

ALIKHAN BOKEIKHAN UNIVERSITY
Faculty of information technology and economics
Department of «Business and management»

CATALOG OF ELECTIVE DISCIPLINES
7M04108 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					
Module: Business processes and decision-making					
1	Business Process Re-engineering	5	-	Project Management	<p>Summary of the discipline: 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. Emphasis is placed on strategic alignment, change management, and performance measurement to drive organizational transformation</p> <p>Expected result: To know: 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 Be able to: 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 Skills: analysis and redesign of business processes in order to increase efficiency, effectiveness and flexibility Competencies: professional</p>
1	Consumer Behavior	5	-	Project Management	<p>Summary of the discipline: Course explores how consumer behavior and decision-making are influenced, within the context of marketing management. Students will build upon theoretical insights gained to evaluate all aspects of consumer culture, including how we interact with brands, relate to advertising, form self-concepts and interact with others through consumption</p> <p>Expected result: To know: buyer characteristics and modeling of consumer behavior, issues of influence on consumer behavior and decision-making in the context of marketing management, motivation of consumer behavior, lifestyle and consumer</p>

					<p>resources</p> <p>Be able to: to evaluate all aspects of consumer culture, including interaction with brands, attitudes to advertising, formation of self-perception and interaction with other people through consumption</p> <p>Skills: analyze specific situations that affect the consumer's decision-making process about buying, evaluate the influence of external and internal factors on consumer behavior and identify the possibility of their use in marketing for consumers to make a purchase decision</p> <p>Competencies: professional</p>
Module: Advanced Management					
2	Innovation Management & Entrepreneurship	5	Strategic Management	Regionalization and Sustainable Development	<p>Summary of the discipline: Course combines innovation management and entrepreneurship principles to equip students with the skills to identify opportunities, develop innovative strategies, and manage entrepreneurial ventures. Topics include idea generation, business planning, funding, and scaling</p> <p>Expected result: To know: theoretical aspects of the emergence and formation of innovation management, issues of idea generation, business planning, financing and scaling, principles of innovation management and entrepreneurship</p> <p>Be able to: to conduct managerial, marketing, commercial, regulatory and patent-licensing work related to innovation activities in the organization, to develop management solutions and justify the choice of the optimal one based on the criteria of socio-economic efficiency and environmental safety of innovation</p> <p>Skills: identify opportunities, develop innovative strategies and manage enterprises, choose the most relevant areas of scientific research, set research objectives and determine ways to solve the tasks set</p> <p>Competencies: professional</p>
2	Effective Workplace Design Management	5	Strategic Management	Diplomacy and International Relations	<p>Summary of the discipline: Course develops skills in planning the physical workplace as a strategic tool for achieving organizational goals, driving culture, and incorporating interior design concepts for effective workspaces. Emphasis on aligning with business strategy and optimizing work processes</p> <p>Expected result: To know: methods of workplace organization; requirements for workplace organization, specialization and equipment of workplaces; working time costs and their classification, organization of workspace according to the 5S system</p>

					<p>Be able to: optimize work processes, organize the workspace, work with information stands, apply effective methods of monitoring and improving the application of the 5S method; apply the knowledge gained in practice</p> <p>Skills: plan a physical workplace as a strategic tool to achieve the goals of the organization, develop cultures and implement interior design concepts to create effective workplaces</p> <p>Competencies: professional</p>
Module: International relations and law					
3	International Business Law	5	Management of Finance	International Career Development Strategy	<p>Summary of the discipline: Course delves into legal frameworks and challenges in cross-border business. Topics include international trade law, dispute resolution, intellectual property rights, and contracts. Focus on legal implications, compliance, risk management, and navigating complex international transactions for multinational corporations. Gain insights into global business complexities and legal considerations.</p> <p>Expected result: To know: legal foundations and problems of cross-border business, issues of international trade law, dispute resolution, intellectual property rights and contracts, understanding of the complexities of global business and their legal aspects</p> <p>Be able to: managing risks and navigating complex international transactions for multinational corporations, distinguishing ways companies enter foreign markets and factors influencing their choice, the main types of international business strategies</p> <p>Skills: to organize the approval process and document an international commercial contract within the framework of managerial, economic and other professional activities to support the foreign economic activity of the organization in accordance with international and national standards</p> <p>Competencies: professional</p>
3	International Trade	5	Management of Finance	Private Wealth Management	<p>Summary of the discipline: Course covers principles and practices of international trade with a focus on modern challenges. Topics include trade policies, marketing, investment, as well as e-commerce and blockchain. Students will learn to analyze the impact of the changing business environment, supply chain disruptions, and trade restrictions to reach success in international trade</p> <p>Expected result: To know: principles and practice of interna-</p>

