

ALIKHAN BOKEIKHAN UNIVERSITY

MODULAR EDUCATIONAL PROGRAM

7M04117 Business administration

Semey, 2024 year.

Developed by the Department of Business and Management

Considered at the meeting of the department
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1 Explanatory note

The modular educational program 7M04117 Business Administration is compiled in accordance with:

- The Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III «On Education» (with amendments and additions);
 - By 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 20, 2022 No. 28916 «On approval of state mandatory standards of higher and postgraduate education» (with amendments and additions);
 - Rules for organizing the educational process on credit technology of education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152. (with amendments and additions);
 - Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education, approved by the order of the Minister of Education and Science of the Republic of Kazakhstan dated 30.10.2018 No. 595 (with amendments and additions)
- Internal regulatory documents of the Educational Institution «Alikhan Bokeikhan University»: – Structure of the modular educational program, revision No. 4 of 05.10.2022.;
- II.02.09/2022 «Regulations on the research work of undergraduates».

The modular educational program (MEP) is designed as a set and sequence of training modules for the entire period of study and is aimed at mastering the competencies necessary for awarding the degree of «Master of Business and Management» according to the educational program 7M04117 Business Administration.

The modules of the block of basic disciplines (hereinafter DB) include disciplines of the university component (VC), which is 6 credits; and elective components (CV), which is 4 credits. Modules of these disciplines allow you to form a complex of key (research), general and professional competencies acquired by a graduate.

The block of profile disciplines (hereinafter PD) includes the disciplines of the university component (VC), which is 5 credits; and the elective component (CV), which is 15 credits. Modules of these disciplines allow forming a complex of key and professional (developing, creative, organizational and methodological) competencies acquired by the graduate.

The production practice of undergraduates includes 9 credits.

Experimental research work of undergraduates, including internships and the implementation of a master's project - 13 credits.

Final certification – 8 credits, including registration of the master's project (6 credits) and protection of the master's project (2 credits).

The criterion for the completion of the educational process is the development of undergraduates of at least 60 credits, including all types of educational and scientific activities. The MOS consists of 5 modules, including all types of training (all practices and EIR) and final certification.

When developing the modular educational program, the wishes and recommendations of potential employers were taken into account, aimed at forming additional professional competencies that meet the requirements of the labor market (round table with employers "Integration of the educational process with production and issues of graduate employment" dated January 26, 2024)

Social partners who took part in the discussion of the IEP: Abzhakov A. T., director of the branch in Abay region of the Academy of Public Administration under the President of the Republic of Kazakhstan, Dariga Abaykyzy, director of the department "Career Center of the city of Semey" of the branch of the KSU "Center for Labor Mobility of the Abay Region", Omirhanov M. E., director of the KSU "Center for the Study of Religious Problems of the Abay Region", Dyusekenov T. T., general director of LLP "Sat Trans", Lyui A. V., director of the Public Foundation "Hometown", Burkutova E. Z., deputy head of the state revenue department for the city Semey, Rakhimbayeva A.K., chief accountant of ZelenStroy LLP, Baiterekova G.E., director of the branch of JSC Halyk Bank

of Kazakhstan in Abay region, Daulbayeva N.E., chief specialist of the HR department of the branch of JSC Halyk Bank of Kazakhstan in Abay region, Omarova A.B., head of the State Institution "Department of Economy and Finance of Semey", Metchinov A.M., deputy director for economic issues of the State Institution "Department of Education in Abay region", Bazarov S.R., deputy head of the State Institution "Department of the Bureau of National Statistics" of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan in Abay region, Mukasheva A.M., deputy director of the Institute of Professional Accountants and Auditors of Semey city, Sarsekanova Zh.A., head of the sales department of the branch of JSC "Jusan Bank", Seitzhaparov E.E., leading specialist of the ORB of the Branch of JSC Nurbank in Semey city, Ersinbek O., Director of the State Institution "Semey Regional Center for the Development of Railways", Abeukhanova K.Zh., Director of KZ Logistics LLP, Nurtazinova M.N., Head of the Regional Service Center for the city of Semey, branch of JSC NC KTZ, Abylkasimov Zh.A., PhD Associate Professor of the National Joint-Stock Company "Semey University named after Shakarim", Rakhimzhanova G.A., Dean of the Faculty of Information Technology and Economics.

