

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 – 2023

Semey, 2023

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

Protocol no. 5 from 15.05. 2023 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 25.05. 2023 year

Chairman of the UMS \_\_\_\_\_ Jarykbasova C.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)					
<b>Module: Psychological and pedagogical foundations of teaching in higher education</b>					
1	Modern pedagogical technologies	5	-	Pedagogical practice	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b>  <b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> professional</p>
1	Pedagogical ethics of a modern teacher	5	-	Pedagogical practice	<p><b>Summary of the discipline:</b> 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</p>

					<p>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-student», «teacher-teacher», «teacher-administration»; Features and possibilities of remote communication; The image of a teacher as a guarantee of professional success.</p> <p><b>To know:</b> historical aspects of the formation of ethics as a science; theoretical foundations of ethics, its conceptual and categorical apparatus;</p> <p><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> professional</p>
<b>Module: Marketing research and project management</b>					
2	International marketing and market research	5	Economic Theory, Marketing (Bachelor's degree)	Business strategy and policy, writing a master's thesis	<p><b>Summary of the discipline:</b> 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><b>To know:</b> 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><b>Be able to:</b> apply survey techniques, focus groups, observations, etc.; develop a program and plan for 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><b>Skills:</b> 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><b>Competencies:</b> professional</p>	
2	Strategic marketing	5	Economic Theory, Marketing (Bachelor's degree)	Business logistics Management	<p><b>Summary of the discipline:</b> 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><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> 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</p>

					rules of conduct with participants in the educational process. <b>Competencies:</b> professional
<b>Module: Leadership and executive effectiveness</b>					
3	Crisis management	5	Management, Enterprise Economics (Bachelor's degree)	RW 4	<p><b>Summary of the discipline:</b> 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 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><b>Expected result:</b> <b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
3	Human resources Management	5	Personnel management	RW 4	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b> <b>To know:</b> 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><b>Be able to:</b> 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 anti-</p>

					<p>crisis approach to the management of material, financial, information flows.</p> <p><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>Major disciplines</b>					
<b>Components of choice (CC)</b>					
<b>Module: Leadership and executive effectiveness</b>					
<b>1</b>	Organizational behavior & leadership	4	Marketing, Management (Bachelor's degree). Management Psychology	Communication and negotiation skills, RW 3	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> know the terminology in the field of organizational behavior, individual and group behavior to improve the efficiency of the organization.</p> <p><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>1</b>	Personnel management	4	Management (Bachelor's degree)	Talent, knowledge and innovation Management	<p><b>Summary of the discipline:</b> 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</p>

				<p>personnel management; principles of labor organization; fundamentals of rationing labor costs and wages. International experience in human resources management in various organizations.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> 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.</p> <p><b>Be able to:</b> to predict the need for personnel of 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>Module: Basic management skills and decision-making in business</b>				
2	Management decision-making	4	Management (Bachelor's degree)	<p>Business strategy and policy, Operational management</p> <p><b>Summary of the discipline:</b> The essence and content of the management decision. Target orientation of management decisions. The process of preparation and implementation of management decisions. Analysis of the external environment and its impact on the preparation and implementation of management decisions. Methods of preparation and implementation of management decisions in conditions of uncertainty and risk. Managerial</p>



				<p>decisions are the responsibility of the manager. The quality of management decisions. Efficiency of management decisions.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the main concepts and approaches of decision theory.</p> <p><b>Be able to:</b> to find, generalize, analyze, synthesize and critically rethink the received scientific, reference, statistical and other information necessary for the development and adoption of management decisions; 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><b>Skills:</b> possess the studied quantitative and qualitative methods of developing and making managerial decisions and be able to apply them in a practical situation; 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 for making appropriate strategic management decisions.</p> <p><b>Competencies:</b> special</p>
2	Financial management (advanced course)	4	Enterprise Economics, Economic Analysis (Bachelor's degree)	<p>Business logistics Management, Economic security</p> <p><b>Summary of the discipline:</b> Risk and return: portfolio theory and asset valuation models. Capital structure theory: Modigliani-Miller models: compromise models. Criteria for choosing capital investments. Dividend policy and capital structure. Working capital management. Cash and liquid securities management. Short-term financial planning. The budget of funds. Corporate restructuring. Corporate risk management.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the essence, functions and basic principles of the organization of financial management, its information support; standard methods of calculating economic and socio-economic indicators characterizing the activities of economic entities; the main domestic and foreign literature on theoretical and practical issues of financial management of economic entities.</p> <p><b>Be able to:</b> to use modern approaches in the organization and management of finances of economic entities in a market economy; to analyze information and statistical materials on the assessment of the financial condition of the enterprise, evaluation of the investment project using modern methods and methods of evaluation; to use modern information technologies and software for the development and implementation of financial management decisions; to carry out design calculations and prepare special documentation (feasibility study, business plan,</p>

					<p>etc.), analyze financial assets to compile business strategies and determine business security.</p> <p><b>Skills:</b> possess the methodology of economic research; modern methods of data collection, analysis and processing; methods of evaluating proposed management solutions and develop and substantiate proposals for their improvement; develop business ideas (projects) of corporate resource management aimed at creating conditions to prevent or eliminate adverse events for business, identify various threats to economic security for decision-making relevant strategic management decisions.</p> <p><b>Competencies:</b> special</p>
<b>Module: Marketing research and project management</b>					
3	Sales management	4	Management (Bachelor's degree)	Operational management	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> possess the skills of determining the target client sector and formulating a sales strategy with the assistance of the marketing service of the 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.</p> <p><b>Competencies:</b> special</p>
3	Project management	4	Economic Theory,	Strategic management	<p><b>Summary of the discipline:</b> The course reveals the nature of project management, as well as the</p>

