

Kazakh Humanitarian Law Innovation University

**MODULAR EDUCATIONAL PROGRAM**  
**6B04116 Economics**

Semey 2021

Developed by the Department of Business and Management

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## **1. Explanatory note**

The Modular Educational Program (MEP) was compiled on the basis of the regulatory documents of the Ministry of Science and Higher Education of the Republic of Kazakhstan and the internal regulatory documents of Kazakh Humanitarian Law Innovation University.

- State Mandatory Standard of Higher Education approved by the Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 604 dated 31.10.2018;

- 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 October 12, 2018 No. 563;

- Model rules for the activities of organizations of higher and (or) postgraduate education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595;

- The structure of the modular educational program

The Modular Educational Program is designed as a set of consecutive training modules for the entire period of study and is aimed at mastering the competencies necessary for awarding a bachelor's degree in economics under the educational program "6B04116 Economics".

In the block modules of the OOP block (a total of 56 academic credits) include disciplines common to all educational programs, in the study of which the graduate must master the following competencies: general education.

The database block includes disciplines of the university component (UC) - 38 academic credits and elective components (EC) - 74 academic credits. The modules of these disciplines form a set of competencies: economic, organizational and managerial, special and professional.

The PD block includes disciplines of the university component (UC)- 22 academic credits and elective components (EC) - 38 academic credits. The modules of these disciplines make it possible to form a complex of special and professional competencies acquired by a graduate.

The criterion for the completion of the educational process is the development by the student of at least 240, including at least 228 academic credits of theoretical training and final certification - at least 12 academic credits. The Modular Educational Program consists of 22 modules.

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 "The impact of the pandemic on the labor market and the problems of employment of university graduates " dated 28.01.2021 year)

Social partners who took part in the discussion of the Modular Educational Program: Baysarina A. S. - Head of the Department for work with applicants, support of employers and the organization of CPM, MP and OR of the State Institution "Employment Center of the Akimat of Semey, East Kazakhstan region"; Ilyasova K. - Manager of the Damu Entrepreneurship Development Fund JSC for East Kazakhstan Region; Meshelov B. T. - Head of the State Institution "Department of Statistics for Semey City; Baymagulov D.S. - Head of the Personnel Department; Kurmangalieva Z. A. - Deputy Director for Economics Branch of JSC NC "Kazakhstan Temir Zholy"; Metchinov A.M. - Head of the centralized accounting Department of the State Institution "Department of Education of Semey"; Samyzhn K. - Senior Manager for SMES Branch of JSC "Halyk Bank of Kazakhstan" in Semey; Ospanova N. - Head of the branch Branch No. 9 of JSC "Eurasian Bank" in Semey; Ostritseva Y.S.

**The purpose of the modular educational program** is to train highly qualified personnel capable of occupying leading positions in companies, government organizations and institutions, professionals with entrepreneurial competencies, able to make informed management decisions in a

dynamically changing market environment, successfully implement competitive development strategies, who have the skills of business planning, efficiency calculation various projects, study and analysis of the market situation, development of pricing and budgetary policies of the company.

The requirements for the level of training of students are determined on the basis of the Dublin descriptors of the first level of higher education (bachelor's degree) and reflect the acquired competencies, expressed in the achieved learning outcomes.

**Expected results of the modular educational program 6B04116 Economics:**

ON1 Describe the forms and methods of anti-corruption policy of the Republic of Kazakhstan, know the basics of economics and entrepreneurship, main economic categories, concepts and terminology of micro- and macroeconomics; to determine the conditions and ways of maintaining ecological balance and reducing hazardous and harmful factors of production

ON2 Study professional terminology, features of business communication in English, Kazakh and Russian languages for professional use in the future field of activity

ON3 Choose a method of mathematical solution of the problem, as well as software tools for data analysis and cloud services; describe the possibilities of using information technology and an innovative approach; own techniques and methods of collecting socio-economic and other statistical information; know the basics and methodology of economic analysis.

ON4 Describe the financial basis of business and instrumental support for entrepreneurship; explain the principles of economic behavior of market entities; understand the methods of micro and macroeconomic analysis; classify the main resources of the firm, concepts and principles of accounting, finance, the securities market, types of investments and investment activities; operate with legal concepts and norms of tax law; distinguish between the main types of taxes, the structure of the 1C Accounting program and the financial reporting of firms

ON5 Determine the peculiarities of the country's economic development and the content of public-private partnerships; determine the current state of industries, the agricultural sector and the service sector; to distinguish between the principles and market conditions for the functioning of the agricultural economy as a whole and the subjects of agribusiness

ON6 Apply methods and methods of enterprise and personnel management, formulate goals and missions of the enterprise; master the mechanism and principles of organizing marketing and ensuring the competitiveness of firms; to classify methods and systems of rationing and remuneration, to distinguish between the main methods and types of organization of production, logistics of material and information resources.

ON7 Apply mathematical and statistical methods and techniques for the analysis of socio-economic and other data; design algorithms, models and methods for software and cloud architectures; analyze the activities and quality of the firm's work, including with the help of software products, to assess the production, innovation potential of firms, as well as situations in the innovation market

ON8 Use micro and macroeconomic theories in analysis; analyze organizational structures, competitive environment, labor market situation and other marketing research data, carry out cluster and regional analysis; determine strategies and ways to motivate employees; develop enterprise plans and carry out calculations of sections of business planning; calculate the costs of the company using controlling methods; apply various methods and methods of analyzing the value of business and assets, methods of forecasting and strategic planning of the national economy; draw up and execute legal documents

ON9 Comprehensively apply the rules and methods of accounting, including in the 1C Accounting program; analyze the financial condition of the company and the situation in the financial market, create financial statements, determine the sources of investment and their effectiveness; calculate the main indicators of the company and taxes by type; provide legal advice in the field of taxation

ON10 To integrate quantitative and qualitative methods of data processing, management and storage using information, cloud technologies; identify factors and causes of growth or decline in activity; determine the effectiveness of business processes and methods of product quality management, risks and profitability of the introduction of innovations and innovative projects

ON11 Organize production processes, material and information and financial flows in time and space; introduce a budgeting system and draw up medium-term budgets of firms; systematize and use in practice the main areas of institutional analysis, tools and methods of operational management; manage costs in the short and medium term and use controlling skills; own the methodology for collecting information necessary to assess the value of the company and its assets

ON12 To assess the effectiveness of the main methods of government regulation and PPP models; evaluate the performance of industries, the agricultural sector and the service sector; assess the effect of the creation of clusters and other measures for the development of regions; assess the threats to the economic security of the national economy; carry out a comprehensive assessment of the use of all resources of the enterprise, as well as the effectiveness of measures to protect the environment; analyze and evaluate current trends, forms of international economic relations and foreign economic policy of the country and its potential in the international arena.

To create special conditions for people with special educational needs to receive education, the competence model of a graduate is complemented by professional competencies that ensure the adaptive nature of the main educational program. To this end, the catalog of courses of the additional educational program "Minor" includes courses for the formation of persons with special educational needs of the ability to successfully socialize in society and actively adapt to the labor market, taking into account the characteristics of the disease.

## **2. The graduate's competence model**

Bachelors of the educational program 6B04116 - Economics carry out their professional activities related to the organization and management of enterprises, financial institutions in all spheres and links of the national economy, participation in the creation of scientific, methodological, organizational and technological management base.

### **Competences of general education**

- are aimed at forming the worldview, civil and moral positions of the future specialist, competitive on the basis of knowledge of information and communication technologies, building communication programs in Kazakh, Russian and foreign languages, focusing on a healthy lifestyle, self-improvement and professional success;
- form a system of general competencies that ensure the socio-cultural development of the personality of a future specialist on the basis of the formation of his worldview, civic and moral positions;
- develop abilities for interpersonal social and professional communication in Kazakh, Russian and foreign languages;
- contribute to the development of information literacy through the mastery and use of modern information and communication technologies in all areas of their lives and activities;
- form the skills of self-development and education throughout life;
- form a personality capable of mobility in the modern world, critical thinking and physical self-improvement;
- evaluate the surrounding reality on the basis of worldview positions formed by knowledge of the foundations of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical knowledge, reveal the meaning of the content and specific features of the mythological-religious and scientific worldview;
- to show a civil position on the basis of a deep understanding and scientific analysis of the main stages, patterns, originality of the historical development of Kazakhstan, to use methods, techniques of historical description to analyze the causes and consequences of events in the history of Kazakhstan;
- assess situations in various areas of interpersonal, social and professional communication, taking into account the basic knowledge of sociology, political science, cultural studies, psychology, arguing your own assessment of everything that happens in the social and industrial spheres, as well as synthesize knowledge of these sciences as a modern product of integrative processes ;
- use scientific methods, methods of research of a specific science, as well as the entire socio-political cluster, to carry out the choice of methodology, analysis and generalize the results of the study;
- develop their own moral and civic position on the basis of public, business, cultural, legal and ethical norms of Kazakhstani society;
- apply in practice knowledge in the field of social and humanitarian sciences, which has world recognition, synthesize new knowledge and present it in the form of humanitarian socially significant products;
- engage in communication in oral and written forms in Kazakh, Russian and foreign languages, using language and speech means based on grammatical knowledge to solve problems of interpersonal, intercultural and industrial (professional) communication, as well as analyze information, actions and deeds of participants communications in accordance with the situation of communication;

- use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for searching, storing, processing, protecting and disseminating information;
  - build a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full-fledged social and professional activities through the methods and means of physical culture;
  - know and understand the basic patterns of the history of Kazakhstan, the foundations of philosophical, socio-political, economic and legal knowledge, communication in oral and written forms in Kazakh, Russian and foreign languages;
- apply the acquired knowledge for effective socialization and adaptation in changing socio-cultural conditions, master the skills of quantitative and qualitative analysis of social phenomena, processes and problems.

