

ALIKHAN BOKEIKHAN UNIVERSITY

MODULAR EDUCATIONAL PROGRAM

7M04115 Economics

Semey, 2024 year.

Developed by the Department of Business and Management

Considered at the meeting of the department

Protocol no. 6 from «16» 02 2024 year

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

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

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1. **Explanatory note**

The modular educational program 7M04115 Economics is compiled in accordance with:

- The Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III «On Education» (with amendments and additions);
 - By Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 20, 2022 No. 28916 «On approval of state mandatory standards of higher and postgraduate education» (with amendments and additions);
 - Rules for organizing the educational process on credit technology of education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152. (with amendments and additions);
 - Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education, approved by the order of the Minister of Education and Science of the Republic of Kazakhstan dated 30.10.2018 No. 595 (with amendments and additions)
- Internal regulatory documents of the Educational Institution «Alikhan Bokeikhan University»:
- Structure of the modular educational program, revision No. 4 of 05.10.2022.;
 - П.02.09/2022 «Regulations on the research work of undergraduates».

The modular educational program (MEP) is designed as a set and sequence of training modules for the entire period of study and is aimed at mastering the competencies necessary for awarding the degree of «Master of Business and Management» according to the educational program 7M04115 Economics.

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

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

The production practice of undergraduates includes 9 credits.

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

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

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

When developing a modular educational program, the wishes and recommendations of potential employers were taken into account, aimed at the formation of additional professional competencies that meet the requirements of the labor market (round table with employers " Interaction of the University and employers in matters of training and employment of graduates" dated 27.01.2023)

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

Social partners who took part in the discussion of the IEP: Abzhakov A. T., director of the branch in Abay region of the Academy of Public Administration under the President of the Republic of Kazakhstan, Dariga Abaykyzy, director of the department "Career Center of the city of Semey" of the branch of the KSU "Center for Labor Mobility of the Abay Region", Omirhanov M. E., director of the KSU "Center for the Study of Religious Problems of the Abay Region", Dyusekenov T. T., general director of LLP "Sat Trans", Lyui A. V., director of the Public Foundation "Hometown", Burkutova E. Z., deputy head of the state revenue department for the city Semey, Rakhimbayeva A.K., chief accountant of ZelenStroy LLP, Baiterekova G.E., director of the branch of JSC Halyk Bank of Kazakhstan in Abay region, Daulbayeva N.E., chief specialist of the HR department of the branch of JSC Halyk Bank of Kazakhstan in Abay region, Omarova A.B., head of the State Institution "Department of Economy and Finance of Semey", Metchinov A.M., deputy director for economic issues of the State Institution "Department of Education in Abay region", Bazarov S.R., deputy head of the State Institution "Department of the Bureau of National Statistics" of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan in Abay region, Mukasheva A.M., deputy director of the Institute of Professional Accountants and Auditors of Semey city, Sarsekanova Zh.A., head of the sales department of the branch of JSC "Jusan Bank", Seitzhapparov E.E., leading specialist of the ORB of the Branch of JSC Nurbank in Semey city, Ersinbek O., Director of the State Institution "Semey Regional Center for the Development of Railways", Abeukhanova K.Zh., Director of KZ Logistics LLP, Nurtazinova M.N., Head of the Regional Service Center for the city of Semey, branch of JSC NC KTZ, Abylkasimov Zh.A., PhD Associate Professor of the National Joint-Stock Company "Semey University named after Shakarim", Rakhimzhanova G.A., Dean of the Faculty of Information Technology and Economics.

Purpose of modular educational program 7M04115 Economics - obtaining a high-quality, full-fledged innovative specialized education that allows you to realize your knowledge, skills and abilities to work in state and local government, entrepreneurship, as well as in the field of international administration.

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

Expected results of the modular educational program 7M04115 Economics:

ON 1 Demonstrate knowledge of a foreign language at a professional level, allowing to conduct scientific research and practical activities

ON 2 Apply dynamic methods of assessing the economic efficiency of projects, evaluate the effectiveness of innovative projects, choose modern forms of organizing innovative activities based on marketing research.

ON 3 Present a modern understanding of doing business; consider the strategy of a modern enterprise in the field of research and development; consider various enterprise strategies; be able to make management decisions in the strategic management of the company.