Purpose of modular educational program 7M04117 Business Administration - obtaining a high-quality, full-fledged innovative specialized education that allows you to realize your knowledge, skills and abilities to work in state and local government, entrepreneurship, as well as in the field of international administration.

The requirements for the master's degree level are determined on the basis of the Dublin descriptors of the second level of higher education (Master's degree) and reflect the acquired competencies expressed in the achieved learning outcomes.

Expected results of the 7M04117 modular educational program Business Administration:

- ON 1 Analyze practical problems of organization and management of economic activities of organizations and enterprises
- ON 2 To show knowledge and understanding of the principles of organizing and conducting business research on modern theoretical and practical problems of managerial relations, managerial activity.
- ON 3 Demonstrate knowledge of at least one foreign language at a professional level that allows conducting scientific research and practical activities
- ON 4 Develop, review and organize the personnel policy of organizations.
- ON 5 To use modern methods, principles and legal instruments of personnel management of the enterprise
- ON 6 To show comprehensive knowledge about the behavior of the organization's participants and team management skills, to think creatively and creatively approach the problems of business communications and negotiation.
- ON 7 Integrate knowledge, make informed management and marketing decisions: justify the strategy of organizations in the field of economic security
- ON 8 Synthesize in-depth knowledge necessary for writing a project in everyday professional activities and continuing education in doctoral studies
- ON 9 To draw conclusions in complex and non-standard situations in the field of organization and management of the company's activities, as well as evaluation of the developed projects
- ON 10 To determine the methods of management psychology based on modern management theory

2 The graduate's competence model

The learning outcomes are determined on the basis of the Dublin Descriptors of the second level (Master's degree) and are expressed through competencies. Learning outcomes are formulated both at the level of the entire program and at the level of a module, a separate discipline.

General cultural competencies:

- demonstrate knowledge and proficiency in languages, as well as the ability to discuss socio-economic problems in various languages and conduct interpersonal conversation;
- at the professorial level, their knowledge on the application of psychological methods and means to improve the effectiveness and quality of training;
- possess the conceptual apparatus of management psychology, skills of delegation of authority and time management.

Professional competencies: use methodological material of management; formulate goals and set objectives related to the implementation of professional functions of a manager;

- process empirical and experimental data; draw conclusions in complex and non-standard situations in the field of organization and management of enterprise activities, as well as evaluation of developed projects. develop appropriate strategies for their prevention, integrate knowledge, sustainable development of the company in economic conditions.
- use technologies of business interaction in management practice; use verbal and non-verbal means of communication, as well as recognize the intentions of partners using these means; effectively plan and implement oral and written business communications; methods and strategies for ensuring sustainability
- use the logic of conducting fundamental and applied scientific research in professional activities

Special competencies:

- define concepts of organizational development; principles of development and implementation of organizational development and change programs; tasks and stages of development of personnel policy, conditions for its effective implementation; basic methods of project management;
- conduct quantitative forecasting and modeling of business processes; apply in practice the acquired knowledge of the theory of management of organizational changes and development; control of projects within the framework of certain goals, apply methods and techniques of identification, analysis and risk management.
- draw conclusions in complex and non-standard situations in the field of organization and management of enterprise activities, as well as evaluation of developed projects; assess the impact of risk and uncertainty when assessing the effectiveness of a project;
- synthesize in-depth knowledge necessary for writing a project in everyday professional activities and continuing education in doctoral studies; assessing the effectiveness of personnel management, determine personnel management systems;
- make decisions on the placement of warehouses; solve problems related to the organization of supply and transportation of goods;
- use modern methods, principles and legal instruments of personnel management of the enterprise; formation of the personnel structure of the organization, development and training of personnel; methods of motivation and incentives for personnel

