

ALIKHAN BOKEIKHAN UNIVERSITY

Faculty of information technology and economics

Department of «Business and management»

CATALOG OF ELECTIVE DISCIPLINES
7M04107 BUSINESS ADMINISTRATION
(scientific and pedagogical direction)

year of admission – 2024

Semey, 2024

Reviewed and approved at the meeting of the Faculty's Educational and Methodological Council

Protocol no. 4 from 15.03. 2024 year

Chairman of the UMS faculty _____ Shoibakova E.O.

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

Protocol no. 5 from 28.05. 2024 year

Chairman of the UMS _____ Shoibakova E.S.



Degree awarded: Master of Economic Sciences
according to the educational program 7M04107 Business Administration

№ of the component of choice	Name of the discipline or module	Number of credits	Prerequisites	Postrequisite you	A brief description indicating the purpose of the study, brief content and expected results of the study (knowledge, skills, skills, competencies)
Basic disciplines					
Components of choice (CC)					
Module M2: Psychological and pedagogical foundations of teaching in higher education					
1	Modern pedagogical technologies	5	-	Management psychology	<p>Summary of the discipline: Pedagogical technologies. Classification of pedagogical technologies. Traditional and innovative pedagogical technologies. Modern educational technologies as an objective need. Technologies of personality-oriented learning. Critical thinking technologies. Case technologies. Technologies of creative workshops. Technologies of problem-based learning. Computer (information) technologies. Technologies of programmed learning. Modular learning technologies. Integrated learning technologies.</p> <p>Expected result: Be able to: to design, predict and design pedagogical technologies in professional pedagogical activity; to apply pedagogical technologies in the pedagogical process of a modern school; to use modern methods and pedagogical teaching technologies; to solve standard scientific and professional tasks; to apply methods and organizational forms of teaching special disciplines in the training of managerial personnel, economists; based on the description of economic processes and phenomena to build standard theoretical and econometric models.</p> <p>Skills: creative use of new technologies in professional activity; knowledge in the field of innovation, skills and abilities to rebuild professional activity, implement author's innovative ideas, find non-standard and alternative solutions, be able to generate new ideas, critical thinking; synthesize in-depth knowledge necessary for writing a dissertation, article, report, etc., daily professional activity and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.</p> <p>Competencies: professional.</p>

1	Pedagogical ethics of a modern teacher	5	-	Management psychology	<p>Summary of the discipline: The subject and tasks of pedagogical ethics. The origin and interrelation of the concepts of «ethics», «morality», «morality», «etiquette»; functions and ethical principles of pedagogical communication; the teacher's communication style and its influence on the training, upbringing and development of the student's personality; the concept of communication, its features, styles, forms; ethics of relations in the system of «teacher-studen», «teacher-teacher», «teacher-administration»;</p> <p>Features and possibilities of remote communication; The image of a teacher as a guarantee of professional success.</p> <p>To know: historical aspects of the formation of ethics as a science; theoretical foundations of ethics, its conceptual and categorical apparatus;</p> <p>Be able to: apply ethical norms and standards in professional practice; independently navigate ethical problems and ways to resolve them; apply general moral norms and requirements of professional ethics in practice; use modern methods and pedagogical teaching technologies; solve standard scientific and professional tasks; apply methods and organizational forms of teaching special disciplines in the training of managerial personnel, economists; to build standard theoretical and econometric models based on the description of economic processes and phenomena.</p> <p>Skills: possess the conceptual apparatus of professional ethics of a specialist; methodological approaches to the choice of theoretical tools appropriate to the task being solved; communication culture in professional and everyday life, public speaking skills, argumentation, discussion; knowledge in the field of innovation, skills and abilities to rebuild professional activities, implement author's innovative ideas, find non-standard and alternative solutions, be able to generate new ideas, critical thinking; synthesize in-depth knowledge necessary for writing a dissertation, an article, a report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.</p> <p>Competencies: professional.</p>
Module M.3 - Marketing research and project management					
2					<p>Summary of the discipline: International marketing research and the international marketing environment, consumer behavior in international commodity markets, market segmentation, goods, goods in the international marketing system, price, sales, communication policy in international marketing, etc.</p> <p>To know: classification of marketing research in foreign markets; classification of sources and types of information for conducting marketing research in foreign markets; the content of the process of conducting marketing research; the process and technology of information collection methods; models for organizing marketing research.</p> <p>Be able to: apply survey techniques, focus groups, observations, etc.; develop a program and plan for</p>

