

ALIKHAN BOKEIKHAN UNIVERSITY

**MODULAR EDUCATIONAL PROGRAM**

**7M04105 Economics**

Semey, 2023

Developed by the Department of Business and Management

Considered at the meeting of the department  
Protocol no. 8 from «13» 04 2023 year

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## **1. Explanatory note**

The modular educational program 7M04107 Business Administration is compiled in accordance with:

- The Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III «On Education» (with amendments and additions);
- By Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 20, 2022 No. 28916 «On approval of state mandatory standards of higher and postgraduate education» (with amendments and additions);
- Rules for organizing the educational process on credit technology of education, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152. (with amendments and additions);
- Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education, approved by the order of the Minister of Education and Science of the Republic of Kazakhstan dated 30.10.2018 No. 595 (with amendments and additions)

Internal regulatory documents of the Educational Institution «Alikhan Bokeikhan University»:

- Structure of the modular educational program, revision No. 4 of 05.10.2022.;
- П.02.09/2022 «Regulations on the research work of undergraduates».

The modular educational program (MEP) is designed as a set and sequence of training modules for the entire period of study and is aimed at mastering the competencies necessary for awarding the academic degree «Master of Economics» according to the educational program 7M04105 Economics.

The modules of the block of basic disciplines (hereinafter BD) include disciplines of the university component (UC), which is 20 credits; and elective components (CC), which is 15 credits. Modules of these disciplines allow you to form a complex of key (research), general and professional competencies acquired by a graduate.

The block of core disciplines (hereinafter MD) includes the disciplines of the university component (UC), which is 21 credits; and the elective component (CC), which is 32 credits. Modules of these disciplines allow forming a complex of key and professional (developing, creative, organizational and methodological) competencies acquired by the graduate.

The research practice of undergraduates includes 13 credits.

Research work of a master's student, including internship and completion of a master's thesis – 24 credits.

Final certification – 8 credits, including the preparation of a master's thesis (6 credits) and the defense of a master's thesis (2 credits).

The criterion for the completion of the educational process is the development of 120 credits of theoretical training for undergraduates. The MES consists of 8 modules, including all types of training (all practices and research) and final certification.

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

Social partners who took part in the discussion of the MEP: Baisarina A.S., Head of the department for work with applicants, support of employers and organization of SRM, MP and OR, KSU "Employment Center of the Akimat of Semey", Ydyryzbekova Z.E., specialist in youth policy of KSU "Employment Center of the Akimat of Semey" , Agzymov D.K., Leading Specialist of the branch of the National Chamber of Entrepreneurs "Atameken" in the region of Abay, Yerboluly M., Director of JSC "Damu Entrepreneurship Development Fund" in the region of Abay, Bazarov S.R., Deputy Head of the Department of the National Bureau of Statistics in the region of Abay, Lyui A.V. , Director of the Public Fund "Hometown", Akhunzhanov J. G. Director of the branch of JSC "Nurbank" in Semey, Sakenova A. Zh. Leading specialist of the branch of JSC "Fortebank" in Semey, Kustaubaev B. A., Deputy Director for Republic of Belarus of the branch of JSC "Halyk Bank of Kazakhstan » in the Abai region, Metchinov A.M., State Institution "Department of Education of the Abai Region", Deputy Head, Shaibakova A.S., Commercial Director of Altyn Munai LTD LLP Mukhanov B. M., Director of Partner Energo LTD LLP, Umbetov S.B., Deputy Head of the Group accounting of the Regional Service Center of NC KTZ JSC, A. S. Kurmanbayeva, KazSemZhest LLP, Head, Sadykova S. K., Business Trainer, Startup Tracker, Kim Sh. Zh., Chief HR Manager of Jusan Bank JSC, Temirgaliyeva B.S., chief specialist of the IP administration department, RGU "State Revenue Administration for the city of Semey", Kairova A. M., Branch of JSC "BankCenterCredit", deputy director, Ospanova N.T., Branch No. 9 of JSC "Eurasian Bank" in Semey, head of branch, Ishmukhametova E.E., Intellect Service LLP, chief accountant Oralbekov A. O., regional branch of Jusan bank JSC, director, Toleukanov R.I., branch of NAO State Corporation "Government for Citizens" in the Abai region, head of economic planning, Kunbasova S.B. , branch of NJSC "State Corporation "Government for Citizens" in the Abay region, HR manager, Orazgalieva A.K., PhD, Associate Professor of the Department of Economics and Finance of the NJSC "Shakarim University of Semey".

