

ALIKHAN BOKEIKHAN UNIVERSITY

Faculty of information technology and economics

Department of «Business and management»

**CATALOG OF ELECTIVE DISCIPLINES**

**7M04105 ECONOMICS**

(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 7M04105 Economics

№ 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></p> <p><b>To know:</b> the concept of pedagogical technology, its structure, the methodology of pedagogical technology and the peculiarities of the use of pedagogical technology in the educational process.</p> <p><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 apply in practice knowledge of the characteristics of subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p> <p><b>Skills:</b> master the methods of scientific research and the organization of collective research work; the basics of scientific and methodological and educational work in higher education; methods and techniques of oral and written presentation of subject material, a variety of educational</p>

					<p>technologies; the basics of the use of computer technology and information technology in educational and scientific processes; creative use of new technologies in professional activities.</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 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»; 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 professional ethics requirements in practice; identify promising areas of scientific research in the subject area of professional activity, the composition of research papers, their determining factors; to apply in practice knowledge of the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</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; culture of communication in professional and everyday life, skills of public speech, argumentation, discussion; fundamentals of scientific and methodological and educational work in higher education; methods and techniques</p>

					of oral and written presentation of subject material, a variety of educational the basics of the use of computer technology and information technology in educational and scientific processes. <b>Competencies:</b> professional
<b>Module: Methods of analysis in economics and management</b>					
2	Methods of mathematical modeling in economics and management	5	Bachelor's degree disciplines	RW 3 & 4	<p><b>Summary of the discipline:</b> The role of modeling in economic planning and management tasks. Leontiev's model of a diversified economy. The model of international trade. A model of profitability of production taking into account non-renewable resources. Neumann's model of an expanding economy. The study of the "main trajectories" of economic development.</p> <p><b>To know:</b> the main economic problems, in solving which there is a need for mathematical tools; methodology for describing economic processes using mathematical models; methods for solving various mathematical models.</p> <p><b>Be able to:</b> to orient oneself in the economic formulation of the problem; to formalize the economic problem and describe it using a well-known mathematical model; to carry out calculations using modern computing systems and draw conclusions adequate to the task; to put into practice knowledge about the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process on interprofessional interaction.</p> <p><b>Skills:</b> to choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions; modern computer modeling tools; mathematical methods for solving economic equations and systems; methods of constructing models.</p> <p><b>Competencies:</b> professional</p>
2	Modeling of economic processes and systems	5	Bachelor's degree disciplines	RW 3 & 4	<p><b>Summary of the discipline:</b> The purpose and objectives of mathematical modeling of economic systems. Classification of economic and mathematical models. Signs of model classification. Classical optimization theory. Linear programming.</p>

				<p>Simplex method. Duality in linear programming. Transport model. Mathematical models of linear programming. Fundamentals of inter-industry balance planning. Dynamic programming.</p> <p><b>To know:</b> areas of application of modern economic, mathematical and computer modeling; formulation and methods of solving optimization problems; methods and models of correlation and regression analysis; methods and models of forecasting time series of economic indicators; game-theoretic modeling of processes and systems; expert methods in modeling and forecasting of socio-economic systems; elements of measurement theory; methods of adaptation of economic models to the external environment.</p> <p><b>Be able to:</b> to make mathematical models of problems and solve these problems on a computer using modern software; to model economic situations based on real data, to analyze and predict economic processes; to apply qualitative and quantitative methods of analysis when making managerial decisions; to build economic, financial, organizational and managerial models; to analyze the plan of optimal solutions obtained and to adapt them to specific management tasks; to solve economic and econometric problems by mathematical methods using computer information technologies; to develop options for management decisions and justify their choice according to the criteria of socio-economic efficiency; to apply the knowledge gained in scientific research; to put into practice knowledge of the characteristics of subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p> <p><b>Skills:</b> choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions; methods of constructing economic and mathematical models for management processes; methods of solving management tasks</p>
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					based on personal computers. <b>Competencies:</b> professional
<b>Module: Economic security</b>					
3	Crisis management	5	Bachelor's degree disciplines	RW 3 & 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></p> <p><b>Be able to:</b> to express their opinion from the point of view of a future specialist in the field of economics and crisis management, to assess its effectiveness at the present stage; to assess the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to develop and justify recommendations for improving financial and economic activities; to formulate clustering tasks in the economy and finance, building cluster structures and assessing their quality</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; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise</p> <p><b>Competencies:</b> special</p>
3	Project management	5	Bachelor's degree disciplines	RW 3 & 4	<p><b>Summary of the discipline:</b> 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</p>