	International marketing and market research	5	Bachelor's degree	Crisis management / Human resources management	<p>conducting marketing research to study market conditions; use modern methods and pedagogical teaching technologies; solve standard scientific and professional tasks; apply methods and organizational forms of teaching special disciplines in the training of managerial personnel, economists; based on the description of economic processes and It is necessary to build standard theoretical and econometric models.</p> <p>Skills: possess the skills of collecting and processing information about the foreign market; assessing the elements of the international marketing environment and their impact on marketing decisions; forming an effective international marketing complex; assessing the risk and effectiveness of marketing activities in the foreign market; synthesize in-depth knowledge necessary for writing a dissertation, article, report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.</p> <p>Competencies: professional.</p>
2	Strategic marketing	5	Bachelor's degree	Crisis management / Human resources management	<p>Summary of the discipline: The essence, role, content and structure of strategic marketing. Strategic analysis of marketing activities. Formation of the mission and goals of the organization. Strategic effectiveness. Microenvironment analysis. The main directions of changes in the external environment. Analysis of the industry environment. The structure of the industry analysis (cluster analysis). Key economic indicators, driving forces of the industry.</p> <p>To know: know the specifics of analyzing the needs, business opportunities and competition within the framework of strategic marketing; the specifics of developing a market-oriented development strategy at the enterprise.</p> <p>Be able to: be able to assess the market situation; conduct marketing research; evaluate the competitiveness of an enterprise and improve it; use in practice the information obtained as a result of marketing research and comparative analysis of best practices in management; use tools and resources of an anti-crisis approach to managing material, financial, and information flows.</p> <p>Skills: possess knowledge in the field of innovation, skills and abilities to rebuild professional activity, implement author's innovative ideas, find non-standard and alternative solutions, be capable of generating new ideas, critical thinking; synthesize in-depth knowledge necessary for writing a dissertation, article, report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.</p> <p>Competencies: professional</p>
Module M4- Leadership and executive effectiveness					
					<p>Summary of the discipline: The subject studies the conceptual apparatus of crisis management. The causes of the crisis state of the enterprise. Fundamentals of crisis management. Features of bankruptcy of certain categories of debtors - legal</p>

3	Crisis management	5	<p>Organizational behavior & leadership / Personnel management</p> <p>International marketing and market research / Strategic marketing</p>	RWOU 4	<p>entities. External management as a separate bankruptcy procedure. External and internal environment in crisis management. Planning in crisis management. Personal management in the conditions of crisis management.</p> <p>Expected result: Be able to: express their opinion from the point of view of a future specialist in the field of economics and crisis management, assessing its effectiveness at the present stage; use modern methods and pedagogical teaching technologies; solve standard scientific and professional tasks; apply methods and organizational forms of teaching special disciplines in the training of managerial personnel, economists.</p> <p>Skills: a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; build standard theoretical and econometric models based on the description of economic processes and phenomena; synthesize in-depth knowledge necessary for writing a dissertation, article, report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules behavior with participants of the educational process.</p> <p>Competencies: special.</p>
3	Human resources Management	5	<p>Organizational behavior & leadership / Personnel management</p> <p>International marketing and market research / Strategic marketing</p>	RWOU 4	<p>Summary of the discipline: Personnel as the main wealth of any organization. Modern theory and practice of personnel management of the organization as the most important organizational resource in competition in market conditions. Issues of the legal framework of the company's personnel management; principles of labor organization; fundamentals of rationing labor costs and wages. International experience in human resources management in various organizations.</p> <p>Expected result: To know: to know the basic theoretical provisions of human resource management, the most important methods of analysis and planning of labor supply and labor use.</p> <p>Be able to: identify and develop measures to improve the efficiency of the use of labor resources at the primary production level; use in practice the information obtained as a result of marketing research and comparative analysis of best practices in management; use tools and resources of the anticrisis approach to the management of material, financial, information flows.</p> <p>Skills: a master's student must acquire the skills to work with scientific, normative, reference literature to generalize and use best practices in the field of human resource management; synthesize in-depth knowledge necessary for writing a dissertation, article, report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.</p> <p>Competencies: special</p>