**Purpose of modular educational program 7M04105 Economics** - obtaining a full-fledged, high-quality innovative profile and scientific and pedagogical education, professional competence in the field of economics, management and production organization.

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

**Expected results of the modular educational program 7M04105 Economics:**

ON 1 Analyze the realities of modern theory and practice on the basis of economic knowledge; identify modern paradigms of higher education, the main provisions of management activities and management relations of modern management

ON 2 Identify promising areas of scientific research in the subject area of professional activity, the composition of research papers, their determining factors; possess the skills of writing scientific articles, abstracts, presentations at conferences, symposiums, round tables, discussions and debates, the basic techniques of reading and creating scientific and research texts

ON 3 Systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity

ON 4 To find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken; to analyze and interpret information about the state of the domestic tax system, professionally apply the norms of current legislation to specific situations

ON 5 Possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, the micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze

possible risks of the enterprise

ON 6 To make organizational and managerial decisions; to make a forecast of the main socio-economic indicators of the enterprise, industry, region and economy as a whole; to develop options for managerial decisions and justify their choice based on criteria of socio-economic efficiency

ON 7 Apply in practice the knowledge of the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction; choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions

ON 8 Master the methods of scientific research and the organization of collective research work; the basics of scientific and methodological and educational work in higher education; methods and techniques of oral and written presentation of subject material, a variety of educational technologies; the basics of the use of computer technology and information technology in educational and scientific processes

ON 9 To apply in practice the principles and methods of crisis analysis in organizations; to make decisions in a crisis; to carry out a pre-project survey in projects for the creation of complex integrated systems and formulate requirements for these systems; to evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation

ON 10 To evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to develop and justify recommendations for improving financial and economic activities; to formulate clustering tasks in economics and finance, build cluster structures and assess their quality

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

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

### **General professional competencies:**

- aimed at studying the genesis and history of science from the perspective of the formation of its models, patterns and styles of thinking, as well as to identify the relationship of scientific and philosophical thought;
- form an idea of the current methodological and philosophical problems of economic science;
- contribute to the understanding and analysis of ideological, socially and personally significant philosophical problems;
- to analyze and comprehend the realities of modern theory and practice on the basis of economic knowledge;
- demonstrate methodological and practical knowledge in scientific research, pedagogical and educational work; identify promising areas of scientific research in the field of professional activity, apply general scientific methodologies and technologies in practice when conducting research work independently; ideas about the application of methods of organizing the learning process in higher education and management in the field of education;
- describe the production of knowledge, patterns of formation and development of scientific disciplines.

### **General cultural competencies:**

- demonstrate knowledge and proficiency in languages, as well as the ability to discuss socio-economic problems in various languages and conduct interpersonal conversation;
- apply the basic principles of research and scientific and pedagogical activities;
- be able to understand the professional competence of a high school teacher, as well as the psychology of cognitive activity of students in the learning process;
- contribute to the application of knowledge of pedagogy and psychology of higher education in their teaching activities;
- at the professorial level, their knowledge of the use of psychological methods and means to improve the effectiveness and quality of training.

### **Professional competencies:**

- demonstrate their own position based on the objectivity of theoretical assumptions and experimental data that arise in the course of research activities and require in-depth professional knowledge;
- be able to choose the necessary research methods, modify existing ones and develop new methods based on the tasks of a specific study;
- possess the skills of writing scientific articles, abstracts, presentations at conferences, symposiums, round tables, discussions and debates;
- an idea of modern theoretical and practical problems of management, economics and business;
- to analyze the economic activity of the organization by methods of economic and static analysis, as well as the ability to work with business information;
- apply at a professional level the basic techniques of reading and creating scientific and research texts; techniques of competent work with bibliography, selection of speech tools suitable for scientific style of speech; techniques of writing summaries and annotations of scientific articles,

essays, scientific reports, grant applications;

- synthesize in-depth knowledge necessary for writing a dissertation, an article, a report, etc., daily professional activities and continuing education in doctoral studies; establish a system of norms and rules of conduct with participants in the educational process.

**Special competencies:**

- to evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved;
- various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise;
- to assess the impact of risk and uncertainty in assessing the effectiveness of the project; to put into practice knowledge of the characteristics of the subjects of innovative processes in education and the structure of the manager's disposition to develop recommendations to all subjects of the educational process of interprofessional interaction; to choose tools for processing economic data in accordance with the task, analyze the results of calculations and justify the conclusions; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken;
- methods of preliminary study of the goals and objectives of the project; methodology for assessing the viability and financial feasibility of the project; to assess the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to develop and justify recommendations for improving financial and economic activities;
- have a holistic view of the characteristics of modern business and its main forms; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development;
- to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken;
- systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity;
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- to work effectively in groups and present the results of analytical work; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; to evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation;
- effective management technologies; skills in designing the most optimal organizational structures for effective personnel management at the enterprise.