				<p>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 put into practice knowledge of the characteristics of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction; choose tools for processing economic data in accordance with the task, analyze the results of calculations and justify the conclusions; find organizational and managerial decisions related to risk management in the company, as well as determine the possible consequences of the decisions made.</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; to evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to</p>
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					develop and justify recommendations for improving financial and economic activities. <b>Competencies:</b> special
Major disciplines					
Components of choice (CC)					
<b>Module: Methodology of scientific research</b>					
1	Scientific methods of economic research	4	Bachelor's degree disciplines	Writing a Master's thesis	<p><b>Summary of the discipline:</b> Methodological and methodical approaches to conducting economic research. The structure and stages of the research process, taking into account the critical analysis of the problem posed. Analytical tools. Information sources as the analytical base of the study. Principles, methods, rules of organization of scientific research.</p> <p><b>Expected result:</b>  <b>Be able to:</b> to work with information, to find, evaluate and use information from various sources necessary for conducting business research, solving scientific and professional tasks; to apply knowledge of conceptual approaches to the organization of scientific research in solving problems of effective use of existing methods in conducting scientific research; to determine promising areas of scientific research in the subject area of professional activity, the composition of research, their determining factors; possess the skills of writing scientific articles, abstracts, speaking at conferences, symposiums, round tables, discussions and debates; analyze the realities of modern theory and practice based on economic knowledge.</p> <p><b>Skills:</b> conduct research activities, conduct theoretical and practical business research, including analysis of problems, identification of the object and subject of research, selection of methods and methods of research, as well as assessment of its quality; possess methods of scientific research and organization of collective research work; fundamentals of scientific and methodological and educational work in higher education; methods and methods of oral and written presentation of subject material, a variety of educational technologies; fundamentals of the use of computer technology and information technology in educational and scientific processes.</p>

					<b>Competencies: professional</b>
<b>1</b>	Methods of teaching economic disciplines	4	Pedagogical ethics of a modern teacher	Pedagogical practice	<p><b>Summary of the discipline:</b> Didactics and methods of teaching economic disciplines. Theory of learning. Modern teaching methods. Direct training. Lecture. Research and modeling in the educational process. Corporate training in higher education. The seminar and its purpose. Active learning model. Visibility in the teaching of economic disciplines. Methods of organizing independent work of students. Control in the learning structure. Survey. Pedagogical impact. Educational work in higher education.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the modern theory of teaching; the basics of the organization of research and modeling in the educational process; the methodology of the organization of independent work of students.</p> <p><b>Be able to:</b> to carry out direct training, competently conduct lectures, correctly apply elements of visibility in teaching economic disciplines; monitor the results of the learning process; analyze the realities of modern theory and practice based on economic knowledge; choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions.</p> <p><b>Skills:</b> implementation of cooperative education in higher school; proper conduct of seminars in accordance with their purpose; pedagogical impact and educational work in higher school; possess methods of scientific research and organization of collective research work; fundamentals of scientific and methodological and educational work in higher school; methods and techniques of oral and written presentation of subject material, various educational technologies; fundamentals of the use of computer technology and information technology in educational and scientific processes; to apply in practice knowledge of the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional</p>

interaction.  
**Competencies:** professional.