Major disciplines					
Components of choice (CC)					
Module M4: Leadership and executive effectiveness					
1	Organizational behavior & leadership	4	Bachelor's degree	<p>Crisis management / Human resources management</p> <p>HR accounting and document management / Business logistics management</p> <p>RWOU 3</p>	<p>Summary of the discipline: Research in the field of organizational behavior and leadership; modeling the behavior of the main participants of the organization; identification, analysis and evaluation of personality behavior, justification of the choice of the method of management of individuals and the organization; preparation of a team management program.</p> <p>Expected result: To know: know the terminology in the field of organizational behavior, individual and group behavior to improve the efficiency of the organization. Be able to: to use the knowledge of organizational behavior to make managerial and other economic decisions; to determine the methods of management psychology based on modern management theory; the desire for self-development, professional development and professional skill growth, the ability to realize the social significance of their future profession, to have high motivation to perform professional activities.</p> <p>Skills: possess skills of system analysis of economic activity of the organization by methods of economic and static analysis; skills of working with business information; possess knowledge in the field of innovation, skills and abilities to rebuild professional activity, implement author's innovative ideas, find non-standard and alternative solutions, be capable of generating new ideas, critical thinking; develop personnel management strategies, propose HR policy measures; apply organizational behavior and communication skills, including an understanding of the psychology of management and innovation development in the enterprise.</p> <p>Competencies: special.</p>
1	Personnel management		Bachelor's degree	<p>Crisis management / Human resources management</p> <p>HR accounting and document management / Business</p>	<p>Summary of the discipline: Personnel as the main wealth of any organization. Modern theory and practice of personnel management of the organization as the most important organizational resource in competition in market conditions. Issues of the legal framework of the company's: personnel management; principles of labor organization; fundamentals of rationing labor costs and wages. International experience in human resources management in various organizations.</p> <p>Expected result: To know: legislative and regulatory legal acts regulating the activities of the personnel management organization; fundamentals of economics, sociology and psychology of labor, modern theory and practice of personnel management; forms and systems of remuneration, the procedure for the development and conclusion of labor contracts (contracts) and regulation of labor disputes; standards and unified forms of personnel documentation, rules and regulations of labor protection. Be able to: to predict the need for personnel of</p>

		4		logistics management RWOU 3	<p>various specialties and qualifications, taking into account the prospects for the development of the enterprise; to carry out qualitative and quantitative characteristics of the personnel of the organization; to carry out current and long-term planning of work on attracting, recruiting and selecting personnel; to determine the need for personnel training; to evaluate the results of the work of employees of the organization; to determine the methods of management psychology based on modern management theory; striving for self-development, professional development and professional skill growth, the ability to realize the social significance of their future profession, have high motivation to perform professional activities; be able to organize production processes at the enterprise of the industry, 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: formation of the personnel structure of the organization, development and training of personnel; methods of motivation and stimulation of personnel; develop personnel management strategies, propose measures for personnel policy; apply organizational behavior and communication skills, including understanding the psychology of management and innovation development at the enterprise.</p> <p>Competencies: special.</p>
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Module M3: Marketing research and project management