			Management (Bachelor's degree)		<p>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><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>Module: Leadership and executive effectiveness</b>					
4	Business strategy and policy	5	Crisis management	Writing a Master's thesis	<p><b>Summary of the discipline:</b> 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 implementing a strategy in business. Information support of the business development strategy. Strategic types of business leaders. Legal support of</p>

				<p>business. Electronic services for business. Business protection in Kazakhstan.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
4	Talent, knowledge and innovation Management	5	Human resources Management	<p><b>Summary of the discipline:</b> 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,</p>

				<p>talent and innovation management.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> to know the essence of knowledge, talent and innovation management to ensure the competitiveness of the organization in a strategic perspective.</p> <p><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>Module: Corporate management</b>				
5	HR accounting and document management	5	Organizational behavior & leadership	<p>Writing a Master's thesis</p> <p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> problems of the personnel accounting system of decision makers.</p> <p><b>Be able to:</b> 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><b>Skills:</b> 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>

					<b>Competencies:</b> special
5	Business logistics Management	5	Management (Bachelor's degree), Strategic Marketing	Writing a Master's thesis	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> 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><b>Competencies:</b> special</p>
<b>Module: Corporate management</b>					
6	Operational management	5	Management decision-making, Sales management	Writing a Master's thesis	<p><b>Summary of the discipline:</b> The essence and content of operational management, the production structure of an industrial enterprise, the organization of the production process, types and methods of production organization, the production capacity of enterprises.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the main theoretical provisions of modern operational management of enterprises in the production and service sectors; modern integrated concepts of production and operations management; methods of designing and restructuring the organization and the main business processes; the basics of designing and developing new products; the essence of the development of the operational strategy of the enterprise and its interaction with the market strategy; to understand the modern directions of improving the efficiency of enterprises and organizations based on improving the management of operational activities.</p> <p><b>Be able to:</b> to think systematically; to diagnose and structure the operational problems of the organization; to put into practice the theoretical</p>

				<p>principles, methods and models of operational management; to form options for management decisions, evaluate them and choose the best; to communicate and participate in collective actions, work in project teams; to use in practice the information obtained as a result of marketing research and comparative analysis of the best a practitioner in management; be able to organize production processes at the enterprise of the industry, develop organizational and managerial structures of the enterprise.</p> <p><b>Skills:</b> possess the skills of setting and solving operational management tasks from the standpoint of system, process and project approaches; methods of organizing, coordinating and controlling business processes; methods of quantifying and predicting the consequences of management decisions; skills in solving the most frequently encountered practical tasks of operational management and calendar distribution of production programs for the provision of services.</p> <p><b>Competencies:</b> special</p>
6	Strategic management	5	Crisis management, Project management	<p><b>Writing a Master's thesis</b></p> <p><b>Summary of the discipline:</b> 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.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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><b>Skills:</b> 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</p>

					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 decisions. strategic management decisions. <b>Competencies:</b> special
<b>Module: Corporate management</b>					
7	Communication and negotiation skills	5	Management (Bachelor's degree), Organizational behavior & leadership	Writing a Master's thesis	<p><b>Summary of the discipline:</b> Theoretical aspects of the negotiation process and the development of skills of using psychological techniques in various negotiations. What are communication skills? Definition of communication skills. Development of communication skills. Professional negotiations/effective business communication skills.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> to know the theoretical foundations of business communications, to master the concepts of "communication" and "business communication", the 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.</p> <p><b>Be able to:</b> 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; develop personnel management strategies, propose personnel policy measures; apply organizational behavior and communication skills, including an understanding of psychology management and development of innovations at the enterprise.</p> <p><b>Skills:</b> possess the skills of oral business communications (public speaking, dispute management, discussion, polemics, self-presentation); drafting written business communications; building the image of a business person; 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><b>Competencies:</b> special</p>
7	Economic security	5	Economic Theory (Bachelor's degree), Financial management	Writing a Master's thesis	<p><b>Summary of the discipline:</b> Security theory: basic concepts and categories. Features of the modern business environment in the Republic of Kazakhstan: shadow economy, criminal competition. Modern threats to the economic security of business. Corporate conflicts Unfriendly mergers and acquisitions, methods of protection.</p>



			(advanced course)	<p>The role of the state in ensuring business security. Financial intelligence.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> to know the basics 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><b>Be able to:</b> 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; carry out design calculations and prepare special documentation (feasibility study, business plan, etc.), analyze financial assets for drawing up business strategies and determining business security.</p> <p><b>Skills:</b> possess the skills of a comprehensive assessment of the state of protection 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; develop business ideas (projects) of corporate resource management aimed at creating conditions to prevent or eliminate adverse events for business, identify various threats to economic security for making appropriate strategic management decisions.</p> <p><b>Competencies:</b> special</p>
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**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 2023

Name of disciplines	Discipline code	Credit	Term
<b>Basic disciplines</b>			
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 5208	5	
Human resources Management	HRM 5208	5	
<b>Major disciplines</b>			
Component of choice 1			2
Organizational behavior & leadership	OBL 5311	4	
Personnel management	PM 5311	4	
Component of choice 2			2
Management decision-making	MDM 5312	4	
Financial management (advanced course)	FM(Ac) 5312	4	
Component of choice 3			2
Sales management	SM 5313	4	
Project management	PM 5313	4	
Component of choice 4			3
Business strategy and policy	BSP 5314	5	
Talent, knowledge and innovation Management	TKIM 5314	5	
Component of choice 5			3
HR accounting and document management	HRADM 5315	5	
Business logistics Management	BLM 5315	5	
Component of choice 6			3
Operational management	OM 5316	5	
Strategic management	SM 5316	5	
Component of choice 7			3
Communication and negotiation skills	CNS 5317	5	
Economic security	ES 5317	5	