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

№	Competencies	The list of elective disciplines and the sequence of their study		Expected results
		list of disciplines	the sequence of their study (sem.)	
1	Special	Crisis management	3	<p><b>To know:</b> know the theoretical concepts of management, its organizational structure and functional areas.</p> <p><b>Be able to:</b> to express their opinion from the point of view of a future specialist in the field of economics and crisis management, to assess its effectiveness at the present stage; to assess the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to develop and justify recommendations for improving financial and economic activities; to formulate clustering tasks in the economy and finance, building cluster structures and assessing their quality</p> <p><b>Skills:</b> a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise</p>

		Project management	3	<p><b>To know:</b> organizational development concepts; fundamentals of development and implementation of organizational development and change programs; tasks and stages of personnel policy development, conditions for its effective implementation; basic methods of project management.</p> <p><b>Be able to:</b> to carry out quantitative forecasting and modeling of business processes; to put into practice the acquired knowledge of the theory of management of organizational changes and development; to assess the impact of risk and uncertainty in assessing the effectiveness of the project; to put into practice knowledge of the characteristics of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction; choose tools for processing economic data in accordance with the task, analyze the results of calculations and justify the conclusions; find organizational and managerial decisions related to risk management in the company, as well as determine the possible consequences of the decisions made.</p> <p><b>Skills:</b> ability to manage departments, groups (teams) of employees, projects and networks; ability to develop organizational development and change programs and ensure their implementation; skills in solving a set of economic problems and carrying out variant calculations when choosing managerial decisions in project management; - methods of preliminary study of the goals and objectives of the project; methodology for assessing the viability and financial feasibility of the project; to evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; to develop and justify recommendations for improving financial and economic activities.</p>
2	Special	Current business trends	2	<p><b>To know:</b> to know the essence of business and the stages of its development; the current state of business in countries with developed economies.</p> <p><b>Be able to:</b> to create a model of modern business; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> have a holistic view of the characteristic features of modern business and its main forms; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the</p>

				enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise.
		Business valuation	2	<p><b>To know:</b> the terminology of valuation; the essence, goals and principles of valuation in the conditions of the formation of market relations; temporary valuation of money; basic methodological principles of valuation, quantitative and qualitative indicators of valuation activities, methods of valuation; code of ethics appraiser.</p> <p><b>Be able to:</b> to understand the system of economic information, the external and internal environment of business entities; to imagine in a complex an economic mechanism for assessing property rights related to the asset being evaluated for various purposes: investment, liquidation of enterprises, etc.; to independently develop an algorithm for constructing estimates; to understand the features of assessing tangible and intangible assets; to perform economic calculations and estimates, make evaluation reports; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors affecting innovation activity; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> collection, analysis and correction of information necessary for evaluation, business assessment skills by various methods, as well as the use of advanced foreign experience to solve the problems facing the economic entities of the Republic of Kazakhstan; possess a modern understanding of business; strategies of a modern enterprise in the field of research and development; various enterprise strategies, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the company's activities</p>
3	Special	Regional economy	2	<p><b>To know:</b> the key concepts and provisions of the discipline "Regional Economy"; conceptual and practical foundations of regional management in different countries of the world and in the Republic of Kazakhstan; theoretical, methodological and practical foundations of economic diagnostics, forecasting and planning of regional development; the state and main directions of development of industries and spheres of the national economy in the regions of the country; the concept and main directions of improving public administration of regional development in the country.</p> <p><b>Be able to:</b> to characterize the conceptual foundations and specific features of the</p>