### **Economic and organizational and managerial competencies**

- describe the forms and methods of anti-corruption policy of the Republic of Kazakhstan, know the basics of economics and entrepreneurship, main economic categories, concepts and terminology of micro- and macroeconomics; to determine the conditions and ways of maintaining ecological balance and reducing hazardous and harmful factors of production;
- study professional terminology, features of business communication in English, Kazakh and Russian languages for professional use in the future field of activity;
- choose a method of mathematical solution of the problem, as well as software tools for data analysis and cloud services; describe the possibilities of using information technology and an innovative approach; own techniques and methods of collecting socio-economic and other statistical information; know the basics and methodology of economic analysis;
- determine the peculiarities of the country's economic development and the content of public-private partnerships; determine the current state of industries, the agricultural sector and the service sector; to distinguish between the principles and market conditions for the functioning of the agricultural economy as a whole and the subjects of agribusiness;
- apply methods and methods of enterprise and personnel management, formulate goals and missions of the enterprise; master the mechanism and principles of organizing marketing and ensuring the competitiveness of firms; to classify methods and systems of rationing and remuneration, to distinguish between the main methods and types of organization of production, logistics of material and information resources.

### **Special competencies**

- describe the financial basis of business and instrumental support for entrepreneurship; explain the principles of economic behavior of market entities; understand the methods of micro and macroeconomic analysis; classify the main resources of the firm, concepts and principles of accounting, finance, the securities market, types of investments and investment activities; operate with legal concepts and norms of tax law; distinguish between the main types of taxes, the structure of the 1C Accounting program and the financial reporting of firms;
- apply mathematical and statistical methods and techniques for the analysis of socio-economic and other data; design algorithms, models and methods for software and cloud architectures; analyze the activities and quality of the firm's work, including with the help of software products, to assess the production, innovation potential of firms, as well as situations in the innovation market;



- use micro and macroeconomic theories in analysis; analyze organizational structures, competitive environment, labor market situation and other marketing research data, carry out cluster and regional analysis; determine strategies and ways to motivate employees; develop enterprise plans and carry out calculations of sections of business planning; calculate the costs of the company using controlling methods; apply various methods and methods of analyzing the value of business and assets, methods of forecasting and strategic planning of the national economy; draw up and execute legal documents;
- comprehensively apply the rules and methods of accounting, including in the 1C Accounting program; analyze the financial condition of the company and the situation in the financial market, create financial statements, determine the sources of investment and their effectiveness; calculate the main indicators of the company and taxes by type; provide legal advice in the field of taxation;
- organize production processes, material and information and financial flows in time and space; introduce a budgeting system and draw up medium-term budgets of firms; systematize and use in practice the main areas of institutional analysis, tools and methods of operational management; manage costs in the short and medium term and use controlling skills; own the methodology for collecting information necessary to assess the value of the company and its assets.

**Professional competencies**

- to integrate quantitative and qualitative methods of data processing, management and storage using information, cloud technologies; identify factors and causes of growth or decline in activity; determine the effectiveness of business processes and methods of product quality management, risks and profitability of the introduction of innovations and innovative projects;
- to assess the effectiveness of the main methods of government regulation and PPP models; evaluate the performance of industries, the agricultural sector and the service sector; assess the effect of the creation of clusters and other measures for the development of regions; assess the threats to the economic security of the national economy; carry out a comprehensive assessment of the use of all resources of the enterprise, as well as the effectiveness of measures to protect the environment; analyze and evaluate current trends, forms of international economic relations and foreign economic policy of the country and its potential in the international arena.

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

№	Competencies	The list of compulsory, elective disciplines and the sequence of their study		Expected results
		List of disciplines	The sequence of their study (semester)	
1	Special	Enterprise economy	3	Know: types of the main resources of the enterprise, the concept of a legal entity, the mechanism of functioning of the organization, the concept of a firm and competitors; the concept of entrepreneurship, commercial and non-profit organizations, their features, types of business, about economic phenomena and processes in the enterprise, their interrelation and interdependence; about the influence of various factors and the ability to perform calculations related to the

				<p>use of different resources of the enterprise; about the possibility of improving production efficiency.</p> <p>Be able to: classify the main resources of the company, determine the sources of investment and their effectiveness, calculate the main performance indicators of the company; apply pricing and investment strategies in the market; make estimates of production and product program; assess business risks and financial stability of the enterprise.</p> <p>Skills: to apply the methods of economic calculations necessary for the analysis and adoption of economic and managerial decisions of executive and managerial nature; skills necessary for the development of creative and active professional activity of the economist of the enterprise, to apply the methods of economic calculations necessary for the analysis and adoption of economic and managerial decisions of executive and managerial nature; have the skills necessary for the development of creative and active professional activity of the company's economist, for further independent development of their knowledge.</p>
2	Special	Organization of production	4	<p>Know: basic concepts, methods and methods of production organization, scientific foundations of production organization, the most important stages of the development of the theory of organization, the contribution of the authors of outstanding achievements in the science and practice of production organization in Kazakhstan and abroad, the main content of modern trends in the theory of production organization; the essence of the fundamental laws of production organization, features of their manifestation in practice.</p> <p>Be able to: distinguish between the main methods and types of production organization, logistics of material and information resources, organize production processes, organize production processes, material and information-financial flows in time and space, calculate on the basis of standard methods, design the structure and activities of enterprises, organize production processes in time and space, choose and justify methods of organizing production processes, prepare an enterprise for a change of products (technology), analyze the structure of the production process; determine and analyze the proportions of the production flow; identify bottlenecks in the flow and justify measures to eliminate them; calculate the parameters of the organization and management of the production flow.</p>

				Skills: application of methods for determining the economic feasibility of mastering the production of new types of products; methods for calculating the enterprise's resource needs, justifying the choice of the path of rational consumption; methods for calculating the duration and structure of the production cycle, identifying ways to reduce it; skills for self-replenishment of knowledge and their creative use in the process of subsequent training and practical activities.
3	Special	Economic analysis	5	<p>Know: fundamentals and methodology of economic analysis, the main directions of economic analysis, the structure of the business plan and the procedure for its preparation; principles, objects, subjects, means and methods of economic analysis; the content of the directions of financial and managerial analysis; methods of complex analysis of the evaluation of the enterprise; the main economic indicators, to understand the importance of economic knowledge in professional activity.</p> <p>Be able to: apply mathematical and statistical methods and techniques for analyzing socio-economic and other data; analyze the activity and quality of the company, conduct an economic analysis in the organization and its main structural divisions; assess the production potential of the organization and its use; identify and justify the causes and factors of growth or decline of work, mobilization of production reserves; determine the financial condition of the organization and its development trends.</p> <p>Skills: conducting economic analysis, using integrated economic analysis in the process of managing organizations; on the basics of forecasting the economic results of organizations; application of integrated economic analysis in the formation of an information system of economic, industrial and scientific and technical information.</p>

4	Special	Digital economy	5	<p>Know: the main provisions of the national program "Digital Economy of Kazakhstan in their application to the chosen branch of professional activity, the main areas of application of information technologies and systems in the economy.</p> <p>Be able to: describe the possibilities of using information technology and innovative approach, process economic information using software; demonstrate financial and economic calculations in MS Excel; analyze the business processes of the enterprise and evaluate their effectiveness.</p> <p>Skills: master the methodology of collecting information, organize economic and managerial activities using information technology.</p>
5	Special	Innovative economy	5	<p>Know: the main possibilities of applying the innovative approach, the definitions and categories of innovations, the most important types of innovations and the patterns of functioning of the innovation market, as well as the stages of creating innovations, about the key players in the intellectual property market, about legal aspects and prospects for the development of an innovative economy.</p> <p>Be able to: describe the possibilities of using information technologies and an innovative approach, analyze the activities and quality of a company's work, including with the help of software products, to assess the production, innovative potential of firms, as well as situations on the innovation market, analyze situations on the innovation market and predict its development, be able to assess the risks, profitability and effectiveness of introducing innovations, including strategic decisions on long-term financing, evaluate innovative projects by various methods and make decisions regarding the possibility of making capital investments .;</p> <p>Skills: possess the skills of analyzing economic information; preparation and adoption of investment decisions of a short-term and long-term nature; drawing up and implementing a behavior policy in the innovation market, etc.</p>
6	Special	Sectoral economics	6	<p>Know: organization of production and technological processes; material and technical, labor and financial resources of the industry and organization (enterprise), indicators of their effective use;</p> <p>Be able to: draw up a business plan; determine the current state of industries, evaluate the performance of industries, analyze the industry using economic models; find organizational and managerial decisions and be responsible for</p>