Table 1. The sequence of mastering disciplines in the process of forming special competencies

№	Competencies	The list of elective disciplines and the sequence of their study		Expected results
		list of disciplines	the sequence of their study (sem.)	
1	Special	Personnel management	1	<p>To know: legislative and regulatory legal acts governing the organization's activities in personnel management; fundamentals of economics, sociology and psychology of labor, methods and strategies, theory and practice of personnel management; forms and systems of remuneration, the procedure for developing and concluding employment agreements (contracts) and regulating labor disputes; standards and unified forms of personnel documentation, rules and regulations of labor protection.</p> <p>Be able to: forecast the need for personnel of various specialties and qualifications, taking into account the prospects for the development of the enterprise; conduct a qualitative and quantitative characteristic of the organization's personnel; carry out current and long-term planning of work on attracting, recruiting and selecting personnel; define personnel management systems; conduct an assessment of the performance of the organization's employees.</p> <p>Skills: use of modern methods, principles and legal instruments of enterprise personnel management; formation of the organization's personnel structure, personnel development and training; methods of personnel motivation and incentives, assessment of the effectiveness of personnel management.</p>
		Project Management	1	<p>To know: concepts of organizational development; fundamentals of developing and implementing organizational development and change programs; tasks and stages of developing HR policy, conditions for its effective implementation; basic methods, tools and strategies for managing project activities.</p> <p>Be able to: conduct quantitative forecasting and modeling of business processes; apply in practice the acquired knowledge of the theory of managing organizational changes and development; draw conclusions in complex and non-standard situations in the field of organizing and managing the activities of an enterprise, as well as monitoring projects within the framework of certain goals; assess the</p>

				<p>impact of risk and uncertainty when assessing the effectiveness of a project.</p> <p>Skills: the ability to manage departments, groups (teams) of employees, projects and networks; the ability to develop organizational development and change programs and ensure their implementation; skills in solving a set of economic problems and conducting alternative calculations when choosing management decisions in project management; methods of preliminary development of project goals and objectives; methods of assessing the viability and financial feasibility of a project, apply methods and techniques for identifying, analyzing and managing risks</p>
2	Special	Organizational behavior & leadership	1	<p>To know: terminology in the field of organizational behavior, individual and group behavior to improve the efficiency of the organization; comprehensive knowledge of the behavior of the organization's participants and team management skills, creative thinking and creative approach to solving business communication problems and negotiating.</p> <p>Be able to: synthesize in-depth knowledge necessary for writing a project in everyday professional activities and continuing education in doctoral studies; use knowledge of organizational behavior to make managerial and other economic decisions.</p> <p>Skills: possess the skills of system analysis of the economic activity of the organization by methods of economic and static analysis; skills of working with business information.</p>
		Economics & management	1	<p>To know: organizational and managerial features of the functioning of the enterprise, organizational and legal forms of enterprises; principles of solving technical, economic, organizational and managerial issues in production; concepts of production costs and classification of costs for production and sale of products; fundamentals of financial activity of the enterprise.</p> <p>Be able to: be able to apply existing methods to solve technical, economic, organizational and managerial issues; analyze and evaluate production and non-production costs to ensure the required quality of products, analyze the results of the activities of production units; synthesize in-depth knowledge necessary for writing a project in everyday professional activities and continuing education in doctoral studies.</p>