				<p>regional policy of foreign countries and the Republic of Kazakhstan; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors affecting innovation activity; to make a forecast of the main socio-economic indicators of the enterprise, the industry, the region and the economy as a whole.</p> <p><b>Skills:</b> possess the ability to analyze the state of the economy of regions and their resource potential; analyze the effectiveness of management decisions in the field of regional management; analyze the priority directions of regional development and the system of public administration of regions; choose tools for processing economic data in accordance with the task; find organizational and managerial solutions related to risk management in the company, as well as identify possible consequences of the decisions taken.</p>
		Cluster economy	2	<p><b>To know:</b> the concept of cluster, cluster policy, cluster strategy, features of cluster construction in various sectors of the economy.</p> <p><b>Be able to:</b> to apply methods of cluster analysis, to assess the activity of clusters; to systematize the acquired knowledge when drawing up enterprise development plans, to determine the level of their competitiveness; to analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> solving the problems of forming competitive clusters and implementing cluster policy; finding organizational and managerial solutions related to risk management in the company, as well as determining the possible consequences of decisions taken; analyzing and interpreting information about the state of the domestic tax system, professionally applying the norms of current legislation to specific situations.</p>
4	Special	Risk management	3	<p><b>To know:</b> the concept of risk and its classification, methods of assessing the risk of damage; the main ways to minimize risks in various types of activities.</p> <p><b>Be able to:</b> analyze and identify potential risks, apply financial and other mechanisms for managing them, organize preventive measures; put into practice the principles and methods of crisis analysis in organizations; make decisions in crisis conditions; carry out pre-project survey in projects for the creation of complex integrated systems and formulate requirements for these systems; evaluate the effectiveness of developed design solutions, the possibility and consequences of their implementation; to find organizational and managerial decisions related to risk management in the company,</p>

				<p>as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> development of a strategic approach to risk management and understanding of the mechanisms of accounting for strategic risks in the company's policy; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; develop options for management decisions and justify their choice based on criteria of socio-economic efficiency.</p>
		Tax management	3	<p><b>To know:</b> functions and objectives of taxes, tax optimization, tax planning.</p> <p><b>Be able to:</b> calculate various taxes, determine the tax burden of the company; calculate specific taxes, be able to develop the main directions of tax optimization, compare the tax policy of domestic and foreign companies; analyze and interpret information about the state of the domestic tax system, professionally apply the norms of current legislation to specific situations.</p> <p><b>Skills:</b> analysis of the structure of tax liabilities; o calculation of the corporation's need for external financing in order to optimize taxation; o evaluation of elements of the company's tax policy; o construction of optimal tax systems; analyze possible risks of the company's activities.</p>
5	Special	Business planning innovation projects	3	<p><b>To know:</b> the theoretical foundations and modern practice of innovation management; methods of activation of innovation activity, the main methods and techniques of innovation management, as well as the stages of the innovation process.</p> <p><b>Be able to:</b> determine the rational sequence of stages of development of innovative business projects, competently apply the methodology of drawing up innovative projects, correctly calculate the indicators for evaluating the effectiveness of innovative projects, rationally use the methodology for determining the effectiveness of innovative projects; systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; factors influencing innovation activity.</p> <p><b>Skills:</b> application of methods, tools for business planning of innovative projects; designing solutions to problems arising in the field of innovative processes; possess a modern understanding of business; strategies of a modern enterprise in the field of research and development; evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved; develop and justify recommendations to improve financial and economic activities.</p>

		Cost management	3	<p><b>To know:</b> the standard documents and regulatory framework related to the activities of the organization.</p> <p><b>Be able to:</b> analyze and process the data necessary to solve the tasks; analyze and interpret financial, accounting and other information; systematize the acquired knowledge when drawing up enterprise development plans, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; analyze and interpret information about the state of the domestic tax system, professionally apply the norms of the current legislation to specific situations.</p> <p><b>Skills:</b> possess the methodology of searching for organizational and managerial solutions; methodology of drawing up economic sections of the enterprise plan; tools for processing economic data; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise.</p>
6	Special	Marketing research	3	<p><b>To know:</b> principles and tools of marketing research; methods of collecting, processing, analyzing and providing information necessary for making managerial decisions; methods of planning and monitoring marketing research.</p> <p><b>Be able to:</b> to apply theoretical knowledge in the field of marketing research in practice; to develop a marketing research plan; to collect information and evaluate the quality of the data obtained; to process and analyze the data obtained; to make a report on the results of the research; to choose tools for processing economic data in accordance with the task, analyze the results of calculations and justify the conclusions; evaluate the skills of a systematic approach to management in order to rationally use all management mechanisms that ensure beneficial cooperation of the persons involved.</p> <p><b>Skills:</b> conducting marketing research; finding organizational and managerial decisions related to risk management in the company, as well as determining the possible consequences of decisions made; professionally applying the norms of current legislation to specific situations</p>
		Economic analysis of the company	3	<p><b>To know:</b> the general concepts and definitions of strategic management; methods of strategic analysis of the external environment and the enterprise; models of strategic choice; methods and tools of management analysis; approaches to the formation and evaluation of strategic alternatives.</p>