				<p>them; evaluate the performance of industries; analyze consumer behavior in different types of markets and the competitive environment of the industry.</p> <p>Skills: to have the skills to collect, process and analyze the data necessary to calculate the socio-economic indicators that characterize the activities of the organization; methods of planning the main directions of the organization's activities, substantiation of management decisions and evaluation of the organization's activities.</p>
7	Special	Service economy	6	<p>Know: the specifics of the service model of society, the role of the service sector in the modern socio-economic life of society, the essence of services and their place in the economic system; classification of activities in the service sector; the evolution of services in the Republic of Kazakhstan;</p> <p>Be able to: determine the current state of the service sector; evaluate the performance of the service sector, systematize various approaches to understanding the essence of the service sector and its structure; conduct a comparative analysis of various approaches to the classification of services, analyze the market for services in the region. design the work of the organization of the service sector. to form resources for the production of specific types of services. determine the characteristics of consumer behavior in the business and leisure services market. develop a complex for promoting a specific service</p> <p>Skills: use analysis methods to identify the state and main trends in the development of the service sector, the national and world market for services; evaluate the efficiency of the service sector in the country, the specifics of the functioning of the service market; - features of the formation of competitive advantages in the service sector.</p>
8	Special	Cluster economy	6	<p>Know: the theoretical foundations of the regional economy, the main problems of regional socio-economic development, understand regional processes and their socio-economic factors and consequences;</p> <p>Be able to: carry out regional analysis, assess the effect of creating clusters and other measures for the development of regions; assess the threats to the economic security of the national economy; carry out a comprehensive assessment of the use of all resources of the enterprise, as well as the effectiveness of measures to protect the environment; analyze and evaluate current trends, forms, use reference materials, data and indicators of population</p>

				<p>statistics and on their basis, be able to carry out social and economic diagnostics of the development of the regions of the Republic of Kazakhstan; compare the main economic and statistical indicators with each other and substantiate conclusions about territorial differences in the state of socio-economic processes.</p> <p>Skills: choice of directions of socio-economic development of the region, evaluate the effectiveness of measures for the development of regions.</p>
9	Special	Regional economy	6	<p>Know: the main provisions of the theory and methodology of cluster analysis of multivariate observations; methodology for applying cluster analysis to study the functioning and forecasts of socio-economic systems.</p> <p>Be able to: carry out cluster analysis; evaluate the effect of creating clusters and other measures for the development of regions; analyze and evaluate current trends, forms of building cluster structures and assessing their quality; conduct an economic interpretation of the results of clustering at various levels; carry out cluster analysis and other related types of multivariate statistical analysis of specific socio-economic systems at various levels using statistical and econometric software packages.</p> <p>Skills: setting problems of cluster analysis and choosing the most appropriate methods and tools for their solution; determine the efficiency of clustering and its multiplicative effect.</p>
10	Special	Cost management	7	<p>Know: the essence, meaning, goals and objectives, techniques and methods, principles of effective cost management of an enterprise in a market economy;</p> <p>Be able to: independently make effective management decisions on cost management based on analysis and evaluation of the internal and external environment, comparing costs, production volumes and prices; to calculate the costs of the enterprise; to possess the</p> <p>Skills: of cost management in the short, medium and long term, as well as cost management methods to justify management decisions.</p>
11	Special	Controlling	7	<p>Know: the basic concepts of controlling, their essence, interrelation and interdependence; the basics of modern approaches to controlling management in an organization;</p> <p>Be able to: use a system of knowledge of methods of controlling organization in an enterprise (company); to use the knowledge gained in order to form a management and product controlling system; to apply practical</p>

				Skills: in assessing the costs of controlling; to identify problems when analyzing specific situations and suggest ways to solve them in the field of controlling management in an enterprise; analyze controlling management processes
12	Special	Institutional econon	/ 7	<p>Know: the main historical schools of institutionalism formation; methodological foundations of the new institutional economy; concepts and properties of institutions within the framework of the latest institutional approach; classification of institutional concepts; the role of enterprises in the institutional process; the role of the state in the institutional process;</p> <p>Be able to: systematize the most important categories of modern institutionalism; to establish the main areas of application of institutional analysis; to show how institutions work in various fields; to explain real phenomena using the tools of institutional theory;</p> <p>Skills: To have the skills to analyze the quality of the institutional environment, the application of the provisions of the institutional theory of economic development of Kazakhstan; the main network models of the market and the network of states existing in the field of international relations.</p>
13	Special	Operations management	7	<p>Know: the purpose, objectives and principles of operational management; the relationship between strategic, tactical and operational planning of logistics activities in supply chains; the tools of production management systems; the main stages of the organization of operational processes; the methodology of planning and management of production in accordance with various management systems; to have a holistic view of the processes and phenomena occurring in production systems;</p> <p>Be able to: use methods and tools of operational management in order to improve the efficiency of process management; make production, procurement and sales plans at the levels of summary, preliminary and detailed planning; use specialized software for planning and management of production systems;</p> <p>Skills: to master the methods of planning and managing production processes, to have the ability to find organizational and managerial decisions in professional activities and the willingness to bear responsibility for them</p>
14	Special	National economy	7	Know: methods of forecasting and strategic planning of the national economy, economic categories, patterns of functioning of the modern economy at the micro, meso and macro levels; objective foundations for the functioning of the

				<p>economy and the behavior of economic agents; conditions for the functioning of the national economy and factors of economic growth.</p> <p>Be able to: assess the threats to the economic security of the national economy; formulate a categorical and conceptual apparatus for the main sections of the discipline; apply the main methods of forecasting the national economy; substantiate the forms and methods of state regulation of the national economy and its effectiveness; analyze the structure of the economy of Kazakhstan by industry and in the regional context; assess the threats to the economic security of the national economy.</p> <p>Skills: possession of methods for planning professional activities, making informed economic decisions, using economic knowledge in professional practice, methods for calculating and comprehensively analyzing its main indicators based on actual data; skills of professional argumentation in the analysis of standard situations in the field of future activities.</p>
15	Special	Strategic planning	7	<p>Know: methods of forecasting and strategic planning of the national economy, decision functions in the methodology and organization of the strategic planning process; typology of strategic plans; conditions and factors of strategic planning; models, methodology and organization of the strategic planning process, efficiency and control in strategic planning.</p> <p>Be able to: develop an enterprise development strategy; put into practice strategic analysis tools (portfolio matrices, SWOT analysis, etc.), form the main elements of the goal-setting process and conduct strategic segmentation of the organization's market environment; justify the choice of a basic or alternative strategy for the development of the organization; apply analytical methods and strategic tools in the process of developing an organization's strategy for the short and long term</p> <p>Skills: analysis of the external and internal environment with the tools of the joint venture; determine a competitive strategy, methods for calculating the main economic indicators of the organization's strategic plan and methods for evaluating the results obtained, followed by the development of strategic decisions; - analytical methods and strategic tools in the process of developing an organization's strategy for the short and long term; - a method for balancing a set of strategic business zones by stages of the demand life cycle and economic indicators in the short and long term</p>