ON 4 Demonstrate knowledge and understanding of solutions to current problems in relationships, using the experience of developing the psychology of management and management: distinguish the stages of development of management psychology and assess the state of modern management theory

ON 5 Use in practical activities new skills and abilities in organizing research and project work based on knowledge of global trends in the development of information technology

ON 6 Analyze and comprehend the realities of modern theory and practice based on economic knowledge; identify modern paradigms of higher education, the main provisions of management activities and management relations of innovation management.

ON 7 Possess the skills to conduct scientific and marketing research necessary for writing a project, in further practical activities and during doctoral

studies.

ON 8 Analyze the activities of an enterprise based on processing information using economic analysis methods, assessing the market and consumer behavior for the development and implementation of marketing strategies, acquiring skills for effective financial risk management and ensuring the security of the company.

ON 9 Assess the skills of a systematic approach to management; recommend ways to improve the activity based on the economic analysis; compare the main approaches to doing business in modern conditions.

ON 10 Analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovative activity; compare types of value and basic principles of business (enterprise) valuation; be able to assess the market value of a business or enterprise; develop enterprise development strategies

2. The graduate's competence model

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

General cultural competencies:

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

Professional competencies:

- be able to analyze indicators and indicators of economic security, apply a mechanism to ensure the economic security of the company, evaluate the indicators of economic security of the company; explain the specifics of economic security; analyze possible risks of the company's activities;
- to carry out economic and systematization of factors and mechanisms for ensuring the economic security of business entities; to conduct scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies;
- to identify problems of an economic nature when analyzing specific situations, to propose ways to solve them, taking into account the criteria of socio-economic efficiency, risk assessment and possible socio-economic consequences; to present the results of analytical and research work in a completed form.
- possess teamwork skills, competencies of corporate management principles; acquire skills to conduct business meetings, participate in negotiations and transactions.

Special competencies:

- analyze the behavior of economic entities of various innovative types in the market in a changing external environment;
- 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;
- 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 develop strategies for the development of enterprises; to evaluate the skills of a systematic approach to management; to recommend ways to improve it on the basis of an economic analysis of the activity; to compare the main approaches to doing business in modern conditions;
- 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;
- 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/

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

№	Competencies	The list of elective disciplines and the sequence of their study		Expected results
		list of disciplines	the sequence of their study (sem.)	
1	Special	Innovation in Economics	1	<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>
		Project Management	1	<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 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>

2	Special	Current Business Trends	1	<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>
		Business Assessment	1	<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>

3	Special	Strategic management	1	<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>
		Strategic marketing	1	<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: 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</p> <p>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</p>

4	Special	Marketing research	2	<p>To know: principles and tools of marketing research; methods of collecting, processing, analyzing and providing information necessary for making managerial decisions; methods of planning and monitoring marketing research.</p> <p>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</p> <p>Skills: conducting marketing research; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies</p>
		Economic analysis of the company	2	<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</p>

				to doing business in modern conditions; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies
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Table 2. The sequence of mastering the disciplines of social and professional interaction

Course	Providing disciplines	Competencies	Expected results
1	Foreign language (professional)	General cultural	<p>To know: functional and stylistic characteristics of the scientific presentation of the material in the studied foreign language; general scientific terminology and terminological sublanguage of the corresponding specialty in a foreign language.</p> <p>Be able to: freely read the original literature of the relevant branch of knowledge in a foreign language with subsequent analysis, interpretation and evaluation of the extracted information; explicate scientific information in writing (abstract, abstract, summary); participate in professional discussions, scientific debates, debates, round-table discussions; make a presentation of scientific research (at seminars, conferences, symposiums, forums); listen to and understand public speeches in direct and indirect communication (lectures, reports, TV and Internet programs); to demonstrate knowledge of at least one foreign language at a professional level that allows conducting scientific research and practical activities.</p> <p>Skills: oral communication in monological and dialogical form in the specialty in monological and dialogical form in the specialty (report, message, presentation, round table conversation, discussion, debate, debate); written scientific communication in the specialty (scientific article, theses, report, translation, abstracting and annotation); work with lexicographic sources on foreign language; the use of modern approaches to learning a foreign language.</p>
2	Management	General cultural	<p>To know: the main provisions of the theory of management and the basics of management; the basic principles and functions of management in modern organizations; ways of making managerial decisions in modern organizations.</p> <p>Be able to: to use the methodological material of management; to formulate goals and set tasks related to the implementation of professional functions of a manager; to model the process of managerial decision-making; to develop proposals for improving the management of a modern organization; To analyze and comprehend the realities of modern theory and practice based on economic knowledge; to identify modern paradigms of higher education, the main provisions of managerial activity and managerial relations of innovative management</p> <p>Skills: manage the development of the organization; substantiate the relevance, theoretical and practical significance of the problem under study; process empirical and experimental data</p>