				<p><b>Be able to:</b> apply methods and models of strategic management in practice; analyze specific situations and develop strategies; conduct a strategic analysis of the company's position in the economic environment; find, select and summarize the information necessary for analysis; apply the studied models and tools in the process of developing strategic decisions in an organizational context; work effectively in groups and present the results of analytical work; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence; evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation</p> <p><b>Skills:</b> ability to work in conditions of a large volume of unstructured information; ability to see prospects, perceive new things and put forward original ideas; ability to work in a team and build relationships with colleagues based on respect and trust; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security; analyze possible risks of the enterprise; take organizational and managerial decisions; to make a forecast of the main socio-economic indicators of the company's activity; develop options for management decisions and justify their choice based on criteria of socio-economic efficiency.</p>
7	Special	Effective management	3	<p><b>To know:</b> the process of making and implementing management decisions; the main indicators and criteria for the effectiveness of management activities. types of organizational structures and principles of their construction.</p> <p><b>Be able to:</b> to make effective management decisions and improve management functions; to design the most optimal organizational structures for effective personnel management at the enterprise; to analyze the realities of modern theory and practice based on economic knowledge; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of decisions made.</p> <p><b>Skills:</b> effective management technologies; skills in designing the most optimal organizational structures for effective personnel management at the enterprise; possess a modern understanding of doing business; strategies of a modern enterprise in the field of research and development; various enterprise strategies, micro and macro environment of the enterprise, the mission of the enterprise; evaluate the effectiveness of the developed design solutions, the possibility and consequences of their implementation.</p>

		Strategic management	3	<p><b>To know:</b> marketing and corporate strategies; methods of market analysis; segmentation and positioning strategies; strategies for selecting target markets; the process of market research; strategies for planning new products, pricing, promotion; organizational structure of companies.</p> <p><b>Be able to:</b> to conduct a strategic analysis of the organization's functioning environment; to assess the competitiveness of enterprises; to justify the choice of the organization's strategy; to master the techniques of implementing the enterprise's development strategy; to find organizational and managerial decisions related to risk management in the company, as well as to determine the possible consequences of the decisions taken.</p> <p><b>Skills:</b> possess methods of analyzing the operating environment of the enterprise; methodological foundations for assessing the competitiveness of economic entities; methods of using strategic choice models; methods of strategic management; methodology of strategy implementation; control over strategy implementation; strategies of a modern enterprise in the field of research and development; various strategies of the enterprise, micro and macro environment of the enterprise, the mission of the enterprise; specifics of economic security.</p>
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**Table 2. The sequence of mastering the disciplines of social and professional interaction**

Course	Providing disciplines	Competencies	Expected results
1	History and philosophy of science	General professional	<p><b>To know:</b> the study of the nature, structure, principles of organization and functioning of science; the genesis of science from the point of view of its history, models, images and the formation of types of thinking; the interaction of scientific and philosophical thought; the basic concepts of the history and philosophy of science; the formation of knowledge, patterns of formation and development of scientific disciplines; the basic principles of research activity.</p> <p><b>Be able to:</b> formulate and solve problems that arise in research activities and require deep professional knowledge; choose the necessary research methods, improve the previous ones and develop new methods that arise in the tasks of a specific search; - analyze and understand the reality of modern theory and practice based on the history and philosophy of science, methodology of natural, socio-humanitarian and technical knowledge; application of</p>

			<p>methodological and practical knowledge in scientific research, pedagogical and educational work; identify promising areas of scientific research in the subject area of professional activity, the composition of research papers, their determining factors.</p> <p><b>Skills:</b> conduct research and scientific and pedagogical activities that require fundamental knowledge of the relevant field; be able to write scientific articles, theses, speak at conferences, symposiums, round tables, discussions and exchanges of opinions.</p>
1	Foreign language (professional)	General cultural	<p><b>To know:</b> vocabulary of a terminological nature necessary for the possibility of obtaining professional content information from foreign sources; professional vocabulary in a foreign language; style features characteristic of professional communication; lexical and grammatical means of a foreign language in the main communicative situations of official communication in the professional sphere; a foreign language to the extent necessary for communication at a professional level and to obtain professional content information from foreign sources.</p> <p><b>Be able to:</b> to use a foreign language in interpersonal communication; to conduct a conversation-dialogue in a foreign language in the field of their professional interests; to read literature in the specialty in order to search for information without a dictionary, to translate texts in the specialty with a dictionary; to analyze original literature in their subject area; to read scientific and technical literature in a foreign language; to be able to use knowledge to translate technical literature in the field of one's professional activity; to use knowledge of a foreign language in professional activity; use the rules of speech etiquette, make annotations, abstracts, business letters in a foreign language.</p> <p><b>Skills:</b> in a foreign language to the extent necessary for dialogical and monologue speech and writing in the field of professional communication; in a foreign language to the extent necessary for the possibility of obtaining information from foreign sources; skills of both written and oral reasoned presentation of one's own point of view; skills of expressing one's thoughts and opinions in interpersonal and business communication in a foreign language; negotiation skills, discussions, public speaking in a foreign language; skills of extracting the necessary information from the original text in a foreign language.</p>
1	Pedagogy of higher education	General cultural	<p><b>To know:</b> functional and stylistic characteristics of the scientific presentation of the material in the studied foreign language; general scientific terminology and terminological sublanguage of the corresponding specialty in a foreign language.</p> <p><b>Be able to:</b> freely read the original literature of the relevant branch of knowledge in a foreign language with subsequent analysis, interpretation and evaluation of the extracted information; explicate scientific information in writing (abstract, abstract, summary); participate in professional discussions, scientific debates, debates, round-table discussions; make a</p>