16	Special	Quality control	7	<p>Know: features of existing management and quality assurance systems, evolution and main stages of development of quality management and general management; modern methods of forecasting and ensuring a given level of product quality of complex man-made products used at various stages of its life cycle: from the stages of its design, development and creation of prototypes to mass production and operation; product certification procedures and quality management systems.</p> <p>Be able to: analyze the activities and quality of the company, including with the help of software products, to assess the production, innovative potential of firms, use probabilistic-statistical methods for assessing the quality level of complex man-made systems and quality changes during their operation at various stages of the life cycle.</p> <p>Skills: to determine the effectiveness of business processes and methods of product quality management, to correctly select probabilistic and statistical distribution laws for correct assessments of the level of quality and reliability of various man-made systems</p>
17	Special	Assessment of innovative potential	7	<p>Know: analyze the activities and quality of the company, including with the help of software products, to assess the production, innovation potential of firms, as well as situations in the innovation market, development history, basic terms, provisions, trends and features of innovation; features of the formation and evaluation of the innovative potential of enterprise projects.</p> <p>Be able to: reveal the content of the organizational and economic mechanism for managing innovative processes; substantiate the quantitative parameters of the innovative potential of enterprise projects; apply various methods for evaluating the effectiveness of innovative projects based on available information.</p> <p>Skills: own modern methods of data collection, processing and analysis for the development and implementation of innovative projects</p>
18	Special	Resource saving economics	8	<p>Know: the basics of rational use of resources; features of the development of strategies and tactics of enterprise behavior in conditions of limited resources;</p> <p>Be able to: carry out a comprehensive economic assessment of the level of use of material resources; to monitor the dynamics of the use of material resources</p> <p>Skills: to possess possible methods of conducting systematic economic calculations, use the directions of secondary resources; saving material</p>

				resources and its relationship with the financial situation of enterprises; modern directions of resource-saving policy at various levels: enterprise, industry, region
19	Special	Environmental economics	8	<p>Know: the basics of ecological and economic analysis, the legal foundations of environmental management and the basic methods of management and regulation of environmental management and environmental protection;</p> <p>Be able to: make decisions in the economy and organization of the production process taking into account the environmental component; to calculate the amount of fees for the use of natural resources by this enterprise, to calculate the fee for environmental pollution within the limits of standards and taking into account their excess;</p> <p>Skills: to master the methodology for assessing the effectiveness of environmental protection measures, standards for assessing damage from environmental pollution.</p>
20	Special	Agribusiness	8	<p>Know: the main processes in the enterprises of the agribusiness system; the basics of building, calculating and analyzing a modern system of indicators that characterize the activities of economic entities in agribusiness, ways of formulating a business idea.</p> <p>Be able to: evaluate the performance of the agricultural sector and the service sector, distinguish between the principles and market conditions for the functioning of the agricultural economy as a whole and agribusiness entities, distinguish between the principles and market conditions for the functioning of the agricultural economy as a whole and agribusiness entities, collect, analyze and process the data necessary to solve set economic tasks in the agribusiness system; find and evaluate new market opportunities and formulate a business idea; develop projects in the field of economy and agribusiness, taking into account regulatory, resource, administrative and other restrictions; modern methods of project development.</p> <p>Skills: how to collect in the agribusiness system; methods of collection, processing and analysis of economic and social data; formulation and implementation of strategies at the level of enterprises of the agribusiness system.</p>

21	Special	Economy of the agro-industrial complex	8	<p>Know: the methodology for determining the economic efficiency of agricultural production and the profitability of production, the efficiency of the use of labor and land resources, fixed, working capital and capital investments, the economic valuation of land, the conditions, requirements and directions for stabilizing the agricultural economy in modern conditions, the basics of theory and management practices, management functions, main marketing directions, product sales strategies, product pricing methods.</p> <p>Be able to: evaluate the performance of the agricultural sector and the service sector, distinguish between the principles and market conditions for the functioning of the agricultural economy as a whole and agribusiness entities, put into practice knowledge in the field of management, master management methods, improve the main management functions, take reasonable risks.</p> <p>Skills: evaluate, plan and manage assessment, planning and management of its organization's activities in order to improve economic efficiency</p>
22	Special	World economy and IEE	8	<p>Know: the basic theories of the world economy, international trade and international capital movement; patterns of dynamics of the international movement of capital and labor; the main characteristics of the resources of the development of the world economy, including natural, labor, financial and intellectual; the main trends in the development of the world economy, the features of the processes of globalization, transnationalization and international integration;</p> <p>Be able to: collect and summarize information about the state and prospects of the development of the world economy and international economic relations from sources in the scientific press; work with special reference literature, thematic maps; analyze the state and main trends in the development of the world economy; assess the feasibility and effectiveness of the participation of subjects of international economic relations in foreign economic activity;</p> <p>Skills: to apply the acquired knowledge in the practice of solving problems of analysis and forecasting of the economy of individual enterprises, firms, financial institutions conducting foreign economic activity, countries and regions of the world, as well as the world economy as a whole</p>
23	Special	International economy	8	<p>Know: forms of international economic relations and foreign economic policy of the country and its potential in the international arena, the main directions of modern state policy related to the regulation of international economic relations.</p>

				<p>Be able to: analyze current trends, analyze and evaluate current trends, forms of international economic relations and foreign economic policy of the country and its potential in the international arena, analyze the current situation in the field of international relations; predict the results of foreign trade economic policy.</p> <p>Skills: analysis; evaluation and evaluation of the country's foreign economic policy; expanding understanding of modern trends in the development of the international economy and new areas of its application</p>
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**Table 2. Sequence of mastering disciplines of social and professional interaction**

Course	Providing disciplines	Competencies	Expected results
1	Modern history of Kazakhstan	General education	<p>Know: demonstrate knowledge and understanding of the main stages in the development of the history of Kazakhstan;</p> <p>Be able to: correlate the phenomena and events of the historical past with the general paradigm of the world-historical development of human society through critical analysis; be able to objectively and comprehensively comprehend the immanent features of the modern Kazakh model of development;</p> <p>Skills: analytical and axiological analysis in the study of historical processes and phenomena of modern Kazakhstan; systematize and give a critical assessment of historical phenomena and processes in the history of Kazakhstan</p>
1	Foreign language	General education	<p>Know: lexical minimum and language material of topics and subtopics in a given discipline (social and social and cultural spheres of communication).</p> <p>Be able to: understand by ear not only individual phrases and frequently used words, but also more voluminous statements on topics directly related to it; understand the main content of short simple messages on the radio, at the airport, at the station; understand when reading the content of short, simple texts, advertisements, brochures, menus, bus and train schedules, a short simple personal letter, e-mail; communicate in simple typical situations that require the exchange of information within the framework of familiar topics and activities, be able to talk about the family, living conditions, training sessions; write a simple letter of a personal nature, a note, an auto-biography.</p> <p>Skills: to have an understanding of foreign language dialogic and monologue speech within the framework of general cultural and professional topics; a foreign language</p>

			at a level that allows to carry out the main types of speech activity; various ways of oral and written communication; skills of adequate response in situations of everyday, academic and professional communication; listening, reading, writing skills.
1	Kazakh language /Russian language	General education	<p>Know: the theoretical foundations of the course (language, its functions, forms of speech, text, its features, styles of speech, functional and semantic types of speech); features of dialogic and monologue speech; types of scientific information and the specifics of its implementation in a scientific text; elements of structural-semantic analysis and semantic analysis of a scientific text, components of a speech situation, speaker's intentions.</p> <p>Be able to: make the right choice and use of language and speech means to solve certain problems of communication and cognition based on knowledge of a sufficient amount of vocabulary, a system of grammatical knowledge, pragmatic means of expressing intentions; compose everyday, socio-cultural, official and business texts in accordance with generally accepted norms, functional orientation, using lexical- grammatical and pragmatic material of a certain certification level that is adequate to the goal; convey the factual content of texts, formulate their conceptual information, describe inferential knowledge (pragmatic focus) of both the entire text and its individual structural elements; interpret text information, explain in the scope of certification requirements the style and genre specificity of texts of socio-cultural, socio-political, official business and professional spheres of communication; participate in communication in various situations of different spheres of communication in order to realize their own intentions and needs (everyday, educational, social, cultural), declaring them ethically correct, meaningfully complete, lexico-grammatically and pragmatically adequate to the situation; discuss ethical, cultural, socially significant issues in discussions, express their point of view, defend it with arguments, critically evaluate the opinion of interlocutors; build speech behavior programs in situations of personal, social and professional communication in accordance with the norms of the language, culture, specifics of the sphere of communication, certification requirements; request and communicate information in accordance with the situation of communication, evaluate the actions and deeds of participants, use information as a tool to influence the interlocutor in situations of cognition and communication in accordance with certification requirements.</p> <p>Skills: production of oral and written speech in accordance with the communicative purpose and professional sphere of communication; language skills in various</p>

			situations of everyday, socio-cultural, professional communication; skills of searching, processing information in Russian; types of speech activity.
1	Information and communication technologies (in english. language)	General education	<p>Know: what economic and political factors contributed to the development of information and communication technologies; features of various operating systems, architecture.</p> <p>Be able to: identify the main trends in the field of information and communication technologies; use information resources to search and store information; work with spreadsheets, perform data consolidation, build graphs; apply methods and means of information protection; design and build simple websites; to process vector and raster images; create multimedia presentations; use different communication platforms; calculate and evaluate performance indicators of supercomputers; - use various forms of e-learning to expand professional knowledge; use various cloud services.</p> <p>Skills: own database structure development; designing and creating presentations; receiving data from the server; creating video files; work with Smart-applications; work with services on the e-government website.</p>
1	Sociology	General education	<p>Know: patterns and stages of the historical process, basic historical facts, dates, events and names of world and domestic historical figures; main events and processes of national history in the context of world history</p> <p>Be able to: critically perceive, analyze and evaluate historical information, factors and mechanisms of historical changes; analyze civil and ideological positions in society, form and improve their views and beliefs, transfer the philosophical worldview to the field of material and practical activity; use various philosophical methods to analyze trends in the development of modern society, philosophical and legal analysis</p> <p>Skills: a holistic approach to the analysis of society's problems; methods of philosophical, historical and culturological research, techniques and methods for analyzing the problems of society; causal relationships in the development of Kazakhstani society; the place of man in the historical process and the political organization of society;</p> <p>skills of respectful and careful attitude to the historical heritage</p>
1	Political science,	General education	<p>Know: the main stages in the development of political knowledge in the history of civilization; schools and directions of modern political science; the political life of society; the political system and its institutions; the essence of political processes in the country and the world.</p>

