

ALIKHAN BOKEIKHAN UNIVERSITY

Faculty of information technology and economics

Department of «Business and management»

CATALOG OF ELECTIVE DISCIPLINES

7M04115 Economics

(cipher, the name of the educational program)

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 28.03. 2024 year

Chairman of the UMS \_\_\_\_\_



Degree awarded: master of business and management according to the educational program  
7M04115 Economics (cipher, the name of the educational program)

№ course of choice	Name of the discipline	Number of credits	Prerequisites	Post-requirements	A brief description indicating the brief content and expected results of the study (to know, be able to, skills, competencies)
The basic disciplines					
Component of choice (CC)					
Module 1- Innovation and evaluation in economics					
1	Innovation in Economics	4	Bachelor's degree disciplines	Strategic management / Strategic marketing Marketing research / Economic analysis of the company	<p>Summary of the discipline: Fundamentals of innovation. Theories of innovation and its modern concepts. Trends in global technological development. State regulation of innovative development. Strategy of innovative and technological development of the Republic of Kazakhstan. Venture innovation business. Intellectual property market. Regional aspects of technological development.</p> <p>Expected result:</p> <p>To know: how innovations are developed and implemented in production.</p> <p>Be able to: analyze the behavior of economic entities of various innovative types on the market in a changing external environment; analyze and evaluate the effectiveness of innovative projects: choose modern forms of organization of innovative activities based on marketing research</p> <p>Skills: evaluation of the effectiveness, the level of knowledge intensity of new technologies, as well as the financing of individual stages of innovation activity (on venture financing); to use in practice new skills and abilities in the organization of research and project work based on knowledge of global trends in the development of information technology</p> <p>Competencies: special</p>
1	Project Management	4	Bachelor's degree disciplines	Strategic management / Strategic marketing Marketing research / Economic analysis of the company	<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</p>

				<p>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 knowledge gained in the theory of organizational change and development management; to analyze and evaluate the effectiveness of innovative projects: to choose modern forms of organization of innovative activities based on marketing research.</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; the skills to solve a set of economic problems and carry out variant calculations when choosing managerial decisions in project management; to use in practice new skills and skills in organizing research and project work based on knowledge global trends in the development of information technologies.</p> <p>Competencies: special</p>
The profiling disciplines				
Component of choice (CC)				
Module 1 - Innovation and valuation in economics				
1	Current Business Trends	5	Bachelor's degree disciplines	<p>Marketing research / Economic analysis of the company</p> <p>Summary of the discipline: Scientific and technical innovations: the content and types of innovation in business. Factors influencing innovation activity. Modern forms of organization of innovative activity. The main organizational forms in large-scale business. Strategy of industrial enterprises in the field of research and development. Comprehensive production preparation. The production process: its structure and principles of organization.</p> <p>Expected result:</p> <p>To know: to know the essence of business and the stages of its development; the current state of business in countries with developed economies.</p> <p>Be able to: analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity; compare types of value and basic principles of business (enterprise) valuation; be able to make an assessment of the market value of a business or enterprise; develop strategies for enterprise development; evaluate the skills of a systematic approach to management; recommend based on the conducted economic analysis of the activity and ways to improve it; compare the main approaches to doing business in modern conditions.</p> <p>Skills: to create a model of modern business, a holistic view of the characteristic features of modern business and its main forms; to conduct scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies</p> <p>Competencies: special</p>

1	Business Assessment	5	Bachelor's degree disciplines	Marketing research / Economic analysis of the company	<p>Summary of the discipline: Modern understanding of business valuation: subject, goals, approaches. Types of value and basic principles of business (enterprise) valuation. Formation of an information base for determining the assessment of a business (enterprise). Evaluation procedure. Cost-based approach to business (enterprise) valuation. A profitable approach to evaluating a business (enterprise). Comparative approach to business (enterprise) valuation. Assessment of the financial condition of the enterprise.</p> <p>Expected result:</p> <p>To know: the terminology of valuation; the essence, goals and principles of valuation in the conditions of the formation of market relations; temporary valuation of money; basic methodological principles of valuation, quantitative and qualitative indicators of valuation activities, methods of valuation; code of ethics appraiser.</p> <p>Be able to: to understand the system of economic information, the external and internal environment of business entities; to imagine in a complex an economic mechanism for assessing property rights related to the asset being evaluated for various purposes: investment, liquidation of enterprises, etc.; to independently develop an algorithm for constructing estimates; to understand the features of assessing tangible and intangible assets; to perform economic calculations and estimates, make evaluation reports; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity; compare types of value and basic principles of business (enterprise) valuation; be able to make an assessment of the market value of a business or enterprise; develop enterprise development strategies</p> <p>Skills: collection, analysis and correction of information necessary for assessment, business assessment skills by various methods, as well as the use of advanced foreign experience to solve the problems facing the economic entities of the Republic of Kazakhstan; to assess the skills of a systematic approach to management; to recommend ways to improve it based on the economic analysis of the activity; to compare the main approaches to doing business in modern conditions; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies.</p> <p>Competencies: special.</p>
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M2-Economics and management module					
2	Strategic management	5	Innovation in Economics / Project Management	Manufacturing practice writing a master's project	<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.</p> <p>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 present a modern understanding of doing business; to consider the strategy of a modern enterprise in the field of research and development; to consider various enterprise strategies; to be able to make management decisions in the strategic management of the company; to analyze economic phenomena and processes, what is happening at the enterprise, their interrelation and interdependence; factors influencing innovation activity; compare types of value and basic principles of business (enterprise) valuation; be able to make an assessment of the market value of a business or enterprise; develop enterprise development strategies</p> <p>Skills: possess methods of analyzing the operating environment of the enterprise; methodological foundations for assessing the competitiveness of economic entities; methods of using models of strategic choice; methods of strategic management; methodology of strategy implementation; conducting scientific and marketing research necessary for writing a project, in further practice and during doctoral studies.</p> <p>Competencies: special.</p>
2	Strategic marketing	5	Innovation in Economics / Project Management	Manufacturing practice writing a master's project	<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</p>

