

**І.ЖАНСУГІРОВ АТЫНДАҒЫ ЖЕТІСУ МЕМЛЕКЕТТІК УНИВЕРСИТЕТІ**  
**ЖЕТЫСУСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ И.ЖАНСУГУРОВА**  
**ZHETYSU STATE UNIVERSITY NAMED AFTER I.ZHANSUGUROV**

**Құқық және экономика факультеті**  
**Факультет права и экономики**  
**Faculty of Law and Economics**

**БЕКІТІЛДІ/ УТВЕРЖДЕН/ APPROVED**

университеттің ОӘК отырысында/  
на заседании УМС университета/  
at the meeting of the EMC of the University  
Хаттама/ Протокол/ Protocol

№ 6 2020

ОӘК төрағасы/ Председатель УМС/

Chairman of the EMC

Д. Калдияров/ Д. Калдияров/ D. Kaldiyarov



**ЭЛЕКТИВТІ ПӘНДЕР КАТАЛОГЫ**

**7M04108 – Іскерлік әкімшілік оқу бағдарламасы бойынша**  
қабылдау жылы: 2020

**КАТАЛОГ ЭЛЕКТИВНЫХ ДИСЦИПЛИН**

по образовательной программе **7M04108 - Деловое администрирование**  
год приема: 2020

**CATALOG OF ELECTIVE DISCIPLINES**

on educational program **7M04108 – Business administration**  
year of admission: 2020

Талдықорған, 2020

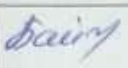
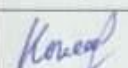
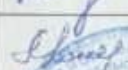




Талдықорған, 2020

Taldykorgan, 2020

The educational program 7M04108 - Business administration developed in accordance with the following regulations:


1. The law of the Republic of Kazakhstan "About education" dated 27.07.2007 №319;
2. Rules of organization of educational process on credit technology of education, approved by the Order of the Minister of Ministry of Education and Science № 152 dated 20.04.2011;
3. State obligatory standard of higher education, approved by the order of the Minister of education and science of the Republic of Kazakhstan dated October 31, 2018 № 604.
4. State program for the development of education and science of the Republic of Kazakhstan for 2020-2025. (Resolution of the Government of the Republic of Kazakhstan dated 27.12. 2019, No. 988).

Developers:


1	Project team head:		G. Baytaeva – PhD in economics, Professor, 8701-530-33-83, baytaeva@mail.ru
2	Project team members:		B. Kylyshpaeva - master, senior lecturer, 8701-122-95-95, bibigul_hamitovna@mail.ru
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4			R. Alpysbayev - Head of internal policy Department of Almaty region, PhD 8/7282/ 41-22-12, www.politika.zhetysu.gov.kz
5	Employers consultants:		Tarakov S. B.-chief specialist of the civil service Department of the Agency of the Republic of Kazakhstan for civil service Affairs in the Almaty region 8-707-826-06-90, s.tarakov@mail.ru
6	undergraduates:		Akazhan A. T.- 1 <sup>st</sup> year undergraduate, 8777-235-02-57, at akazhan@mail.ru
7	consultants:		A. Kaldiyarova - 1 <sup>st</sup> year undergraduate, 8701-728-77-71, am-kaldiyarova@bk.ru

The educational program was considered and recommended for approval at meetings:

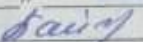
Educational and Methodical Council of the University

Protocol № 7 from «17» 03 2020  
Chairman of Educational and methodical Council  Kaldiyarov D.

Methodical Bureau of the faculty law and Economics

Protocol № 4 from «12» 03 2020  
Chairman Methodical Bureau of the faculty  Nurtayeva A.

Department of public administration and management

Protocol № 7 from «21» 02 2020  
Head of the department  Baytaeva G.

## 1. PASSPORT OF THE EDUCATIONAL PROGRAM

### 1.1 Context

**Registration number:** 7M04100749

**Code and classification of the domain of education:** 7M04 Business, management and law

**Code and classification of the direction of preparation:** 7M041 Business and management.

**Group of educational programs:** M072 Management and administration

**Name of educational program:** 7M04108 - Business administration

**Program type:** Second cycle: master's 7 level NQF / ORC / ISCED

**Degree awarded:** Master of Economics and Business in the educational program 7M04108 Business Administration.

**Total credits:** 60 academic credits

**The typical duration of training:** 1 years

**Language of study:** Kazakh, Russian and English

**License for educational activities:** The educational program is implemented on the basis of the Annex to the License № 12019969 dated December 21, 2012 in the direction of training 7M04108 - Business administration, issued by the Committee for control in the field of education and science of the Ministry of education and science of the Republic of Kazakhstan.