			<p>Be able to: analyze the features of political systems and the functioning of political institutions; critically evaluate the theoretical approaches of political science; identify interrelations and patterns of the political process; to compare political systems, institutions and actors in a cross-country and sub-national context, based on the knowledge gained and the methods mastered.</p> <p>Skills: work with primary sources on the topics of the course; analysis of normative legal acts and other documents; search, processing and analysis of information; solving problems related to the assessment of the political course; group work, project activities, business games; public speaking; academic writing; have the skills to express their thoughts and opinions in interpersonal and business communication in a foreign language; the skills of extracting the necessary information from the original text in a foreign language.</p>
1	Culturology	General education	<p>Know: basic theories of culture, basic concepts of cultural studies; the main directions of the methodology of modern cultural analysis; the history of the formation of world culture and civilization, the theoretical features of basic cultural concepts, various interpretations of culture and civilization in world and domestic literature; actual problems of development of modern culture; the idea of culture as a socio-historical phenomenon; patterns of development of world cultures, as well as the typology of the classification of cultures; basic knowledge about the history of the most important cultures of mankind; about the ways of acquiring, storing and transmitting the basic values of culture - about the diversity and intrinsic value of various cultures, forms and types of culture, the patterns of their functioning and development, the main cultural and historical regions - the history of Kazakh culture, its place in the system of world culture and civilization</p> <p>Be able to: highlight the features of a given culture, its dominant values; explain the specifics of intercultural communication; conduct independent professional activities in a dynamically changing multicultural society; navigate the cultural environment of modern society; explain the phenomenon of culture, its role in human life; navigate in cultural issues, independently understand the influence of cultural factors on the behavior of individuals;</p> <p>Skills: preservation and enhancement of national and world cultural heritage; practical skills in the practical use of knowledge and skills in matters of taking into account the specifics of the cultural behavior of various individuals and groups in the current conditions of the formation of civil society in the Republic of Kazakhstan.</p>

1	Psychology	General education	<p>Know: the meaning and place of psychology in the system of sciences; the main directions of personality development in modern psychology; personal values and meanings in professional self-determination; the relationship and mutual influence of the psyche and body; techniques and methods of effective communication.</p> <p>Be able to: interpret basic psychological theories, concepts; use methods and mechanisms of regulation of emotions in everyday life; identify patterns of behavior in a conflict situation and conduct self-diagnosis.</p> <p>Skills: own the definitions of individual psychological characteristics of a person, value and semantic representations in the professional self-determination of a person; recognition of psychological impact and effective communication.</p>
1/2	Physical Culture	General education	<p>Know: the role of physical culture in the development and training of a specialist; foundations of the state policy of the Republic of Kazakhstan in the field of physical culture and sports; theoretical and methodological foundations of physical culture; the main achievements of the Republic of Kazakhstan in the field of physical culture; hygienic and organizational bases of physical culture and sports.</p> <p>Be able to: use in life practical skills that ensure the preservation and strengthening of health, the development and improvement of psychophysical abilities and qualities; use physical culture, sports and recreational activities to achieve life and professional goals; apply the rules for the safe conduct of physical exercises and sports.</p> <p>Skills: organizing mass sports competitions; exercises on professional-pedagogical physical training of general physical training, special physical training, as well as to put into practice special games; a system of practical skills that ensure the preservation and strengthening of health, the development and improvement of psychomotor abilities and qualities.</p>
1	Fundamentals of a market economy and entrepreneurship	General education	<p>Know: the study of various scientific theories about the market economy, entrepreneurial activity, consideration of types, areas of entrepreneurial activity, the market mechanism. Owns various quantitative methods of business calculations, marketing research, analytical calculations and forecasts, owns the methodology for calculating general and actual indicators of production and business projects;</p> <p>To be able to: analyze and substantiate the reality of business plans, market segmentation, competently and professionally assess market conditions for organizing your own business, be creative in solving various economic problems, analyze the economic situation in the business sector and give a correct assessment of qualitative changes in the development of the economy; to possess practical skills of independent</p>



			<p>conduct of economic work at the enterprise, quick and correct orientation to the initial information and calculated economic indicators.</p> <p>Skills: to master the basics of a market economy and entrepreneurship; basic teachings, concepts and directions for the development of a market economy and entrepreneurship; methods for constructing graphs and diagrams illustrating various economic models, and types of business plans; directions of evaluation of economic processes and phenomena; topical problems of the modern economy, ways to identify problems of an economic nature in the analysis of specific situations, micro-methods and own methods for solving them, taking into account the actions of economic laws at macro levels.</p>
1	Fundamentals of law and anti-corruption culture	General education	<p>Know: the basic concepts and essence of legal relations, as well as legal mechanisms for regulating legal relations, the procedure for applying responsibility in legal relations, the importance of the principles and culture of academic honesty, the measure of moral and legal responsibility for corruption offenses.</p> <p>Be able to: have an intolerant attitude towards corrupt behavior, respectful of law and law;</p> <p>Skills: conducting discussions on legal issues, on the application of norms in the modern period.</p>
1	Economic theory	Economic and organizational and managerial competencies	<p>Know: main economic categories, the main economic categories in educational and scientific activities; methods of studying economic processes and phenomena; fundamental principles of economic behavior of various subjects; the subject and place of economic theory in the system of economic knowledge; methods of cognition of economic processes; basic concepts and categories of economic science; general fundamentals of economic development; mechanisms of functioning of markets of finished products and resources, the formation of factor incomes; the system of national accounts and the main macroeconomic indicators of the national economy; the reasons for the cyclical development of the market economy and its instability; tools and methods of state regulation of the economy.</p> <p>Be able to: summarize the results of the analysis of economic information; substantiate the economic aspects of various issues and problems of social development, navigate the main problems of the market economy; calculate the main micro- and macroeconomic indicators; build curves of demand, supply, indifference, equal product, costs, budget constraint lines, equal costs, etc. use various ways to measure the level of prices, employment and unemployment; build curves of aggregate demand,</p>

			<p>supply, consumer spending, investment, etc. critically comprehend economic practice; put forward hypotheses about the causes of certain economic situations in Kazakhstan and the world, the main directions, tools for their resolution.</p> <p>Skills: methodology of micro- and macroeconomic analysis; critical and analytical approach in the process of perception of economic information.</p>
1	Mathematics in economics	Economic and organizational and managerial competencies	<p>Know: an idea of the methods of mathematics, its role in the development of other sciences, where and how mathematical methods are used; to know the basic definitions, theorems, rules, mathematical methods and practical applications.</p> <p>Be able to: choose a method for mathematically solving a problem, apply mathematical and statistical methods and techniques for analyzing socio-economic and other data, build mathematical models; set mathematical problems; select suitable mathematical methods and algorithms for solving the problem; apply numerical methods using modern computer technology to solve the problem; provide high-quality mathematical research; develop practical recommendations based on the conducted mathematical analysis.</p> <p>Skills: a culture of thinking, capable of generalization, analysis, perception of information, setting goals and choosing ways to achieve it; be able to logically correctly, argumentatively and clearly build oral and written speech; willingness to cooperate with colleagues, work in a team; use the basic laws of disciplines in professional activities, apply methods of mathematical analysis and modeling, theoretical and experimental research.</p>
2	Philosophy	General education	<p>Know: basic philosophical concepts and categories, patterns of development of nature, society and thinking; the essence of philosophical categories, the terminology of philosophy and the structure of philosophical knowledge, the functions of philosophy, the methods of philosophical research; the place and role of philosophy in public life;</p> <p>Be able to: use the foundations of philosophical knowledge to form a worldview position; analyze worldview, socially and personally significant philosophical problems; navigate the system of philosophical knowledge as a holistic view of the foundations of the universe and the prospects for the development of planetary society; understand the characteristic features of the modern stage of development of philosophy</p>

