

ALIKHAN BOKEIKHAN UNIVERSITY

Faculty of information technology and economics

Department of «Business and management»

**CATALOG OF ELECTIVE DISCIPLINES**

**7M04118 BUSINESS ADMINISTRATION**

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.

№ of the component of	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)
1. Block of disciplines to develop professional competences					
Components of choice					
<b>Module: Human Capital management</b>					
1	Project management	5	-	International Career Development Strategy	<p><b>Summary of the discipline:</b> The course is aimed at studying the concept of an investment project and its sources of financing, the procedure for justifying and financing projects, the study of the external environment of the project: a marketing approach, traditional methods of evaluating investments, dynamic methods of evaluating the economic effectiveness of projects, accounting and reducing investment risks, etc.</p> <p><b>Expected result:</b> <b>To know:</b> the concept of an investment project and its sources of financing, the procedure for justifying and financing projects, traditional methods of evaluating investments and dynamic methods of evaluating the economic efficiency of projects <b>Be able to:</b> to conduct research of the external environment of the project: marketing approach, accounting of investment risks, budgeting of investments and their payback <b>Skills:</b> to implement and use a variety of software products – project management systems, to carry out a systematic analysis of project risks, to possess the skills of step-by-step control of the implementation of business plans and the terms of agreements concluded <b>Competencies:</b> professional</p>
1	People & Organization	5	-	Health and Wellness Management	<p><b>Summary of the discipline:</b> This module aims to develop students' critical insight into factors influencing organizational behavior, diversity of HRM issues, and the role of HR in organizational effectiveness. Emphasis on structure, culture, conflict, change management, and broader environmental factors</p> <p><b>Expected result:</b> <b>To know:</b> concepts of structure, culture, conflicts, change management and broader environmental factors, HR metrics and personnel analytics, management styles and delegation <b>Be able to:</b> critically understand the factors in-</p>

					<p>fluencing organizational behavior, the diversity of HRM issues and the role of HR in organizational effectiveness, the use of human resources management tools in an organization focused on development and innovation</p> <p><b>Skills:</b> analysis of the theory of change, study of organizational behavior and approaches to HRM, apply ways to reduce the level of internal conflicts, create and develop balanced teams</p> <p><b>Competencies:</b> professional</p>
<b>Module: Business processes and decision-making</b>					
2	Strategic Budgeting	5	-	Business Process Re-engineering	<p><b>Summary of the discipline:</b> Explores adaptive budgeting, capital investments, sensitivity analysis, and budget alignment with operational plans, fostering long-term perspective. Students acquire skills to synthesize information for strategic decisions through financial analysis and budgeting.</p> <p><b>Expected result:</b> <b>To know:</b> fundamentals of the processes of drafting and implementing a financial strategy in the company, aspects of adaptive budgeting, capital investments, sensitivity analysis and the relationship of the budget with operational plans, contributing to the creation of a long-term perspective <b>Be able to:</b> apply cost budgeting methods, generate budget forecasts, possess analytical tools that will allow you to predict the future financial condition of the company, plan financial flows, make the right financial and management decisions <b>Skills:</b> synthesis of information for strategic decision-making based on financial analysis and budgeting, determine strategic financial parameters of activities and standards for monitoring their implementation, distribute responsibility for the formation, coordination and execution of budgets within the financial structure of the company</p> <p><b>Competencies:</b> professional</p>
2	Accounting for Decision Makers	5	-	Brand Management	<p><b>Summary of the discipline:</b> Course covers practical understanding of financial and management accounting. Topics include interpreting financial statements, cost behavior, budgeting principles, and breakeven analysis.</p> <p><b>Expected result:</b> <b>To know:</b> understanding of financial and management accounting, interpretation of financial statements, cost behavior, budgeting principles and break-even analysis</p>