**Accreditation.**

1) **Institutional accreditation:** -

2) **Specialized accreditation:** -

Professional standards developed by the National chamber of entrepreneurs of the Republic of Kazakhstan " Atameken»:

Professional standard «Strategic HR»

### 1.2 Location I. Zhansugurov in ZhSU in the system of higher and postgraduate education of the Republic of Kazakhstan

**Mission:** To be the driving force behind the innovative development of society by providing quality education, training and research at the national and international levels.

**Vision:** To be a determining factor in the socio-economic and spiritual development of the region, the driving force behind the innovative development of the economy of the Almaty region.

**Strategic Goal:** training of competitive personnel.

### 1.3 Profile of the educational program

**Labor market research in accordance with the economy demands:** The peculiarity of the educational program is that its formation is carried out taking into account the needs of the regional labor market and the demands of the economy, in close cooperation with state and local authorities.

**Rationale:** the master of business administration is an academic degree awarded to individuals with higher education in business management. In the modern conditions of globalization of the world economy, the need for specialists with a systematic understanding of management, universal managers with practical skills necessary for business management,

unlimited in any one area of the economy and able to adapt to any professional activity is growing every day.

***The purpose of the educational program*** is to train highly qualified specialists in the field of management and control of administrative and production processes at private enterprises with knowledge and skills of management control, strategic, financial development of the company and other practical skills necessary for business management.

*Distinctive features of the program (distinctive features and unique features of the program)*

- Practice-oriented training (master classes, guest lectures with the invitation of practitioners);
- Innovative courses of the educational program that meet the modern requirements of the market and the needs of employers;
  - Use of interactive teaching methods (interactive lectures, promotional videos, case studies, role-playing and business games, presentations, business projects) that contribute to the formation of key competencies;
  - Application of computer technologies in the educational process;
- Formation and development of creative, creative thinking of students in the course of practical tasks, press conferences, presentations, business projects, etc., which contributes to the adoption of optimal and effective management decisions, including non-standard and original;
  - The demand for graduates of the specialty "Business administration" who have a fairly high qualification and professional competencies, which is confirmed by their high percentage of employment.
- Combining research career and work in business structures;
  - Practical training in the best domestic and foreign companies in Kazakhstan.

	Business administration
<i>Area of professional activity</i>	<ul style="list-style-type: none"> <li>- management in public institutions;</li> <li>- management in all areas of the economy;</li> <li>- management of national economy;</li> <li>- management in organizations of all forms of ownership.</li> </ul>
<i>Objects of professional activity</i>	the real sector of the economy, the financial and banking system, business and entrepreneurship, government, enterprises, organizations and firms, regardless of activity, size or form of ownership, universities.
<i>A branch of the Department</i>	<ul style="list-style-type: none"> <li>- JSC «Kainar AKB»;</li> <li>- Chamber of entrepreneurs «Atameken» in Almaty region.</li> </ul>
<i>Practice bases</i>	«Kazakhtelecom» JSC, «TATEK» JSC, «Aydin» LLP, «JLC» LLP, «Atameken» Chamber of entrepreneurs in Almaty region, state revenue Department in Almaty region, «Kainar-AKB» LLP, «Zhetysu» SEC
<i>The possibility of academic mobility</i>	Undergraduates of OP 7M04108-Business administration have the opportunity to study in academic mobility programs at universities in the Czech Republic, Poland, Turkey, Spain and other countries.
<i>Scholarship program.</i>	Undergraduates of OP 7M04108-Business administration have the opportunity to participate in a set of scholarship programs within the European Union – Erasmus

#### 1.4 Profile of the graduate



***Graduate Attributes:***

- Has knowledge and skills in their subject area, including elements of excellence and innovation;
- Creative thinking and creative approach to solving new problem situations, showing initiative and originality;
- Independently expands and deepens the knowledge, skills and abilities necessary for everyday professional activities;
- Follows the norms of professional ethics, responsibly and honestly performs its duties;
- Demonstrates developed skills and abilities of individual and team work, the ability to communicate effectively;
- Has the ability to set priorities and manage time, showing organization, ability to plan, focus on results;
- Is a patriot of his country and a tolerant citizen of the world, open to the culture of other peoples;
- Has the skills of design and research activities, including problematization, goal setting, planning, introspection, reflection and the ability to present the results of their activities;
- Has the skills of public speaking and public speaking at scientific forums, conferences and seminars.