			Skills: philosophical analysis of various types of worldview; philosophical thinking skills to develop a systematic, holistic view of the problems of society; skills in analyzing texts with philosophical content
2	Accounting and auditing	Economic and organizational and managerial competencies	<p>Know: the concepts and principles of accounting, basic knowledge of accounting and auditing, the logic of reflecting the facts of economic activity on the accounts of accounting, the procedure and methods for preparing financial statements; technology of conducting audits, types and methods of collecting audit evidence.</p> <p>Be able to: comprehensively apply the rules and methods of accounting, including in the 1C Accounting program, apply and use legislative, regulatory and instructive materials, methods and techniques, methods of accounting and auditing.</p> <p>Skills: reflection of assets, liabilities, capital, income and expenses in accounting accounts in accordance with international financial reporting standards; reflection of business operations of the organization in the form of accounting correspondence; filling in the primary documentation and compiling accounting documentation; use of financial information to solve optimization problems in the organization.</p>
2	Professional kazakh (russian) language	Professional	<p>Know: professional vocabulary and terminology; the specifics of oral communication in the professional sphere; language features of oral and written communication; features of business communication and business etiquette.</p> <p>Be able to: use the Russian language in interpersonal communication and professional activities; carry out business communication and conduct business conversations on professional topics; prepare and transmit the necessary information in writing; explain your point of view and critically evaluate the provisions put forward; create your own statements, essays, etc., apply the norms of business etiquette in speech</p> <p>Skills: expressing one's thoughts and opinions in interpersonal and business communication in Russian; professional terms and concepts; analysis of professional text; information competence: the ability to work with a book, textbook, reference literature, dictionaries, find the necessary information.</p>
2	Professional-focused foreign language	Professional	<p>Know: lexical material on the topics of this discipline; regulatory requirements for registration (official letter, essay, etc.), improve pronunciation skills; develop productive and receptive lexical and grammatical skills; - to improve the skills of dialogic speech of a general nature associated with situations of everyday and professional communication; develop listening skills (with a full understanding of what they heard); develop and improve writing skills; improve the skills of introductory, studying, viewing and searching reading.</p>

			<p>Be able to: automate the technical skills of reading to oneself; develop the ability to transfer scientific information and literature of a socio-political nature; develop the skills of monologue (prepared) speech - the deployment of the thesis; master reversed reading aloud of a prepared message; teach referencing skills.</p> <p>Skills: to possess complexity in solving practical, educational, educational and developmental goals (at the same time, practical goals act as leading ones); communicative orientation of the learning process.</p>
2	Microeconomics	Economic and organizational and managerial	<p>Know: concepts and terminology of microeconomics the basic concepts and methodology of microeconomics; the main methods of microeconomic analysis; the mechanism of functioning of the market economy at the micro level; laws and patterns manifested in the behavior of individual economic entities; economic mechanisms of functioning of the firm (enterprise) in market conditions; microeconomic tools for assessing the effectiveness of economic activity of the firm (enterprise); the mechanism of formation of prices for goods in various market structures; the need, methods and consequences of state regulation of organizations.</p> <p>Be able to: understand the methods of microeconomic analysis, use microeconomic theories in analysis, use microeconomic theories to analyze the behavior of economic agents; assess the state of individual markets, explain the reasons for the behavior of consumers and firms, apply microeconomic analysis methods in the interpretation of economic reality; apply the knowledge gained when considering specific situations.</p> <p>Skills: critical analysis and evaluation of various economic concepts, their role in economic science; research of patterns of economic development at the micro level; application of theoretical provisions in solving practical problems; determination and analysis of indicators of the effectiveness of the functioning of the firm (enterprise); analysis of the activities of an individual firm (enterprise) and trends in the development of the economic system as a whole.</p>
2	Macroeconomics	Economic and organizational and managerial	<p>Know: the terminology of macroeconomics, the basic laws of the development of the market economy; the main features of the functioning of the national economy; characteristics of economic relations at the level of macroeconomics as the basic level of economic development; the main theoretical provisions and key concepts of macroeconomics; methods and directions of state influence on the economic system; features of the implementation of state economic policy in Kazakhstan conditions; the relationship of the discipline studied with other sciences.</p>

			<p>Be able to: understand the methods of macroeconomic analysis; use macroeconomic theories to analyze the types and tools of macroeconomic policy; develop recommendations for improving macroeconomic analysis; calculate the most important indicators and coefficients of macroeconomic processes and phenomena; use methods of macro-economic analysis in the interpretation of economic reality; understand the essence and content of economic processes and phenomena described by macroeconomical models and functional dependencies; apply the acquired knowledge when considering specific situations.</p> <p>Skills: possession of the basic conceptual and categorical apparatus of macroeconomics; methods of macroeconomic analysis and calculation of key indicators; the ability to assess the effectiveness and socio-economic consequences of specific government measures used in the implementation of the stabilization policy of the state.</p>
2	Statistics	Economic and organizational and managerial	<p>Know: sample observations, statistical methods for studying the dynamics of social phenomena, the subject and method of statistics, statistical observation, statistical summary and grouping, absolute and relative values, average values and indicators of variation, sample observation, series of dynamics, indices, statistical study of the interrelationships of social phenomena, statistics of the population and labor resources, system of national accounts, basic macroeconomic indicators, statistics of the standard of living of the population.</p> <p>Be able to: formulate the goals and objectives of statistical research; draw up statistical research programs, systematize and generalize economic information, analyze the structure and development trends of the Kazakhstani and world economy, predict economic processes; collect and register information, carry out primary processing and control of observation materials, perform calculations of statistical indicators and formulate the main conclusions, carry out a comprehensive analysis of the studied socio-economic phenomena. apply the acquired knowledge and skills: in practice.</p> <p>Skills: use of statistical information in the further development of general and special economic disciplines; application of statistical methods for the processing and analysis of quantitative and qualitative information on the development of socio-economic processes and phenomena.</p>
2	Socio-economic statistics	Economic and organizational and	<p>Know: methodological foundations of the concepts of assessing the state of the economic, social, political environment; principles of statistical concretization of systems of indicators of various areas of socio-economic statistics, methods of their</p>

		managerial competencies	<p>measurement or calculation; construction methodology and information capabilities of the system of generalizing statistical indicators</p> <p>Be able to: systematize and summarize quantitative and qualitative statistical information; draw up a plan for a statistical study of the real socio-economic situation, form a circle of initial indicators characterizing it, conduct targeted data collection and statistical analysis using appropriate methods; develop specific proposals based on the results of research, prepare reference and analytical materials for management decisions</p> <p>Skills: conducting a statistical study of the real socio-economic situation, evaluate the proposed options for management decisions and develop proposals for their improvement, taking into account the criteria of socio-economic efficiency</p>
2	Management	Economic and organizational and managerial	<p>Know: methods of management and building organizational structures of management; apply methods, means and techniques of management in professional activities.</p> <p>Be able to: analyze organizational management structures; plan and organize the work of the department; evaluate the effectiveness of the main approaches in managing the organization.</p> <p>Skills: development of specific skills for the implementation of effective management in the enterprise based on the use of world experience. Apply methods and methods of enterprise and personnel management</p>
2	Strategic management	Economic and organizational and managerial	<p>Know: modern concepts of strategic management; methodological foundations of strategic management; modern analytical tools to support strategic decision making.</p> <p>be able to: choose methods of management adequate to strategic tasks; identify and organize the efficient use of available resources and information; to analyze the external and internal environment of the system; work in a team and organize teamwork in a strategic project.</p> <p>Skills: to explain the stages of organization of work on the preparation of strategic changes; collection, selection, generalization and transformation of information necessary for strategic analysis; identifying the weaknesses and strengths of the organization, opportunities and threats in the development of the system under study; application of the identified potentials, dependencies and risks of system development to develop strategic recommendations..</p>
2	Marketing	Economic and organizational and managerial	<p>Know: the main tools of the marketing mix; marketing environment and its analysis; approaches to organizing the activities of marketing services; organization,</p>

			<p>management and design of processes in the field of marketing; advertising, specifics of logistics and sales.</p> <p>Be able to: analyze the situation on the labor market and other marketing research data, determine the effectiveness of marketing planning and controlling in the enterprise; select, process and analyze marketing research data; present the results of research and analytical work to a professional and mass audience; evaluate the economic efficiency of marketing decisions.</p> <p>Skills: own the mechanism and principles of organizing marketing and ensuring the competitiveness of firms, developing innovative methods, tools and technologies for marketing activities; analysis and evaluation of marketing activities to develop an organization's strategy</p>
2	Competitiveness of industries and firms	Economic and organizational and managerial	<p>Know: principles and factors of enterprise competitiveness; competitiveness of goods and services; the mechanism of enterprise competitiveness; strategic goals of the company's main competitors.</p> <p>Be able to: apply acquired knowledge in a competitive environment; determine the level of competitiveness of the personnel of the enterprise, the products of the enterprise, the state of the enterprise in the industry.</p> <p>Skills: show the necessary practical problem solving to improve education with a higher degree of independence, master the mechanism and principles of organizing marketing and ensuring the competitiveness of firms,.</p>
2	Finance	Economic and organizational and managerial	<p>To know: the concepts and principles of finance organization, master the methodology of financial condition analysis, the role of finance in the conditions of developed market relations, the process of formation and use of funds at macro and micro levels.</p> <p>Be able to: analyze the financial condition of the company and the situation in the financial market, master the basic terms and concepts of finance; master the application of theoretical knowledge in practice; master the basic issues of financial and credit activities of the state.</p> <p>Skills: To acquire practical skills in the field of public finance, income, expenses, finances of economic entities, the state budget, financial control, etc. to actively use the current economic practice on the application of market mechanisms in economics and finance.</p>