**Module: Current trends in business research**

2	Current business trends	4	Bachelor's degree disciplines	Business planning innovation projects Effective management	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> to know the essence of business and the stages of its development; the current state of business in countries with developed economies.</p> <p><b>Be able to:</b> to create a model of modern business; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> have a holistic view of the characteristic features of modern business and its main forms; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise.</p> <p><b>Competencies:</b> special.</p>
2	Business valuation	4	Bachelor's degree disciplines	Cost management Economic analysis of the company	<p><b>Summary of the discipline:</b> 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)</p>

				<p>valuation. Assessment of the financial condition of the enterprise.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> 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; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors affecting innovation activity; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> collection, analysis and correction of information necessary for evaluation, 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; possess a modern understanding of business; strategies of a modern enterprise in the field of research and development; various enterprise strategies, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the company's activities.</p>
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**Competencies:** special.

**Module: Methods of analysis in economics and management**

					<b>Competencies:</b> special.
<b>Module: Methods of analysis in economics and management</b>					
3	Regional economy	4	Economic security of the company	Marketing research	<p><b>Summary of the discipline:</b> Methodological foundations of the study of the economy of the region. General conditions and factors of the territorial organization of the economy of the country and the economy of the region. The concept, structure and economic potential of the region. The economic basis (core) of the region. The economic district is a new stage in the development of the economy of Kazakhstan. Economy of economic districts. Strategic directions for further reform of regional systems.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the key concepts and provisions of the discipline "Regional Economy"; conceptual and practical foundations of regional management in different countries of the world and in the Republic of Kazakhstan; theoretical, methodological and practical foundations of economic diagnostics, forecasting and planning of regional development; the state and main directions of development of industries and spheres of the national economy in the regions of the country; the concept and main directions of improving public administration of regional development in the country.</p> <p><b>Be able to:</b> to characterize the conceptual foundations and specific features of the regional policy of foreign countries and the Republic of Kazakhstan; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors affecting innovation activity; to make a forecast of the main socio-economic indicators of the enterprise, the industry, the region and the economy as a whole.</p> <p><b>Skills:</b> possess the ability to analyze the state of the economy of regions and their resource potential; analyze the effectiveness of management decisions in the field of regional management; analyze the priority directions of regional development and the system of public</p>

					administration of regions; choose tools for processing economic data in accordance with the task; find organizational and managerial solutions related to risk management in the company, as well as identify possible consequences of the decisions taken. <b>Competencies:</b> special.
3	Cluster economy	4	Bachelor's degree disciplines	Economic analysis of the company	<p><b>Summary of the discipline:</b> Introduction to cluster economics. Organizational principles of cluster construction. Cluster policy. Cluster analysis in the tasks of socio-economic forecasting. Theoretical aspects of the formation of competitive clusters in transition economies. Cluster development of the economy of Kazakhstan.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the concept of cluster, cluster policy, cluster strategy, features of cluster construction in various sectors of the economy.</p> <p><b>Be able to:</b> to apply methods of cluster analysis, to assess the activity of clusters; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> solving the problems of forming competitive clusters and implementing cluster policy; finding organizational and managerial solutions related to risk management in the company, as well as determining the possible consequences of decisions taken; analyzing and interpreting information about the state of the domestic tax system, professionally applying the norms of current legislation to specific situations.</p> <p><b>Competencies:</b> special.</p>
<b>Module: Management strategies in the modern economy</b>					
4	Risk management	5	Bachelor's degree disciplines	Writing a Master's thesis	<p><b>Summary of the discipline:</b> The essence of risk as a management category. The concept of risk management. Methods of risk identification. Business risk assessment. Methods and ways to minimize risk. Assessment of the effectiveness of risk management.</p>