			<p>presentation of scientific research (at seminars, conferences, symposiums, forums); listen to and understand public speeches in direct and indirect communication (lectures, reports, TV and Internet programs).</p> <p><b>Skills:</b> oral communication in monological and dialogical form in the specialty in monological and dialogical form in the specialty (report, message, presentation, round table conversation, discussion, debate, debate); written scientific communication in the specialty (scientific article, theses, report, translation, abstracting and annotation); work with lexicographic sources on foreign language; use of modern approaches to learning a foreign language; possess the skills of writing scientific articles, abstracts, speaking at conferences, symposiums, round tables, discussions and debates; methods and techniques of oral and written presentation of subject material, a variety of educational technologies.</p>
1	Management psychology	Professional	<p><b>To know:</b> modern paradigms of higher education, the history of pedagogical thought in the history of the development of higher education in the Republic of Kazakhstan and the modern experience of educational activity.</p> <p><b>Be able to:</b> to identify the main provisions of managerial activity and managerial relations, to apply methods of organizing the learning process based on the credit system of higher education, to think creatively and creatively approach the solution of pedagogical situations; to apply in practice knowledge of the characteristics of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p> <p><b>Skills:</b> possess methodological approaches to the choice of theoretical tools, the culture of communication in professional and everyday life; possess methods of scientific research and organization of collective research work; the basics of scientific-methodical and educational-methodical work in higher education; the basics of the use of computer technology and information technology in educational and scientific processes.</p>
1	Modern pedagogical technologies	Professional	<p><b>To know:</b> the concept of pedagogical technology, its structure, the methodology of pedagogical technology and the peculiarities of the use of pedagogical technology in the educational process.</p> <p><b>Be able to:</b> to design, predict and design pedagogical technologies in professional pedagogical activity; to apply pedagogical technologies in the pedagogical process of a modern school; to apply in practice knowledge of the characteristics of subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p> <p><b>Skills:</b> master the methods of scientific research and the organization of collective research</p>

			<p>work; the basics of scientific and methodological and educational work in higher education; methods and techniques of oral and written presentation of subject material, a variety of educational technologies; the basics of the use of computer technology and information technology in educational and scientific processes; creative use of new technologies in professional activities.</p>
	<p>Pedagogical ethics of a modern teacher</p>		<p><b>To know:</b> historical aspects of the formation of ethics as a science; theoretical foundations of ethics, its conceptual and categorical apparatus;  <b>Be able to:</b> apply ethical norms and standards in professional practice; independently navigate ethical problems and ways to resolve them; apply general moral norms and professional ethics requirements in practice; identify promising areas of scientific research in the subject area of professional activity, the composition of research papers, their determining factors; to apply in practice knowledge of the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.  <b>Skills:</b> possess the conceptual apparatus of professional ethics of a specialist; methodological approaches to the choice of theoretical tools appropriate to the task being solved; culture of communication in professional and everyday life, skills of public speech, argumentation, discussion; fundamentals of scientific and methodological and educational work in higher education; methods and techniques of oral and written presentation of subject material, a variety of educational the basics of the use of computer technology and information technology in educational and scientific processes.</p>
<p>1</p>	<p>Methods of mathematical modeling in economics and management</p>	<p>Professional</p>	<p><b>To know:</b> the main economic problems, in solving which there is a need for mathematical tools; methodology for describing economic processes using mathematical models; methods for solving various mathematical models.  <b>Be able to:</b> to orient oneself in the economic formulation of the problem; to formalize the economic problem and describe it using a well-known mathematical model; to carry out calculations using modern computing systems and draw conclusions adequate to the task; to put into practice knowledge about the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process on interprofessional interaction.  <b>Skills:</b> to choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions; modern computer modeling tools; mathematical methods for solving economic equations and systems; methods of constructing models.</p>