2	World financial markets	Economic and organizational and managerial	<p>Know: concepts and principles of the securities market, general patterns of development, structure, principles of organization of global financial markets, the main provisions of legislation in the field of regulation of global financial markets.</p> <p>Be able to: analyze and use various sources of information to solve economic problems; prepare analytical materials for evaluating activities in the field of international financial relations.</p> <p>Skills: using modern methods and tools to study the economic situation of individual sectors of the global financial market; analysis of economic processes taking place in the global financial markets.</p>
3	Investment activity of companies	Economic and organizational and managerial	<p>Know: concepts and types of investments and investment activities, types and organization of investment activities in the conditions of formation and development of market relations, factors and organization; investment and financial markets, institutions and instruments; investment policy and methods of state regulation of investments and all investment activities; the procedure and mode of functioning of foreign investments in the Republic of Kazakhstan and foreign countries.</p> <p>Be able to: create financial statements, determine the sources of investment and their effectiveness, determine the viability of investment projects, evaluate them, find critical points and conduct sensitivity analysis; analyze financial infrastructure as a source of investment activity; calculate cases for investment projects and publicly defend them.</p> <p>Skills: independent work, self-organization and organization of tasks; modern methodology for calculating and analyzing socio-economic indicators that characterize investment processes at the meso- and macro levels</p>
3	Investment financing and lending	Economic and organizational and managerial	<p>Know: the essence and significance of investment; the infrastructure of the investment market and the mechanism of its functioning; theoretical and methodological foundations of investment; the functions of the investor and participant in the investment market, the role of financial intermediaries in investing; the essence of foreign investment and their necessity for the recipient country of capital; the mechanism of the investment market and the risks associated with investment; stages of formation of the company's investment strategy; the concept of an investment project and its life cycle; the essence of monitoring the investment process</p> <p>Be able to: assess the attractiveness of the investment climate of the state and the region; determine the expediency for an investor to invest in financial and real assets; evaluate the possibilities of using investments in different directions.</p>



			Skills: to develop a financial model of an investment project, tools for assessing the economic efficiency of the implementation of an investment project; methods and means of developing and justifying investments of various projects
3	Labor economics	Economic and organizational and managerial	<p>Know: a systematic understanding of labor market participants, the main problems of the market functioning and issues of state regulation of social and labor relations, know the range of issues and practical problems studied by the modern labor market economy, as well as navigate the features and patterns of formation and development of labor markets in the Republic of Kazakhstan;</p> <p>Be able to: analyze organizational structures, the competitive environment, the situation on the labor market, put into practice the obtained values in the theory of the labor market, analyze and critically justify the situation on the labor market, have practical skills in providing and interpreting information regarding the activities of labor market subjects.</p> <p>Skills: apply methods and methods of enterprise and personnel management, independent collection, analysis and presentation of information characterizing the processes taking place in the labor market.</p>
3	Personnel management	Economic and organizational and managerial	<p>Know: theory and practice, methods and methods of personnel management, know the composition and the content of the stages of the personnel management process, the system of planning, recruitment and selection of personnel, the content of work on the social adaptation of workers, organizations salaries and motivation of personnel, methods of personnel assessment, management mechanisms personnel development and foreign experience in personnel management;</p> <p>Be able to: apply methods and methods of enterprise and personnel management, formulate goals and missions of the enterprise;</p> <p>Skills: analyze organizational structures, competitive environment, the situation on the labor market, planning, organizing, motivating and controlling personnel management, as well as applying the basic provisions of personnel management to existing problems and directions for further development of the organization.</p>
3	Logistics	Economic and organizational and managerial	<p>Know: basic concepts, concepts, mechanisms of functioning and types of logistics; describe the ways and methods of organizing the logistics of material flows;</p> <p>Be able to: distinguish between the main methods and types of logistics of material and information resources, organize material flows in time and space with the least losses, carry out organizational and planning calculations for the creation or reorganization of</p>

			<p>production sites, plan the work of personnel, and also draw up applications for equipment and spare parts.</p> <p>Skills: give justification and explain the choice of management decisions, methods of designing and organizing logistics processes</p>
3	Information flow logistics	Economic and organizational and managerial	<p>Know: the main methods of the logistics organization of information flows, the characteristics of the logistics information system, information flows in logistics systems, the methodology for analyzing and designing logistics information flows, planning logistics business processes</p> <p>Be able to: distinguish between the main methods and types of logistics of material and information resources, view the emerging effect of the logistics approach to the organization of production.</p> <p>Skills: to organize production processes, material and information-financial flows in time and space, organize the logistics of information flows in order to create harmoniously organized, easily managed, highly efficient enterprise models.</p>
3	Tax and taxation	Economic and organizational and managerial competencies,	<p>Know: concepts in the field of taxes and taxation, the principles of construction and elements of tax systems, the basics of the tax system of the Republic of Kazakhstan, the theoretical and methodological principles of levying taxes, the methodology for their calculation; forms of tax accounting and tax reporting for the calculation of taxes and fees and be able to fill them out.</p> <p>Be able to: operate with the rules related to taxation; be able to fill out tax reporting forms; distinguish between the main types of taxes, give legal advice in the field of taxation, use regulatory documents in the field of taxes, calculate taxes and fees paid by organizations and individuals, draw up payment documents for transferring taxes and fees to the budget.</p> <p>Skills: calculate the main indicators of the company's work to identify the tax base, according to the calculation of taxes and fees levied in the state budget, use the available information bases to ensure the taxation of legal entities and individuals.</p>
3	Tax law of the Republic of Kazakhstan	Economic and organizational and managerial	<p>Know: basic concepts of tax law, tax legal norms and tax legal relations; to know the characteristics of the current taxation system, the difference and correlation between taxes and other obligatory payments to the state budget and their characteristic features; to assimilate normative materials relating to taxation and tax activities, as well as the problems of building the tax system of the state.</p>

			<p>Be able to: operate with legal concepts and norms of tax law, draw up and draw up legal documents, give qualified legal advice, understand the content of the legal rights and obligations of subjects of tax legal relations, the mechanism of their interaction.</p> <p>Skills: determine the tax base; calculate the main performance indicators of the company and taxes by type; give legal advice in the field of taxation, systemic, structural and logical analysis, drafting legal documents, correct use of terminology</p>
3	1C accounting	Professional	<p>Know: the structure of the program 1C Accounting and financial reporting of firms, legislative and instructive materials on the organization of accounting and financial reporting in various organizations of various forms of ownership, international financial reporting standards for accounting, the system of accounting accounts, the basics of accounting automation.</p> <p>Be able to: fill in and edit the information base; fill in documents and perform operations in various areas of accounting; to form and read accounting reports; search for previously entered information; edit the mistakes made, etc.</p> <p>Skills: comprehensively apply the rules and methods of accounting, including in the 1C accounting program, acquire practical skills to create new records in the information base; edit previously entered entries in the infobase; delete unnecessary objects from the infobase; draw up accounting records in various ways, etc.</p>
3	Financial statements of the company	Professional	<p>Know: the composition and content of the financial statements of enterprises of the Republic of Kazakhstan; financial reporting structure; tools for processing economic data in accordance with the task.</p> <p>Be able to: analyze the financial condition of the company and the situation in the financial market, create financial statements, calculate financial ratios with the development of conclusions; has the ability to analyze and use sources of information to solve problems in the field of presentation and interpretation of the financial statements of a group of companies.</p> <p>Skills: documenting business transactions, preparing analytical and informational materials on the financial statements of a group of companies for the company's management and stakeholders necessary for making strategic decisions.</p>
3	State regulation of the economy	Professional	<p>Know: patterns of functioning of the modern economy at the macro level, the main features of the country's economy; the main methods and means of state regulation of the economy, the features of their impact on the activities of industries and enterprises.</p> <p>Be able to: determine the features of the development of the country's economy; analyze in interconnection economic phenomena, processes and institutions at the</p>