2	Sales management	4	Business research	<p>Business strategy and policy / Talent, knowledge and innovation management</p>	<p>Summary of the discipline: The application of elements and principles of marketing in the activities of firms and companies, the application of market laws in a specific practical situation. Conducting marketing research, and identifying market segments. Development of a business plan to promote and determine the location of the product, assessment of the significance of the product for the consumer.</p> <p>Expected result:</p> <p>To know: know the ways of organizing interaction and communication with sales channels; organizational structures of sales departments, their advantages and disadvantages; types of sales; basic documents necessary to support the work of the sales department; types of motivation of sales personnel.</p> <p>Be able to: plan the organizational structure of the commercial directorate or sales department; make a project implementation plan for the organization of the sales department; determine the necessary number of sales department personnel; evaluate the operational efficiency of the sales department; develop an effective remuneration system; manage accounts receivable; select candidates for the position of sales managers; use in practice the information obtained as a result of marketing research and comparative analysis of best practices in management.</p> <p>Skills: possess the skills of determining the target client sector and formulating a sales strategy with the assistance of the marketing service of the</p>
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					company; methods of selecting employees in the sales department; methods of personal sales; methods of building the organizational structure of the sales department; methods of forming effective payment schemes for sales personnel; use tools and resources of an anti-crisis approach to managing material, financial, information flows. Competencies: special.
2	Project management	4	Business research	Business strategy and policy / Talent, knowledge and innovation management	<p>Summary of the discipline: The course reveals the nature of project management, as well as the special techniques necessary for project management. Examines all phases of project management, the role of the project manager, the problems of heterogeneous projects, as well as behavioral and quantitative aspects of project management, Project Personnel and Communications Management, project classifications, modern software and information technologies used in project management.</p> <p>Expected result:</p> <p>To know: organizational development concepts; fundamentals of development and implementation of organizational development and change programs; tasks and stages of personnel policy development, conditions for its effective implementation; basic methods of project management.</p> <p>Be able to: to carry out quantitative forecasting and modeling of business processes; to put into practice the acquired knowledge of the theory of management of organizational changes and development; to assess the impact of risk and uncertainty in assessing the effectiveness of the project; to carry out project calculations and prepare special documentation (feasibility study, business plan, etc.), to analyze financial assets for the preparation of business strategies and definitions of business security.</p> <p>Skills: ability to manage departments, groups (teams) of employees, projects and networks; ability to develop organizational development and change programs and ensure their implementation; skills in solving a set of economic problems and carrying out variant calculations when choosing managerial decisions in project management; - methods of preliminary study of the goals and objectives of the project; methodology for assessing the viability and financial feasibility of the project; develop business ideas (projects) of corporate resource management aimed at creating conditions for the prevention or elimination of adverse events for business, identify various threats to economic security for making appropriate strategic management decisions.</p> <p>Competencies: special.</p>
Module M4: Leadership and executive effectiveness					
					<p>Summary of the discipline: Business strategy. Types of business strategy. The main approaches to developing a business strategy. Factors determining the business strategy. Business concepts. Three concepts: positive, critical and pragmatic. The system of modern business. Generic signs of business. Business entities. Business interests in business. The main mistakes of building and</p>