					<p>development strategy at the enterprise.          Be able to: evaluate the market situation; conduct marketing research; evaluate the competitiveness of the enterprise and improve it; present a modern understanding of doing business; consider the strategy of a modern enterprise in the field of research and development; consider various strategies of the enterprise; be able to make management decisions in the strategic management of the company          Skills: creative generalization of the acquired knowledge; concrete and objective presentation of their knowledge; processing, analysis and presentation of the results of marketing research; to use in practice new skills and abilities in organizing research and project work based on knowledge of global trends in the development of information technology; conducting scientific and marketing research necessary for writing a project, in further practical activities and when doctoral studies          Competencies: special.</p>
M3-Economics and management module					
3	Marketing research	5	Current Business Trends Business Assessment	Manufacturing practice writing a master's project	<p>Summary of the discipline: Modern information technologies and marketing research. The process of marketing research. Definition of the problem, goals and objectives of the study. Forms of research. Development of a research plan. Experiments and their role in conducting marketing research. Data collection methods. Forms of data collection. Determination of the sampling volume and procedure. Organization of data collection. Data analysis. Demand forecasting.          Expected result:          Be able to: apply theoretical knowledge in the field of marketing research in practice; develop a marketing research plan; collect information and evaluate the quality of the data obtained; process and analyze the data obtained; compile a report on the results of the research; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors affecting innovation activity; compare types of value and basic principles of business (enterprise) valuation; make an assessment of the market value of a business or enterprise; develop strategies for the development of enterprises; analyze and evaluate the effectiveness of innovative projects; choose modern forms of organization of innovative activities based on marketing research          Skills: conducting marketing research; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies          Competencies: special</p>

3	Economic analysis of the company	5	Current Business Trends Business Assessment	Manufacturing practice writing a master's project	<p>Summary of the discipline: Theoretical foundations of the course. Marketing analysis. Analysis and management of production and sales volume. Analysis and management of costs and the cost of production and sales. Analysis of the financial results of the company. Analysis of the financial condition of a commercial organization.</p> <p>Expected result:</p> <p>To know: the general concepts and definitions of strategic management; methods of strategic analysis of the external environment and the enterprise; models of strategic choice; methods and tools of management analysis; approaches to the formation and evaluation of strategic alternatives</p> <p>Be able to: to apply methods and models of strategic management in practice; to analyze specific situations and develop strategies; to conduct a strategic analysis of the company's position in the economic environment; to find, select and summarize the information necessary for analysis; to explain the specifics of economic security; to analyze possible risks of the company's activities; to analyze the company's activities based on information processing using methods of economic analysis; to apply the studied models and tools in the process of developing strategic decisions in the organizational context; work effectively in groups and present the results of analytical work.</p> <p>Skills: the ability to work in conditions of a large volume of unstructured information; the ability to see prospects, perceive new things and put forward original ideas; the ability to work in a team and build relationships with colleagues based on respect and trust; evaluate the skills of a systematic approach to management; recommend ways to improve it based on an economic analysis of the activity; compare the main approaches to doing business in modern conditions; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies</p> <p>Competencies: special</p>
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LIST of components of choice for the educational program  
7M04115 Economics

Duration of study: 1 years

Form of study: full-time

Year of admission: 2024

№	Name of the discipline	Code of discipline	Number of credits	Semester
The basic disciplines				
	Component of choice 1			
1	Innovation in Economics	IE 5204	4	1
2	Project Management	PM 5204	4	1
The profiling disciplines				
	Component of choice 1			
1	Current Business Trends	CBT 5303	5	1
2	Business Assessment	BA 5303	5	1
	Component of choice 2			
3	Strategic management	SM 5304	5	2
4	Strategic marketing	SM 5304	5	2
	Component of choice 3			
5	Marketing research	MR 5305	5	2
6	Economic analysis of the company	EAC 5305	5	2