			<p>macro level; identify problems of an economic nature, propose ways to solve them, taking into account the criteria of socio-economic efficiency and possible consequences.</p> <p>Skills: evaluate the effectiveness of the main methods of state regulation; modern methods of calculation and analysis of socio-economic indicators characterizing economic processes at the macro level</p>
3	Public private partnership	Professional	<p>Know: the goals and objectives of the legal regulation of public relations in the field of public-private partnership at the present stage, directions for improving the legal regulation in the field of PPP.</p> <p>Be able to: determine the features of the development of the country's economy and the content of public-private partnerships, apply the rules of law governing public relations in the relevant area, including in case of problems and contradictions between the rules; to argue the decisions taken, including, taking into account the possible consequences, to foresee the consequences of the decisions made by him; competently interpret legal acts in their interaction.</p> <p>Skills: evaluation of PPP models; possession of the main methods of interpreting the norms of civil law governing obligations in the field of PPP.</p>
3	Big Date and business analytics	Professional	<p>Know: algorithms, models and methods required for the development of software systems, effective data analysis and knowledge extraction from data, the main methods of data preprocessing and visualization data mining technologies, methods and models of Data Mining features of the Big Data direction, its main differences from the direction business analytics methods for solving problems of processing and analyzing big data.</p> <p>Be able to: describe the possibilities of using information technologies and an innovative approach, choose the method of software tools for data analysis and cloud services; describe the possibilities of using information technologies and innovative approach; own the techniques and methods of collecting socio-economic and other statistical information, formulate and solve problems that arise in the course of production activities that require in-depth professional knowledge; choose the necessary approaches and methods for analyzing problems, as well as modify existing ones and develop new ones, depending on the tasks of a particular case; analyze and design data analysis software tools.</p> <p>Skills: master the methodology of collecting information, design algorithms, models and methods for software and cloud architectures, apply quantitative and qualitative</p>

			methods and techniques to collect primary information for research, as well as develop effective solutions to problems.
3	Cloud computing services	Professional	<p>Know: network models of cloud services and design features of cloud architectures, basic concepts and terminology of cloud technologies; scopes of cloud technologies; the concept of cloud computing in relation to business activities; know the basic principles of cloud computing, the principles and methods of developing applications for cloud systems using various platforms; cloud computing infrastructure;</p> <p>Be able to: choose software tools for data analysis and cloud services, describe the possibilities of using information technologies and an innovative approach; manage and store data, determine the stages of transition to a multi-tenant, dedicated, customizable, multi-tenant architecture, use cloud programming techniques, evaluate the effectiveness of the application, long-term prospects, studying the economics of cloud computing;</p> <p>Skills: design algorithms, models and methods for software and cloud architectures, create models for organizing a multi-tenant data warehouse, developing software for cloud systems, system administration for developing and maintaining applications deployed in the clouds</p>
4	Planning and budgeting system	Professional	<p>Know: indicators of achievement of competencies, set goals and formulate tasks related to the implementation of professional functions.</p> <p>Be able to: develop plans for enterprises and carry out calculations of business planning sections and evaluate the effectiveness of individual business processes and management decisions; perform calculations on sections of the business plan, draw up medium-term budgets.</p> <p>Skills: implement a budgeting system and draw up medium-term budgets of firms; analyze and meaningfully interpret the results obtained in accordance with the standards adopted by the organization</p>
4	Internal production planning and budgeting	Professional	<p>Know: the basics of organizing planned work at the enterprise; regulatory framework for planning; basics of strategic planning; basics of production planning;</p> <p>Be able to: develop plans for enterprises and carry out calculations of sections of business planning, implement a budgeting system and draw up medium-term budgets of firms, draw up an algorithm for carrying out planned work at an enterprise; evaluate planned indicators based on the use of a set of planning methods; calculate and scientifically substantiate the production program of the enterprise; calculate the cost</p>

			<p>of production; draw up a balance of working time and predict the number of staff; develop a financial plan.</p> <p>Skills: to form the skills of developing plans for the socio-economic development of the enterprise, the skills of qualified management of the financial and economic divisions of the enterprise. Implement a budgeting system and draw up medium-term budgets for firms</p>
4	Valuation of assets and business	Professional	<p>Know: basic concepts used in valuation activities; the regulatory framework and system for organizing valuation activities in Kazakhstan; the main methods for assessing the value of assets and business of companies;</p> <p>Be able to: apply various methods and methods of asset value analysis; collect data for evaluation, systematize and interpret them; assess the value of assets and business by various methods; compare the results obtained and summarize them in the evaluation report.</p> <p>Skills: own tools for analysis and forecasting, methods for assessing the value of individual business assets: real estate, machinery and equipment, intangible assets, financial assets, etc.</p>
4	Business valuation	Professional	<p>Know: fundamental concepts of valuation, goals and principles of business valuation; the main characteristics of enterprises and organizations as an object of assessment; methods of financial analysis and the technique of its application in business valuation; approaches and methods of business valuation</p> <p>Be able to: apply methods and tools for business valuation; analyze information for its application in order to assess the value of property objects; use the information provided by the appraiser in the appraisal report;</p> <p>Skills: own the methodology for collecting and preparing information for business valuation in order to make managerial decisions, identifying an array of information for conducting business valuation.</p>

### 3. The list of modules included in the MOS with their brief characteristics

Module No.	Name of the module	List of disciplines included in the module	Block	Term	Volume of loans	Form of control	Total credits by module
M1	Information and communication technologies	Information and communication technologies (in english. language)	RC GED	1	5	Exam	5
M2	Fundamentals of economics	Economic theory	UC BD	1	6	Exam	8
		Educational practice	UC BD	2	2	final grade in practice	
M3	Languages	Foreign language	RC GED	1,2	10	Exam	20
		Kazakh (russian) language	RC GED	1,2	10	Exam	
M 4	History	Modern history of Kazakhstan	RC GED	2	5	SE	5
M5	Socio-political knowledge	Sociology	RC GED	2	2	Exam	13
		Political science	RC GED	2	2	Exam	
		Culturology	RC GED	2	2	Exam	
		Psychology	RC GED	1	2	Exam	
		Philosophy	RC GED	4	5	Exam	
M6	Mathematical methods in economic analysis	Mathematics in economics	UC BD	1	5	Exam	19
		Statistics/Socio-economic statistics	CC BD	3	5	Exam	
		Accounting and auditing	UC BD	3	4	Exam	
		1C accounting/Financial statements of the company	CC BD	6	5	Exam	
M7	Sport	Physical culture	RC GED	1- 4	8	D/O	8
M8	Economic and legal knowledge	Fundamentals of a market economy and entrepreneurship	UC GED	2	3	Exam	5
		Fundamentals of law and anti-corruption culture	UC GED	2	2	Exam	
M9	Professional communication and management	Professional kazakh (russian) language	UC BD	3	3	Exam	
		Professional-focused foreign language	UC BD	4	3	Exam	

		Management / Strategic management	CC BD	3	6	Exam	16
		Marketing/ Competitiveness of industries and firms	CC BD	4	4	Exam	
M 10	Principles of economics	Microeconomics	UC BD	3	5	Exam	11
		Macroeconomics	UC BD	4	4	Exam	
		Manufacturing practice I	UC BD	4	2	final grade in practice	
M 11	Economic activity of the enterprise	Enterprise economy	UC SD	3	5	Exam	19
		Organization of production	UC SD	4	5	Exam	
		Economic analysis	UC SD	5	5	Exam	
		Manufacturing practice II	UC BD	6	4	final grade in practice	
M12	Fiscal policy	Finance/World financial markets	CC BD	4	5	Exam	15
		Investment activity of companies/ Investment activity of companies	CC BD	5	5	Exam	
		Tax and taxation/Tax law of the Republic of Kazakhstan	CC BD	5	5	Exam	
M13	Labor economics	Labor economics/Personnel management	CC BD	5	4	Exam	4
M14	A systematic approach to the organization and management of production	Logistics/ Information flow logistics	CC BD	5	5	Exam	16
		Cluster economy/Regional economy	CC SD	6	6	Exam	
		Institutional economy/ Operations management	CC BD	7	5	Exam	
M15	Planning in market conditions	Planning and budgeting system/ Internal production planning and budgeting	CC BD	7	4	Exam	9
		State regulation of the economy/Public private partnership	CC BD	6	5	Exam	
		Sectoral economics/Service economy	CC SD	6	6	Exam	
		National economy/ Strategic planning	CC SD	7	6	Exam	



M16	Economics and industry planning	Resource saving economics/Environmental economics	CC BD	8	3	Exam	19
		Agribusiness/Economy of the agro-industrial complex	CC SD	8	4	Exam	
M17	Business valuation	Cost management/ Controlling	CC BD	7	4	Exam	15
		Valuation of assets and business/ Business valuation	CC BD	7	5	Exam	
		Quality control/ Assessment of innovative potential	CC SD	7	6	Exam	
M18	Digital activity	Digital economy/ Innovative economy	CC SD	5	6	Exam	6
M19	IT technologies in the economy	Big Data and business analytics/ Cloud computing services	CC BD	6	4	Exam	4
M20	Development of world economic relations	World economy and IEE/ International economics	CC SD	8	4	Exam	4
M21	Professional practice	Manufacturing practice III	UC SD	8	5	final grade in practice	7
		Predegree practice	UC SD	8	2	final grade in practice	
M 22	Final certification	Writing and defending a thesis, graduation project, or preparing and passing a comprehensive exam	FC	8	12	F/E	12
	Total						240