					<p>tional trade with an emphasis on modern challenges, trade policy issues, marketing, investment, as well as e-commerce and block chain, structure, the main positive and regulatory effects of international trade</p> <p>Be able to: analyze the impact of the changing business environment, supply chain disruptions and trade restrictions in order to achieve success in international trade, analyze the benefits and losses from international trade using the necessary tools of international trade theories</p> <p>Skills: to master the methods and techniques of analyzing economic phenomena and processes using the basic theories of international economics in relation to international trade, correct interpretation of the results of theoretical modeling of international trade in relation to the conjuncture of modern markets</p> <p>Competencies: professional</p>
4	Regionalization and Sustainable Development	5	Innovation Management & Entrepreneurship	Final attestation	<p>Summary of the discipline: Course has to extend the students' knowledge and skills into an overall understanding of organizational and operational strategy in competitive business environments across in the relevant regions of the globe</p> <p>Expected result: To know: management features of socio-economic and territorial systems, issues in the field of understanding organizational and operational strategy in a competitive business environment in the relevant regions of the world</p> <p>Be able to: study case studies and implement regional planning, management and economic development, promote sustainable development, working in a competitive business environment</p> <p>Skills: assessment of economic and social conditions for the implementation of regional programs; application of legal norms; knowledge of methods of regional analysis and regional management</p> <p>Competencies: professional</p>
4	Diplomacy and International Relations	5	Effective Workplace Design Management	Final attestation	<p>Summary of the discipline: Course explores the principles and practices of diplomacy and international relations, tools for analyzing global governance structures, diplomatic strategies, and negotiation techniques. Course helps to understand geopolitical dynamics, international organizations, and key issues in global politics.</p> <p>Expected result:</p>

					<p>To know: principles and practice of diplomacy and international relations, tools for analyzing global governance structures, diplomatic strategies and negotiation methods, the concept of geopolitical dynamics, international organizations and key issues of global politics</p> <p>Be able to: analyze modern diplomatic systems, apply methods of analyzing the international situation to characterize business communication, analyze methods of regulating international conflicts and international relations from the perspective of modern diplomacy</p> <p>Skills: diplomatic communication, conflict resolution and navigating the challenges of international relations, mastery of business communication methods in an international environment, the ability to use the peculiarities of the local business culture of foreign countries</p> <p>Competencies: professional</p>
2. Block of disciplines in personal and leadership development					
Components of choice					
Module: Communication and wealth management					
1	Multicultural Communications	5	People & Organization	Brand Management	<p>Summary of the discipline: Course will enable you to master the techniques of developing effective communication strategies in a multicultural business environment, studying cultural aspects, intercultural competence and communication styles. The course promotes the development of intercultural negotiation skills, conflict resolution and effective team building in international teams</p> <p>Expected result: To know: fundamentals of the theory of intercultural communications; the main laws of the process of intercultural communication; the main directions of the formation of harmonious intercultural communications; the specifics of cultural differences in social work; methods of education in the field of prevention of xenophobia and the formation of a culture of peace</p> <p>Be able to: to master the methods of developing effective communication strategies in a multicultural business environment, to study cultural aspects, intercultural competence and communication styles, to take into account cultural differences and their manifestation in professional activities</p> <p>Skills: conducting intercultural negotiations, conflict resolution and creating effective teams in international collectives, master methods of comparative analysis of various types of cul-</p>

					tures, cultural traditions, values and norms Competencies: special
1	Health and Wellness Management	5	People & Organization	Brand Management	Summary of the discipline: 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. Expected result: To know: 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 Be able to: 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 Skills: 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 Competencies: special
2	International Career Development Strategy	5	International Business Law	Final attestation	Summary of the discipline: Course explores strategies for managing international careers and developing a global mindset, analyzing global labor markets, cultural competencies, and diversity in the workplace Expected result: To know: components of career development, fundamentals of international employment, questions on the formation of an international career track Be able to: analyze global labor markets, cultural competencies and diversity in the workplace, apply professional hiring culture Skills: develop personal branding, networking and cross-cultural communication skills to navigate international career opportunities and increase employability in the global world Competencies: special
2	Private Wealth Management	5	International Trade	Final attestation	Summary of the discipline: Course explores strategies for effectively managing personal wealth (finances). The course will develop skills in budgeting, investing, retirement planning and debt management. Learners will learn how to make informed financial decisions and create strategies to achieve personal financial goals. The course

					<p>will help prepare for an experience or career in wealth management</p> <p>Expected result:</p> <p>To know: strategies for effective management of personal well-being (finances), the idea of the competent use of capitalization to increase funds, about common mistakes when investing, about the directions of the pension model</p> <p>Be able to: find a source of information and work with it competently, make informed financial decisions and create strategies to achieve personal financial goals, make a personal budget, assess risks</p> <p>Skills: apply budgeting, investment, pension planning and debt management processes, apply a model of rational financial behavior</p> <p>Competencies: special</p>
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LIST
elective courses
educational program 7M04108 Business administration (MBA)

Duration of training: 2 years

Form of study: full-time

Year of admission 2023

In order	Name of discipline	Code of discipline	Number of credits	Semester
Block of disciplines to develop professional competences (components of choice)				
1	Component of choice 1		5	1
	Business Process Re-engineering	BPR 5209		
	Consumer Behavior	CB 5209		
2	Component of choice 2		5	2
	Innovation Management & Entrepreneurship	IME 5210		
	Effective Workplace Design Management	EWDM 5210		
3	Component of choice 3		5	2
	International Business Law	IBL 5211		
	International Trade	IT 5211		
4	Component of choice 4		5	3
	Regionalization and Sustainable Development	RSD 6212		
	Diplomacy and International Relations	DIR 6212		
Block of disciplines in personal and leadership development (components of choice)				
1	Component of choice 1		5	2
	Multicultural Communications	MC 5303		
	Health and Wellness Management	HWM 5303		
2	Component of choice 2		5	3
	International Career Development Strategy	ICDS 6304		
	Private Wealth Management	PWM 6304		