3	Business strategy and policy	5	Sales management / Project management	Research practice	<p>implementing a strategy in business. Information support of the business development strategy. Strategic types of business leaders. Legal support of business. Electronic services for business. Business protection in Kazakhstan.</p> <p>Expected result:</p> <p>To know: to know the basic methods of strategic goal-setting; the basic concepts, methods and tools of quantitative and qualitative analysis of management processes; the main elements of the strategic management process and alternatives to strategies for the development of modern theory and concepts of behavior at various levels of the organization.</p> <p>Be able to: manage the development of the organization, analyze and develop the organization's strategy based on modern methods and advanced scientific achievements; conduct quantitative forecasting and modeling of business process management; formulate the purpose and objectives of market trends research, determine the balance of external and internal environment factors and key success factors of the company; carry out portfolio analysis of market development opportunities and identify growth strategies organizations; determine the forces of competition, choose counter-competitive measures and determine the basic competitive strategies for the development of the enterprise; carry out design calculations and prepare special documentation (feasibility study, business plan, etc.), analyze financial assets to compile business strategies and determine business security.</p> <p>Skills: possess categorical apparatus, technology of conducting market research, skills of presenting the results of the conducted research to the management of the organization; skills of quantitative and qualitative analysis for making managerial decisions; skills of presenting the results of the conducted research to the management of the organization, methods of strategic analysis to justify managerial decisions; develop business ideas (projects) of corporate resource management aimed at creating conditions for the prevention or elimination of adverse events for business, identify various threats to economic security for making appropriate strategic management decisions; possess modern tools for analyzing the effectiveness of logistics systems in the business environment; use types of communications to solve specific business goals and objectives.</p> <p>Competencies: special.</p>
3	Talent, knowledge and innovation Management	5	Sales management / Project management	Research practice	<p>Summary of the discipline: Methods of knowledge management, innovation. Methods of evaluation and measurement of intellectual capital in order to transform the knowledge of the company into its competitive advantages. Fundamentals of theoretical knowledge and practical skills on modern methods of knowledge, talent and innovation management.</p> <p>Expected result:</p> <p>To know: to know the essence of knowledge, talent and innovation management to ensure the</p>

					<p>competitiveness of the organization in a strategic perspective.</p> <p>Be able to: identify the main types of knowledge in the organization; manage knowledge, talents and innovations, form databases and knowledge bases, knowledge management systems, talents and innovations in the organization; develop personnel management strategies, propose personnel policy measures; apply organizational behavior and communication skills, including understanding the psychology of management and innovation development in the enterprise.</p> <p>Skills: possess the skills of independent scientific and research work; methods of strategic management of knowledge and innovation; attracting and retaining the talents of the enterprise; the ability to build relationships with the talents of the enterprise using modern methods of work and skills of organizing work with the talents of the enterprise; possess knowledge in the field of innovation, skills and skills to rebuild professional activities, implement innovative ideas, find non-standard and alternative solutions, be able to generate new ideas, critical thinking.</p> <p>Competencies: special.</p>
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Modul M4 - Leadership and executive effectiveness

4	HR accounting and document management	5	Organizational behavior & leadership / Personnel management	Research practice	<p>Summary of the discipline: Organizational structure of enterprise management. The composition of technical and software tools used in the enterprise. Characteristics of computer networks of the enterprise. Analysis of the personnel accounting system at the enterprise (Personnel accounting documents, work with personnel documents, shortcomings of the personnel system).</p> <p>Expected result:</p> <p>To know: problems of the personnel accounting system of decision makers.</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: to 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> <p>Competencies: special.</p>
4	Business logistics Management	5	Organizational behavior & leadership / Personnel management	Writing a Master's thesis	<p>Summary of the discipline: Theoretical foundations of business logistics management. Market laws in a specific practical situation. Marketing research, market segments. The significance of the product for the consumer. The company's marketing activity management program. Elements and principles of marketing in the activities of firms and companies.</p> <p>Expected result:</p> <p>To know: goals and objectives, the object and</p>

					<p>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, on logistics service.</p> <p>Skills: management of business logistics, information flows; development of the logistics strategy of the enterprise; possess modern tools for analyzing the effectiveness of logistics systems in the business environment; use types of communications to solve specific business goals and objectives.</p> <p>Competencies: special.</p>
Modul M5 - Strategy and sustainable development					
5	Corporate social responsibility and GRI standards	5	Circular Economics	Writing a Master's thesis	<p>Summary of the discipline: The purpose of the discipline is to study the concept and practical aspects of the implementation of corporate social responsibility in the activities of companies using the standards of the Global Reporting Initiative. The discipline is aimed at studying responsibility as a system and mechanisms for its implementation, the concept of corporate social responsibility, external and internal corporate social responsibility, sustainability of the organization, forms and prospects for the development of corporate social responsibility</p> <p>Expected results:</p> <p>To know: formation of students' knowledge system, skills and practical skills, models necessary for the development of organizational and managerial decisions and assessment of their consequences in the context of corporate social responsibility, complexity and dynamism of the environment. the role of corporate social responsibility in creating a positive image of the company's business and reputation; models of corporate social responsibility, determine the quality parameters of management decisions and the implementation of administrative processes, identify deviations and take corrective measures</p> <p>To able to: to substantiate the connection of corporate social responsibility with the mission and corporate culture of the organization; to identify and coordinate the interests of participants in corporate relations in the system of corporate social responsibility; to distinguish the main roles and forms of social responsibility of the state and business in relation to education, science, to systematize knowledge and develop skills for developing and implementing socially responsible policies to staff, to develop socio-economic projects (development programs), assess the economic conditions and consequences of the implementation of state (municipal) programs, identify deviations and take corrective</p>