					<p><b>Be able to:</b> critically evaluate balance sheets, interpret financial data, use margin costing and make cash budgets</p> <p><b>Skills:</b> determine the importance of various types of accounting information useful for decision-making, use accounting information for product management, cost control and other factors of success in work</p> <p><b>Competencies:</b> professional</p>
3	Business Process Re-engineering	5	Strategic Budgeting	Final attestation	<p><b>Summary of the discipline:</b> This course focuses on analyzing and redesigning business processes to enhance efficiency, effectiveness, and agility. Students learn methods to identify process bottlenecks, streamline workflows, and integrate technology solutions.</p> <p><b>Expected result:</b> <b>To know:</b> the concept of business processes, the life cycle of the company's business process management, methods for identifying bottlenecks in processes, optimizing work processes and integrating technological solutions</p> <p><b>Be able to:</b> strategic coordination, change management and efficiency measurement to ensure organizational transformation, diagnostics of the company's condition, evaluation of the effectiveness of current processes, the potential of digital, technological reorganization; designing schemes of more efficient processes</p> <p><b>Skills:</b> analysis and redesign of business processes in order to increase efficiency, effectiveness and flexibility</p> <p><b>Competencies:</b> professional</p>
3	Brand Management	5	Accounting for Decision Makers	Final attestation	<p><b>Summary of the discipline:</b> This course covers advanced topics, including brand strategy, positioning, and communication, and the role of brand equity in driving business success. Through case studies and group projects, students will develop skills to create effective branding strategies in dynamic business environments.</p> <p><b>Expected result:</b> <b>To know:</b> content of brand strategy, positioning and communication, as well as the role of brand capital in ensuring business success</p> <p><b>Be able to:</b> to conduct marketing research, evaluate competitors and market dynamics, determine the brand's place in the market, build a conversion funnel, search for growth points</p> <p><b>Skills:</b> creating effective branding strategies in a dynamic business environment using case studies and group projects, planning the launch of marketing campaigns, effectively promoting</p>

					products and brand positioning <b>Competencies:</b> professional
2. Block of disciplines in personal and leadership development					
Components of choice					
<b>Module: Human Capital management</b>					
1	International Career Development Strategy	5	Project management	Final attestation	<p><b>Summary of the discipline:</b> The course explores strategies for managing international careers and developing a global mindset, analyzing global labor markets, cultural competencies, and diversity in the workplace</p> <p><b>Expected result:</b> <b>To know:</b> components of career development, fundamentals of international employment, questions on the formation of an international career track <b>Be able to:</b> analyze global labor markets, cultural competencies and diversity in the workplace, apply professional hiring culture <b>Skills:</b> develop personal branding, networking and cross-cultural communication skills to navigate international career opportunities and increase employability in the global world</p> <p><b>Competencies:</b> special</p>
1	Health and Wellness Management	5	People & Organization	Final attestation	<p><b>Summary of the discipline:</b> The course explores the practice of promoting health and wellbeing in the organizational environment by examining strategies for developing and implementing wellness programmers, managing health and safety, and promoting employee wellbeing.</p> <p><b>Expected result:</b> <b>To know:</b> theoretical issues of the practice of promoting health and well-being in the organizational environment, modern practical aspects of promoting health and well-being in the workplace <b>Be able to:</b> analyze strategies for the development and implementation of health improvement programs, occupational health and safety management, as well as promoting the well-being of employees, evaluate the effectiveness of health promotion programs in the workplace <b>Skills:</b> to develop skills of creating a culture of health and well-being of employees in the workplace, the application of a comprehensive strategy for the implementation of corporate health promotion programs in the workplace</p> <p><b>Competencies:</b> special</p>

**LIST**  
**elective courses**  
**educational program 7M04118 Business administration (EMBA)**

Duration of training: 1 years

Form of study: full-time

Year of admission 2023

in order	Name of discipline	Code of discipline	Number of credits	Semester
1. Block of disciplines to develop professional competences (components of choice)				
1	Component of choice 1		5	1
	Project management	PM 5204		
	People & Organization	PO 5204		
2	Component of choice 2		5	1
	Strategic Budgeting	SB5205		
	Accounting for Decision Makers	AGM5205		
3	Component of choice 3		5	2
	Business Process Re-engineering	BPR 5206		
	Brand Management	BM 5206		
2. Block of disciplines in personal and leadership development (components of choice)				
1	Component of choice 1		5	2
	International Career Development Strategy	ICDS 5302		
	Health and Wellness Management	HWM 5302		