	Modeling of economic processes and systems		<p><b>To know:</b> areas of application of modern economic, mathematical and computer modeling; formulation and methods of solving optimization problems; methods and models of correlation and regression analysis; methods and models of forecasting time series of economic indicators; game-theoretic modeling of processes and systems; expert methods in modeling and forecasting of socio-economic systems; elements of measurement theory; methods of adaptation of economic models to the external environment.</p> <p><b>Be able to:</b> to make mathematical models of problems and solve these problems on a computer using modern software; to model economic situations based on real data, to analyze and predict economic processes; to apply qualitative and quantitative methods of analysis when making managerial decisions; to build economic, financial, organizational and managerial models; to analyze the plan of optimal solutions obtained and to adapt them to specific management tasks; to solve economic and econometric problems by mathematical methods using computer information technologies; to develop options for management decisions and justify their choice according to the criteria of socio-economic efficiency; to apply the knowledge gained in scientific research; to put into practice knowledge of the characteristics of subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p> <p><b>Skills:</b> choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions; methods of constructing economic and mathematical models for management processes; methods of solving management tasks based on personal computers.</p>
1	Economic security of the company	Professional	<p><b>To know:</b> theoretical foundations and practical aspects of the formation and development of economic security of the economy, determination of the features of the functioning and development of economic security of the company.</p> <p><b>Be able to:</b> analyze indicators and indicators of economic safety, apply a mechanism to ensure the economic safety of the company, evaluate the indicators of economic safety of the company; systematize the acquired knowledge when drawing up plans for the development of the enterprise, determine the level of their competitiveness; analyze economic phenomena and processes occurring at the enterprise, their interrelation and interdependence.</p> <p><b>Skills:</b> implementation of economic and systematization of factors and mechanisms for ensuring economic security of business entities; find organizational and managerial decisions related to risk management in the company, as well as determine the possible consequences of decisions taken; analyze and interpret information about the state of the domestic tax system,</p>

			professionally apply the norms of current legislation to specific situations
1	Academic Writing in Economics	Professional	<p><b>To know:</b> goals and objectives of written scientific communication, features of the scientific style of written and oral texts, principles of organization of scientific texts.</p> <p><b>Be able to:</b> apply the acquired knowledge when creating research papers in written and oral formats.</p> <p><b>Skills:</b> the main methods of reading and creating scientific and research texts; methods of competent work with bibliography, selection of speech tools suitable for scientific style of speech; methods of writing summaries and annotations of scientific articles, essays, scientific reports, grant applications</p>
1	Scientific methods of economic research	Professional	<p><b>To know:</b> the essence of the methodology of conducting scientific research; to demonstrate knowledge and understanding of the essence and content of the methodology of organizing and conducting scientific research;</p> <p><b>Be able to:</b> to work with information, to find, evaluate and use information from various sources necessary for conducting business research, solving scientific and professional tasks; to apply knowledge of conceptual approaches to the organization of scientific research in solving problems of effective use of existing methods in conducting scientific research; to determine promising areas of scientific research in the subject area of professional activity, the composition of research, their determining factors; possess the skills of writing scientific articles, abstracts, speaking at conferences, symposiums, round tables, discussions and debates; analyze the realities of modern theory and practice based on economic knowledge.</p> <p><b>Skills:</b> conduct research activities, conduct theoretical and practical business research, including analysis of problems, identification of the object and subject of research, selection of methods and methods of research, as well as assessment of its quality; possess methods of scientific research and organization of collective research work; fundamentals of scientific and methodological and educational work in higher education; methods and methods of oral and written presentation of subject material, a variety of educational technologies; fundamentals of the use of computer technology and information technology in educational and scientific processes.</p>
	Methods of teaching economic disciplines		<p><b>To know:</b> the modern theory of teaching; the basics of the organization of research and modeling in the educational process; the methodology of the organization of independent work of students.</p> <p><b>Be able to:</b> to carry out direct training, competently conduct lectures, correctly apply elements of visibility in teaching economic disciplines; monitor the results of the learning process; analyze the realities of modern theory and practice based on economic knowledge; choose tools</p>

