

ALIKHAN BOKEIKHAN UNIVERSITY

International Business School

CATALOG OF ELECTIVE DISCIPLINES

7M04118 BUSINESS ADMINISTRATION (EMBA)

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: Business processes and decision-making					
1	Project management	5	-	International career development strategy	<p>Summary of the discipline: The course is aimed at studying the concept of an investment project and its sources of financing, the procedure for justifying and financing projects, the study of the external environment of the project: a marketing approach, traditional methods of evaluating investments, dynamic methods of evaluating the economic effectiveness of projects, accounting and reducing investment risks, etc.</p> <p>Expected results: Knowledge: the concept of an investment project and its sources of financing, the procedure for justifying and financing projects, traditional methods of evaluating investments and dynamic methods for evaluating the economic effectiveness of projects Skills: to conduct research on the external environment of the project: marketing approach, accounting for investment risks, budgeting of investments and their payback Skills: to implement and use a variety of software products – project management systems, to carry out a systematic risk analysis of the project, to possess the skills of step-by-step control of the implementation of business plans and the terms of agreements</p>

					Competencies: professional
1	Strategic budgeting	5	-	Business process reengineering	<p>Summary of the discipline: The course covers aspects of adaptive budgeting, capital investments, sensitivity analysis, and the relationship of the budget to operational plans, contributing to the creation of a long-term perspective. Students will acquire information synthesis skills for making strategic decisions based on financial analysis and budgeting.</p> <p>Expected results:</p> <p>Knowledge: fundamentals of the processes of drawing up and implementing a financial strategy in a company, aspects of adaptive budgeting, capital investments, sensitivity analysis and the relationship of the budget with operational plans, contributing to the creation of a long-term perspective</p> <p>Skills: apply cost budgeting methods, generate budget forecasts, possess analytical tools that will allow you to predict the future financial condition of the company, plan financial flows, make the right financial and managerial decisions</p> <p>Skills: synthesis of information for strategic decision-making based on financial analysis and budgeting, determine strategic financial parameters of activities and standards for monitoring their implementation, distribute responsibility for the formation, coordination and execution of budgets within the financial structure of the company</p> <p>Competencies: professional</p>
2	Business process reengineering	5	Strategic budgeting	Final attestation	<p>Summary of the discipline: The course focuses on the analysis and redesign of business processes in order to increase efficiency,</p>

					<p>effectiveness and flexibility. Students will learn methods for identifying bottlenecks in processes, optimizing workflows and integrating technological solutions.</p> <p>Expected results:</p> <p>Knowledge: the concept of business processes, the life cycle of the company's business process management, methods for identifying bottlenecks in processes, optimizing workflows and integrating technological solutions</p> <p>Skills: conducting strategic coordination, change management and efficiency measurement to ensure organizational transformation, diagnosing the state of the company, evaluating the effectiveness of current processes, the potential of digital, technological reorganization; designing schemes for more efficient processes</p> <p>Skills: analyzing and redesigning business processes to improve efficiency, effectiveness and flexibility</p> <p>Competencies: professional</p>
2	Brand Management	5	Accounting for decision makers	Final attestation	<p>Summary of the discipline:</p> <p>The course covers advanced topics including brand strategy, positioning and communication, as well as the role of brand capital in ensuring business success. Through the case stage and group projects, students can develop the skills to create effective branding strategies in a dynamic business environment.</p> <p>Expected results:</p> <p>Knowledge: the content of brand strategy, positioning and communication, as well as the role of brand capital in ensuring business success</p> <p>Skills: conduct marketing research, evaluate competitors and market dynamics, determine the brand's place in the market, build a conversion</p>