3	Management psychology	General cultural	<p>To know: the essence and structure of the management process, the theoretical foundations of management psychology and its conceptual and categorical apparatus, the characteristics of personality as an object and subject of management.</p> <p>Be able to: apply managerial skills in working with groups and collectives, build communication within and outside the group, apply psychological methods of influence and motivation in the group; formulate judgments based on incomplete or limited information, taking into account ethical and social responsibility; predict economic and organizational changes; the main mechanisms for changing the structure of the economy; to review the current problems of management relations using the experience of the development of management psychology and management: to separate the stages of development of management psychology and assess the state of modern management theory</p> <p>Skills: possess the conceptual apparatus of management psychology, skills of delegation of authority and time management; draw conclusions in complex and non-standard situations in the field of organization and management of economic activity of the enterprise; think creatively and creatively approach the solution of new problems and situations</p>
1	Economic security of the company	Professional	<p>To know: theoretical foundations and practical aspects of the formation and development of economic security of the economy, determination of the features of the functioning and development of economic security of the company.</p> <p>Be able to: analyze indicators and indicators of economic security, apply a mechanism to ensure the economic security of the company, evaluate the indicators of economic security of the company; explain the specifics of economic security; analyze possible risks of the company's activities; analyze the activities of the company based on information processing using methods of economic analysis</p> <p>Skills: performing economic and systematization of factors and mechanisms for ensuring economic security of business entities; conducting scientific and marketing research necessary for writing a project, in further practical activities and during doctoral studies</p>

1	Manufacturing practice	Professional	<p>To know: basic concepts, categories and tools of theory and profiling disciplines; fundamentals of construction, calculation and analysis of a modern system of indicators characterizing the activities of economic entities at micro and macro levels; basic econometric models.</p> <p>Be able to: carry out independent calculations based on advanced methods of analysis and planning (in accordance with the topic of the project); search for information, collect, analyze data necessary to solve the tasks; use sources of economic, financial, social, managerial, accounting information; master innovative technologies, advanced methods of labor and production; analyze and interpret financial, accounting and other information contained in the financial statements and use the information obtained to make management decisions; identify problems of an economic nature when analyzing specific situations, propose ways to solve them, taking into account the criteria of socio-economic efficiency, risk assessment and possible socio-economic consequences; present the results of analytical and research work in a completed form.</p> <p>Skills: teamwork skills, competencies of corporate management principles; acquisition of skills to conduct business meetings, participate in negotiations and transactions.</p>
1	Experimental research work of undergraduates, including internships and implementation of the master's project	Professional	<p>To know: modern achievements of science, technology and production</p> <p>Be able to: summarize the results of the study and make specific practical recommendations, independent solutions to management tasks.</p> <p>Skills: implementation of master's work with the use of information technology.</p>

3. The list of modules included in the educational program

Module №	Name of the module	The list of disciplines included in the module	Expected results	Cycle	Credit volume	Form of control	Total credits by module
M.1	Management and professional linguistics	Foreign language (professional)	BD UC	1	2	exam	6
		Management	BD UC	1	2	exam	
		Management psychology	BD UC	1	2	exam	
M.2	Innovation and evaluation in economics	Innovation in Economics / Project Management	BD CC	1	4	exam	9
		Current Business Trends / Business Assessment	MD UC	1	5	exam	
M.3	Economic and management module	Economic security of the company	MD UC	2	5	exam	15
		Strategic management / Strategic marketing	MD CC	2	5	exam	
		Marketing research / Economic analysis of the company	MD CC	2	5	exam	
M.4	Experimental research work	Manufacturing practice	MD UC	2	9	report	22
		Experimental research work of undergraduates, including internships and implementation of the master's project	MD UC	1,2	13	dif.off set	
M.5	Final attestation	Registration and protection of the master's project	FA	2	8	MP	8
	Total						60