					<p>Investment risk management. Risks in industrial entrepreneurship.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the concept of risk and its classification, methods of assessing the risk of damage; the main ways to minimize risks in various types of activities.</p> <p><b>Be able to:</b> analyze and identify potential risks, apply financial and other mechanisms for managing them, organize preventive measures; put into practice the principles and methods of crisis analysis in organizations; make decisions in crisis conditions; carry out pre-project survey in projects for the creation of complex integrated systems and formulate requirements for these systems; evaluate the effectiveness of developed design solutions, the possibility and consequences of their implementation; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> development of a strategic approach to risk management and understanding of the mechanisms of accounting for strategic risks in the company's policy; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; develop options for management decisions and justify their choice based on criteria of socio-economic efficiency.</p> <p><b>Competencies:</b> special.</p>
4	Tax management	5	Bachelor's degree disciplines	Writing a Master's thesis	<p><b>Summary of the discipline:</b> The role and content of tax management. Types and features of tax management. State tax management. Organization of state tax regulation and control. Organization of corporate tax management. Management of optimization of tax payments of organizations. Assessment of the effectiveness of tax management in the organization.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> functions and objectives of taxes, tax optimization, tax planning.</p> <p><b>Be able to:</b> calculate various taxes, determine the tax burden of the company;</p>

					<p>calculate specific taxes, be able to develop the main directions of tax optimization, compare the tax policy of domestic and foreign companies; analyze and interpret information about the state of the domestic tax system, professionally apply the norms of current legislation to specific situations.</p> <p><b>Skills:</b> analysis of the structure of tax liabilities; o calculation of the corporation's need for external financing in order to optimize taxation; o evaluation of elements of the company's tax policy; o construction of optimal tax systems; analyze possible risks of the company's activities.</p> <p><b>Competencies:</b> special.</p>
<b>Module: Methods of analysis in economics and management</b>					
5	Business planning innovation projects	5	Current business trends	Writing a Master's thesis	<p><b>Summary of the discipline:</b> The concept of business planning of innovative projects. The content and organization of business planning. Methods and technologies of innovation planning. Business plan of innovative projects. Management decisions in business planning of innovative projects. Forecasting of innovative projects. Analysis and evaluation of the effectiveness of innovative projects. Operational and calendar business planning of innovative projects. Risk management and sequences of innovative projects. Business planning of the culture of innovative projects.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the theoretical foundations and modern practice of innovation management; methods of activation of innovation activity, the main methods and techniques of innovation management, as well as the stages of the innovation process.</p> <p><b>Be able to:</b> determine the rational sequence of stages of development of innovative business projects, competently apply the methodology of drawing up innovative projects, correctly calculate the indicators for evaluating the effectiveness of innovative projects, rationally use the methodology for determining the effectiveness of innovative projects; systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their</p>



				<p>competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> application of methods, tools for business planning of innovative projects; designing solutions to problems arising in the field of innovative processes; possess a modern understanding of business; strategies of a modern enterprise in the field of research and development; evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; develop and justify recommendations to improve financial and economic activities.</p> <p><b>Competencies:</b> special.</p>
5	Cost management	5	Economic security of the companyB business valuation	<p>Writing a Master's thesis</p> <p><b>Summary of the discipline:</b> Introduction to the cost management system. Analytical tools for cost management. Costs as an object of cost management control. Criteria for making decisions on cost management. Criteria for making investment decisions. Methods of operational diagnostics as a cost management tool. The mechanism for implementing the function of the cost management control system.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the standard documents and regulatory framework related to the activities of the organization.</p> <p><b>Be able to:</b> analyze and process the data necessary to solve the tasks; analyze and interpret financial, accounting and other information; systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; analyze and interpret information about the state of the domestic tax system, professionally apply the norms of the current legislation to specific situations.</p> <p><b>Skills:</b> possess the methodology of searching for organizational and managerial solutions; methodology of</p>

					<p>drawing up economic sections of the enterprise plan; tools for processing economic data; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise.</p> <p><b>Competencies:</b> special.</p>
<b>Module: Current trends in business research</b>					
6	Marketing research	5	Regional economy	Writing a Master's thesis	<p><b>Summary of the discipline:</b> 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.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> to apply theoretical knowledge in the field of marketing research in practice; to develop a marketing research plan; to collect information and evaluate the quality of the data obtained; to process and analyze the data obtained; to make a report on the results of the research; to choose tools for processing economic data in accordance with the task, analyze the results of calculations and justify the conclusions; evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved.</p> <p><b>Skills:</b> conducting marketing research; finding organizational and managerial decisions related to risk management in the company, as well as determining the possible consequences of decisions made; professionally applying the norms of</p>