			<p>for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions.</p> <p><b>Skills:</b> implementation of cooperative education in higher school; proper conduct of seminars in accordance with their purpose; pedagogical impact and educational work in higher school; possess methods of scientific research and organization of collective research work; fundamentals of scientific and methodological and educational work in higher school; methods and techniques of oral and written presentation of subject material, various educational technologies; fundamentals of the use of computer technology and information technology in educational and scientific processes; to apply in practice knowledge of the features of the subjects of innovative processes in education and the structure of the disposition of the head to develop recommendations to all subjects of the educational process of interprofessional interaction.</p>
1	Pedagogical practice	Professional	<p><b>To know:</b> principles of pedagogical work with students, as well as the academic policy of the university</p> <p><b>Be able to:</b> plan training sessions taking into account the principles of integration and continuity of training; conduct standard training sessions (lectures, practice, IWST) using new learning technologies, including ICT for the development of pedagogical skills, skills and abilities of educational and teaching work; coordinate and monitor the work of students; develop training materials in accordance with the set goals of classes.</p> <p><b>Skills:</b> the skills of organizing collective work; the skills of oral and written presentation of the results obtained; the methodology of planning and research of the educational environment.</p>
2	Research practice	Professional	<p><b>To know:</b> patent and literary sources on the topic being developed for the purpose of their use in the performance of final qualifying work; the state of the problem under study in theory and practice, methods of research and experimental work; rules of operation of devices and installations; methods of analysis and processing of experimental and expedition work; information technologies in scientific research, software products related to the professional sphere; principles of organization of computer networks and telecommunication systems; requirements for the design of scientific and technical documentation; the procedure for implementing the results of scientific research and development.</p> <p><b>Be able to:</b> to formulate the goals and objectives of scientific research; to select and justify the research methodology; to work with applied scientific packages and editorial programs used in research and development; to draw up the results of scientific research (preparation of a report, writing scientific articles, abstracts); to work on experimental installations, instruments and stands.</p>

			<p><b>Skills:</b> analyze, systematize and summarize scientific information on the research topic; theoretical or experimental research within the framework of the tasks; analyze the reliability of the results obtained; compare the results of the research of the object of development with domestic and foreign analogues; analyze the scientific and practical significance of the research, as well as the technical and economic efficiency of the development; prepare a patent application or to participate in competition of scientific projects.</p>
1,2 3,4	Research work of undergraduates	Professional	<p><b>To know:</b> scientific novelty and practical significance of the research topic; modern theoretical, methodological and technological achievements of science and practice.</p> <p><b>Be able to:</b> to use modern methods of scientific research; to allocate research (methodological, practical) sections on the main protected provisions</p> <p><b>Skills:</b> conduct research based on the best international experience in the relevant field of knowledge</p>

### **3. The list of modules included in the educational program**

Module №	Name of the module	The list of disciplines included in the module	Block	Term	Credit volume	Form of control	Total credits by module
M.1	Methodology of scientific research	History and philosophy of science	BD UC	1	5	exam	16
		Foreign language (professional)	BD UC	1	4	exam	
		Academic Writing in Economics	MD UC	2	3	exam	
		Scientific methods of economic research / Methods of teaching economic disciplines	MD CC	2	4	exam	
M.2	Psychological and pedagogical foundations of teaching in higher education	Pedagogy of higher education	BD UC	1	4	exam	16
		Management psychology	BD UC	2	4	exam	
		Pedagogical practice	BD UC	2	3	practice report	
		Modern pedagogical technologies / Pedagogical ethics of a modern teacher	BD CC	1	5	exam	
M.3	Methods of analysis in economics and management	Methods of mathematical modeling in economics and management / Modeling of economic processes and systems	BD CC	2	5	exam	14
		Regional economy / Cluster economy	MD CC	2	4	exam	
		Business planning innovation projects / Cost management	MD CC	3	5	exam	
M.4	Economic security	Economic security of the company	MD UC	1	5	exam	10
		Crisis management / Project management	BD CC	3	5	exam	
M.5	Current trends in business research	Current business trends / Business valuation	MD CC	2	4	exam	9
		Marketing research / Economic analysis of the company	MD CC	3	5	exam	
M.6	Management strategies in the modern economy	Risk management / Tax management	MD CC	3	5	exam	10
		Effective management / Strategic management	MD CC	3	5	exam	

M.7	Research work of undergraduates	Research practice	MD UC	4	13	practice report	37
		Research work of undergraduates, including internship and master's thesis (RW)	MD UC	1,2,3,4	24	report, dif.offset	
M.8	Final certification	Preparation and defense of a master's thesis	FA	4	8	MD	8
	TOTAL						120