					<p>measures in the process of developing and implementing corporate solutions.</p> <p>Skills: Skills: to master the theory and practice of management in the context of external and internal corporate social responsibility, setting goals and formulating tasks in the company's social programs, skills in forming a system of parameters for determining the quality of management decisions and implementing administrative processes, analyzing the corporate social responsibility system in the organization; forming motives for social responsibility in the organization; introducing various types of corporate social responsibility responsibility for the organization's activities Competencies: special.</p>
5	Strategic management	5	Circular Economics	Writing a Master's thesis	<p>Summary of the discipline: The essence of strategic management. Macroeconomic and microeconomic nature of strategic management. The main functions of strategic management. Methods of strategic management. The influence of strategic management on the final financial results of enterprises. Strategic management of the organization's human resources. Implementation of the organization's personnel management strategies. Expected result:</p> <p>To know: to know about the main schools of strategic management; the evolution of approaches to the process of developing an enterprise development strategy; the content and principles of strategic analysis; classification of enterprise development strategies.</p> <p>Be able to: to conduct a strategic analysis of the organization's functioning environment; to assess the competitiveness of enterprises; to justify the choice of the organization's strategy; to master the techniques of implementing the enterprise's development strategy; to use in practice the information obtained as a result of marketing research and comparative analysis of best practices in management; to use the tools and resources of the anti-crisis approach to managing material, financial, information flows; be able to organize production processes at the enterprise of the industry, develop organizational and managerial structures of the enterprise.</p> <p>Skills: master the methods of analyzing the operating environment of the enterprise; methodological foundations for assessing the competitiveness of economic entities; methods of using strategic choice models; methods of strategic management; methodology of strategy implementation; develop business ideas (projects) of corporate resource management aimed at creating conditions to prevent or eliminate adverse phenomena for business, identify various threats to economic security to make appropriate strategic management decisions.</p> <p>Competencies: special.</p>

LIST
Of components of choice for the
educational program
7M04107 Business Administration

Duration of study: 2 years

Form of study: full-time

Year of admission 2024

Name of disciplines	Discipline code	Credit	Term
Basic disciplines			
Component of choice 1			1
Modern pedagogical technologies	MPT 5206	5	
Pedagogical ethics of a modern teacher	PEMT 5206	5	
Component of choice 2			2
International marketing and market research	IMMR 5207	5	
Strategic marketing	SM 5207	5	
Component of choice 3			3
Crisis management	CM 6208	5	
Human resources Management	HRM 6208	5	
Major disciplines			
Component of choice 1			2
Organizational behavior & leadership	OBL 5306	4	
Personnel management	PM 5306	4	
Component of choice 2			2
Sales management	SM 5307	4	
Project management	PM 5307	4	
Component of choice 3			3
Business strategy and policy	BSP 6308	5	
Talent, knowledge and innovation Management	TKIM 6308	5	
Component of choice 4			3
HR accounting and document management	HRADM 6309	5	
Business logistics Management	BLM 6309	5	
Component of choice 5			3
Corporate social responsibility and GRI standards	CSRGRIS 6310	5	
Strategic management	SM 6310	5	