					<p>funnel, search for growth points</p> <p>Skills: create effective branding strategies in a dynamic business environment using case-stage and group projects, plan the launch of marketing campaigns, effectively promote products and engage in brand positioning</p> <p>Competencies: professional</p>
Module: Human Capital Management					
3	People and organization	5	-	Health and well-being management	<p>Summary of the discipline: The course aims to develop a critical understanding of the factors influencing organizational behavior, the diversity of HRM issues, and the role of HR in organizational effectiveness. Special attention is paid to structure, culture, conflict, change management and broader environmental factors.</p> <p>Expected results:</p> <p>Knowledge: concepts of structure, culture, conflict, change management and broader environmental factors, HR metrics and personnel analytics, management styles and delegation</p> <p>Skills: critically understand the factors influencing organizational behavior, the diversity of HRM issues and the role of HR in organizational effectiveness, the use of human resources management tools in an organization focused on development and innovation</p> <p>Skills: analysis of theories of change, study of organizational behavior and approaches to HRM, apply ways to reduce the level of internal conflicts, create and develop balanced teams</p> <p>Competencies: professional</p>
3	Accounting for decision makers	5	-	Brand Management	<p>Summary of the discipline: The course covers a practical understanding of financial and management accounting. Topics include the interpretation of financial statements, cost behavior,</p>

					<p>budgeting principles, and break-even analysis.</p> <p>Expected results:</p> <p>Knowledge: understanding financial and management accounting, interpretation of financial statements, cost behavior, budgeting principles and break-even analysis</p> <p>Skills: critically evaluate balance sheets, interpret financial data, use margin costing and make cash budgets</p> <p>Skills: identify the importance of various types of accounting information useful for decision-making, use accounting information for product management, cost control and other factors of success in work</p> <p>Competencies: professional</p>
2. The block of disciplines of personal development and formation of leadership qualities					
Elective components (EC)					
Module: Human Capital Management					
1	International career development strategy	5	Project management	Final attestation	<p>Summary of the discipline: The course examines strategies for managing international careers and developing global thinking by analyzing global labor markets, cultural competencies, and diversity in the workplace.</p> <p>Expected results:</p> <p>Knowledge: components of career development, fundamentals of international employment, questions on the formation of an international career track.</p> <p>Skills: analyze global labor markets, cultural competencies and diversity in the workplace, apply a professional hiring culture</p> <p>Skills: Develop personal branding, networking and intercultural communication skills to navigate international career opportunities and increase employability in a global world</p> <p>Competencies: special</p>

1	Health and well-being management	5	People and organization	Final attestation	<p>Summary of the discipline: The course examines the practice of promoting health and well-being in an organizational environment by analyzing strategies for developing and implementing wellness programs, occupational health and safety management, and promoting employee well-being.</p> <p>Expected results:</p> <p>Knowledge: theoretical issues of the practice of promoting health and well-being in the organizational environment, modern practical aspects of promoting health and well-being in the workplace</p> <p>Skills: analyze strategies for the development and implementation of wellness programs, occupational health and safety management, as well as promoting the well-being of employees, evaluate the effectiveness of health promotion programs in the workplace</p> <p>Skills: to develop skills for creating a culture of health and well-being of employees in the workplace, applying a comprehensive strategy for the implementation of corporate health promotion programs in the workplace</p> <p>Competencies: special</p>
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LIST
Elective courses of
the educational program: 7M04118 Business Administration (MBA)

Duration of study: 1 year

Form of study: full-time

Year of enrolment: 2024

№	Name of the discipline	Discipline code	Number of credits	Semester
1. Block of disciplines on the formation of professional competencies (elective component)				
1	Elective component 1		5	1
	Project management	UP 5204		
	Strategic budgeting	SB5204		
2	Elective component 2		5	1
	People and organization	LO 5205		
	Accounting for decision makers	UPR5205		
3	Elective component 3		5	2
	Business process reengineering	RBP 5206		
	Brand Management	UB 5206		
2. Block of disciplines of personal development and formation of leadership qualities (elective component)				
1	Elective component 1		5	2
	International career development strategy	SRMK 5302		
	Health and well-being management	UZH 5302		