				<p>Skills: draw conclusions in complex and non-standard situations in the field of organization and management of the company's activities, as well as evaluation of developed projects; possess practical skills in solving specific technical, economic, organizational and managerial issues.</p>
3	Special	HR accounting and document management	1	<p>To know: problems of the system for recording personnel making decisions, current regulations governing personnel records management; advantages and disadvantages of types of organizational structures; classification of HRM systems; methods for conducting employee certification.</p> <p>Be able to: to analyze the personnel accounting system; to be able to organize production processes at the enterprise of the industry, to develop organizational and management structures of the enterprise, regulations on divisions, job descriptions, current documentation in the state, Russian and foreign languages</p> <p>Skills: navigate labor law, monitor changes in legislation and have skills in the field of personnel records management; develop personnel management strategies, propose personnel policy measures; apply organizational behavior and communication skills, including understanding the psychology of management and innovation development at the enterprise.</p>
		Business logistics Management	1	<p>To know: goals and objectives, the object and subject of logistics, the basic concepts that logistics operates with; the specifics of the logistics approach to managing material and related information flows; modern information flow management technologies; key issues and procedures for developing a logistics strategy of the enterprise.</p> <p>Be able to: to make decisions on the placement of warehouses; to solve problems related to the organization of goods supply and cargo transportation; to organize logistics processes in warehouses of trade enterprises; to make decisions on stocks, logistics services; to integrate knowledge, to make informed management and marketing decisions: to justify the strategy of organizations in the field of economic security.</p> <p>Skills: management of business logistics, information flows; development of the logistics strategy of the enterprise; synthesize in-depth knowledge necessary for writing a project in daily professional activities and continuing education in doctoral studies</p>

Table 2. The sequence of mastering the disciplines of social and professional interaction

Course	Providing disciplines	Competencies	Expected results
1	Foreign language (professional)	General cultural	<p>To know: functional and stylistic characteristics of the scientific presentation of the material in the studied foreign language; general scientific terminology and terminological sublanguage of the corresponding specialty in a foreign language.</p> <p>Be able to: freely read the original literature of the relevant branch of knowledge in a foreign language with subsequent analysis, interpretation and evaluation of the extracted information; explicate scientific information in writing (abstract, abstract, summary); participate in professional discussions, scientific debates, debates, round-table discussions; make a presentation of scientific research (at seminars, conferences, symposiums, forums); listen to and understand public speeches in direct and indirect communication (lectures, reports, TV and Internet programs).</p> <p>Skills: possess knowledge of at least one foreign language at a professional level, allowing for scientific research and practical activities; oral communication in monological and dialogical form in the specialty in monological and dialogical form in the specialty (report, message, presentation, round table conversation, discussion, debate, debate); - written scientific communication in the specialty (scientific article, theses, report, translation, abstracting and annotation); work with lexicographic sources in a foreign language; using modern approaches to learning a foreign language.</p>
1	Management psychology	Formation of competencies of general education and socio - ethical	<p>To know: the essence and structure of the management process, the theoretical foundations of management psychology and its conceptual and categorical apparatus, the characteristics of personality as an object and subject of management.</p> <p>Be able to: to determine the methods of management psychology based on modern management theory; to apply managerial skills in working with groups and collectives, to build communication within the group and beyond, to apply psychological methods of influence and motivation in the group.</p> <p>Skills: possess the conceptual apparatus of management psychology, skills of delegation of authority and time management</p>

1	Management	Formation of professional competencies	<p>To know: the main provisions of the theory of management and the fundamentals of management; the basic principles and functions of management in modern organizations; ways of making managerial decisions in modern organizations.</p> <p>Be able to: to use the methodological material of management; to formulate goals and set tasks related to the implementation of professional functions of a manager; to analyze practical problems of organization and management of economic activities of organizations and enterprises; to model the process of managerial decision-making; to develop proposals for improving the management of a modern organization</p> <p>Skills: manage the development of the organization; substantiate the relevance, theoretical and practical significance of the problem under study; process empirical and experimental data; draw conclusions in complex and non-standard situations in the field of organization and management of enterprise activities, as well as evaluation of developed projects.</p>
1	Business research	professional	<p>To know: knowledge and understanding of the principles of organizing and conducting business research on modern theoretical and practical problems of management relations, management activities; an idea of the methodology of conducting research projects within the framework of the master's project</p> <p>Be able to: use the methodology of working with literary sources and practical information.</p> <p>Skills: to use the logic of conducting scientific research of a fundamental and applied nature in professional activity.</p>
1	Communication and negotiation skills	professional	<p>To know: theoretical foundations of business communications, to master the concepts of «communication» and «business communication», structure, functions, types and forms of business communication; technologies of business interaction; methods and techniques of business communication in its various forms and with different types of interlocutors; communication barriers; the main components of the image of a business person; to show comprehensive knowledge about the behavior of participant's organizations.</p> <p>Be able to: use business interaction technologies in management practice; use verbal and non-verbal means of communication, as well as recognize the intentions of partners using these means; effectively plan and implement oral and written business communications; overcome communication barriers.</p> <p>Skills: possess the skills of oral business communications (public speaking, dispute management, discussion, polemics, self-presentation); writing business communications; building the image of a business person; team management skills, creative thinking and creative approach to solving business communication problems and negotiating.</p>