					current legislation to specific situations <b>Competencies:</b> special.
6	Economic analysis of the company	5	Cluster economy Business valuation	Writing a Master's thesis	<p><b>Summary of the discipline:</b> 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><b>Expected result:</b></p> <p><b>To know:</b> 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><b>Be able to:</b> apply methods and models of strategic management in practice; analyze specific situations and develop strategies; conduct a strategic analysis of the company's position in the economic environment; find, select and summarize the information necessary for analysis; apply the studied models and tools in the process of developing strategic decisions in an organizational context; work effectively in groups and present the results of analytical work; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation</p> <p><b>Skills:</b> ability to work in conditions of a large volume of unstructured information; ability to see prospects, perceive new things and put forward original ideas; ability to work in a team and build relationships with colleagues based on respect and trust; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise; take organizational and managerial decisions; to make a forecast of the main socio-economic indicators of the</p>

					company's activity; develop options for management decisions and justify their choice based on criteria of socio-economic efficiency. <b>Competencies:</b> special.
<b>Module: Management strategies in the modern economy</b>					
7	Effective management	5	Current business trends	Writing a Master's thesis	<p><b>Summary of the discipline:</b> Efficiency in the management of the organization. Indicators and complementary methods of evaluating the effectiveness of management. Management transformation: the search for efficiency improvement. Balanced Scorecard (BSC). KPI approach. OKR approach. Approaches to improving management efficiency.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> the process of making and implementing management decisions; the main indicators and criteria for the effectiveness of management activities. types of organizational structures and principles of their construction.</p> <p><b>Be able to:</b> to make effective management decisions and improve management functions; to design the most optimal organizational structures for effective personnel management at the enterprise; to analyze the realities of modern theory and practice based on economic knowledge; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of decisions made.</p> <p><b>Skills:</b> effective management technologies; skills in designing the most optimal organizational structures for effective personnel management at the enterprise; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various enterprise strategies, micro and macro environment of the enterprise, the mission of the enterprise; evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation.</p> <p><b>Competencies:</b> special.</p>
7	Strategic management	5	Bachelor's degree disciplines	Writing a Master's thesis	<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</p>

				<p>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). The main economic indicators, the driving forces of the industry.</p> <p><b>Expected result:</b></p> <p><b>To know:</b> marketing and corporate strategies; methods of market analysis; segmentation and positioning strategies; strategies for selecting target markets; the process of market research; strategies for planning new products, pricing, promotion; organizational structure of companies.</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 find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> possess 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; control over strategy implementation; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security.</p> <p><b>Competencies:</b> special.</p>
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**LIST**  
**of components of choice for the educational program**  
**7M04105 Economics**

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>			
<b>Component of choice 1</b>			1
Modern pedagogical technologies	MPT 5206	5	
Pedagogical ethics of a modern teacher	PEMT 5206	5	
<b>Component of choice 2</b>			2
Methods of mathematical modeling in economics and management	MMMEM 5207	5	
Modeling of economic processes and systems	MEPS 5207	5	
<b>Component of choice 3</b>			3
Crisis management	CM 5208	5	
Project management	PM 5208	5	
<b>Major disciplines</b>			
<b>Component of choice 1</b>			2
Scientific methods of economic research	SMER 5311	4	
Methods of teaching economic disciplines	MTED 5311	4	
<b>Component of choice 2</b>			2
Current business trends	CBT 5312	4	
Business valuation	BV 5312	4	
<b>Component of choice 3</b>			2
Regional economy	RE 5313	4	
Cluster economy	CE 5313	4	
<b>Component of choice 4</b>			3
Risk management	RM 5314	5	
Tax management	TM 5314	5	
<b>Component of choice 5</b>			3
Business planning innovation projects	BPIP 5315	5	
Cost management	CM 5315	5	
<b>Component of choice 6</b>			3
Marketing research	MR 5316	5	
Economic analysis of the company	EAC 5316	5	
<b>Component of choice 7</b>			3
Effective management	EM 5317	5	
Strategic management	SM 5317	5	