finances). The course will develop skills in budgeting, investing, retirement planning and debt management. Learners will learn how to make informed financial decisions and create strategies to achieve personal financial goals. The course will help prepare for an experience or career in wealth management</p> <p>Expected Outcomes: Knowledge: strategies for effective personal wealth (financial) management, an understanding of the intelligent use of capitalisation to grow funds, common investment mistakes, and the direction of the retirement model Skills: find a source of information and work with it competently, make informed financial decisions and create strategies to achieve personal financial goals, prepare a personal budget, assess risks Skills: to apply the processes of budgeting, investing, pension planning and debt management, to apply the model of rational financial behaviour. Competences: specialised</p>
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LIST
elective courses
of the educational programme: 7M04108 Business Administration (MBA)

Term of study: 2 years
Form of study: full-time

Year of enrolment – 2024

№	Name of discipline	Discipline code	Number of credits	Semester
Block of disciplines for the formation of professional competences (elective component)				
1	Elective component 1		5	1
	Innovation Management and Entrepreneurship	IMP 5209		
	Consumer behaviour	PP 5209		
2	Elective component 2		5	2
	Business process re-engineering	RBP 5210		
	Design management of an efficient workspace	DMERP 5210		
3	Elective component 3		5	2
	International business law	MBP 5211		
	International trade	MT 5211		
4	Elective component 4		5	3
	Regionalisation and sustainable development	RUR 5212		
	Diplomacy and international relations	DMO 5212		
Block of disciplines of personal development and leadership formation (elective component)				
1	Elective component 1		5	2
	Multicultural communications	MK 5303		
	Managing health and wellbeing	UZB 5303		
2	Elective component 2		5	3
	Strategy for international career development	SRMK 6304		
	Personal wealth management	ULB 6304		