1	Economic security		<p>To know: fundamentals of ensuring the economic security of the state, society, and the individual; levels and objects of economic security, methods of ensuring it; legal bases and basic provisions of regulatory legal acts to ensure economic security; the main factors and indicators of economic growth of the country, region, enterprise.</p> <p>Be able to: analyze the state of economic security of a business, firm (enterprise); determine both strategic and tactical goals of economic security; apply methods for calculating threshold values of economic security indicators; objectively evaluate internal and external areas of economic security; integrate knowledge, make informed management and marketing decisions.</p> <p>Skills: possess the skills of a comprehensive assessment of the state of security of the state from threats; assessment of threats to the internal and external security of the state, region, enterprise; development of documents regulating the activities of the security service; substantiation of the strategy of organizations in the field of economic security.</p>
1	Manufacturing practice	professional	<p>To know: basic concepts, categories and tools of theory and profiling disciplines; fundamentals of construction, calculation and analysis of a modern system of indicators characterizing the activities of economic entities at micro and macro levels; basic econometric models.</p> <p>Be able to: carry out independent calculations based on advanced methods of analysis and planning (in accordance with the topic of the project); search for information, collect, analyze data necessary to solve the tasks; use sources of economic, financial, social, managerial, accounting information; master innovative technologies, advanced methods of labor and production; analyze and interpret financial, accounting and other information contained in the financial statements and use the information obtained to make management decisions; identify problems of an economic nature when analyzing specific situations, propose ways to solve them, taking into account the criteria of socio-economic efficiency, risk assessment and possible socio-economic consequences; present the results of analytical and research work in a completed form.</p> <p>Skills: teamwork skills, competencies of corporate management principles; acquisition of skills to conduct business meetings, participate in negotiations and transactions.</p>
1	Experimental research work of undergraduates, Including internships and implementation of the master's project	professional	<p>To know: modern achievements of science, technology and production</p> <p>Be able to: summarize the results of the study and make specific practical recommendations, independent solutions to management tasks.</p> <p>Skills: implementation of master's work with the use of information technology.</p>

3. The list of modules included in the educational program

Module №	Name of the module	The list of disciplines included in the module	Expected results	Cycle	Term	Credit volume	Form of control
M.1	Foreign (professional) language	Foreign language (professional)	BD UC	1	2	exam	9
		Management	BD UC	1	2	exam	
		HR accounting and document management/Business logistics Management	MD CC	2	5	exam	
M.2	Management theory and practice	Management psychology	BD UC	1	2	exam	6
		Personnel management/Project Management	BD CC	1	4	exam	
M.3	Business Research	Business research	MD UC	1	5	exam	15
		Organizational behavior & leadership/ Economics & management	MD CC	1	5	exam	
		Communication and negotiation skills / Economic security	MD CC	2	5	exam	
M.4	Experimental research work	Manufacturing practice	MD UC	2	9	report	22
		Experimental research work of undergraduates, including internships and implementation of the master's project	MD UC	1,2	13	dif.offset	
M.5	Final attestation	Registration and protection of the master's project	FA	2	8	MP	8
	Total						60