***Learning outcomes:***

- LO1 – practices business communication skills of language training, interprets knowledge in professional and intercultural communication;
- LO2 – demonstrates in professional activity communicative qualities and knowledge of principles and methods of management psychology;
- LO3 – uses technologies for conflict resolution, coaching, idea generation, and other specific group management technologies;
- LO4 – critically analyzes modern problems of innovation management, sets tasks for their practical application;
- LO5 – uses market research tools, principles and methods of teamwork, management skills, motivation, and methods of making a commercial offer;
- LO6 – experiments with databases, with a large amount of information, analyzes and forecasts the development of enterprises;
- LO7 – selects effective principles and methods of strategic management, plans the main stages of human resource management at the enterprise;
- LO8 – evaluates methods of HRM organization, control and motivation, compares modern management strategies;
- LO9 – analyzes the financial and economic activities of the enterprise, develops and implements management decisions related to the formation and distribution, as well as the use of financial resources of enterprises and organizations of its cash turnover;
- LO10 – synthesizes the knowledge and experience of managers in order to apply them in practice and has the skills of public speaking.

***Graduates competences due to EP:***

- KC1 – forms a physically, mentally, intellectually, information-developed and literate person with a broad Outlook, able to communicate in a multilingual environment;
- KC2 – be able to apply modern scientific methods of knowledge, as well as be able to organize work on a scientific basis, using knowledge of management;

KC3 – have an understanding of modern theoretical and practical problems of management, Economics and business;

KC4 – be competent in establishing interpersonal relationships and using various motivational techniques;

KC5 – know international standards for quality and project management;

KC6 – know the definition of social, environmental and technical and economic indicators of management and business performance;

KC7 – know the basics of Kazakhstan's tax and accounting legislation, international and domestic standards, and other methodological and regulatory materials related to the work performed;

KC8 – use forms and models of strategic management, personnel management, foreign economic activity, crisis management;

KC9 - be competent in the field of management, organization and management of commercial and non-commercial organizations;

KC10 - be competent in the organization, planning and implementation of all types of management activities.

*Matrix of correlation of learning outcomes in the educational program as a whole with the formed competencies*

	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10
<b>KC 1</b>					+			+		
<b>KC 2</b>	+	+	+							
<b>KC 3</b>						+				
<b>KC 4</b>			+			+				
<b>KC 5</b>			+			+	+	+	+	
<b>KC 6</b>				+						+
<b>KC 7</b>			+			+			+	+
<b>KC 8</b>				+	+					+
<b>KC 9</b>					+					
<b>KC 10</b>				+						+

***Employment opportunities:*** Educational program 7M04108 - Business administration creates the competitiveness of graduates in the labor market, which provides the opportunity for the fastest possible employment in organizations of any organizational and legal form, in which graduates work as performers or managers in various services of the management apparatus.

## 2. THE CONTENTS OF THE EDUCATIONAL PROGRAM

### 2.1 Description of modules

<b>№ module's</b>	<b>Module code and name</b>	<b>№ and name of discipline</b>	<b>Cycle disciplines'</b>	<b>Consolidation of the Department</b>
1	MCMA - 1 "Module of communication and management activities»	1)(UC)Foreign language (professional)	BD	University-wide Department of foreign languages
		2)(UC)Module "Psychology of management" (management, psychology of management)	BD	Department of pedagogy and psychology
		3) (OC) Leadership and career development	BD	Department of public administration and management
		4) (OC) Conflict management	BD	Department of public administration and management
2	BCM - 2 «Business consulting module»	1) (OC) Business communication and conflict management	MS	Department of public administration and management
		2) (OC) Professional skills of a Manager	MS	Department of public administration and management
		3) (OC) Financial management	MS	Department of public administration and management
		4) (OC) Organizational and financial analysis	MS	Department of public administration and management

3	MUD 3 - «Management module»	1)(UC) Strategic human resource management	MS	Department of public administration and management
		2)(UC) Master classes for managers of successful companies	MS	Department of public administration and management
		3) (CC) Manufacturing practice	BD	Department of public administration and management
		4) (CC) Experimental research work of the master student		Department of public administration and management
		5) (CC) Design and defense of a master's thesis		Department of public administration and management

## 2.2 Information about disciplines

№	Name of discipline	Short description of the discipline (30-50 words)	Number of credits	Formed learning outcomes (codes)
<b>University component</b> <b>Basic disciplines</b>				
1	Foreign language (professional)	Examines the actual General scientific and special literature, use of innovative methods and technologies, and attraction of modern means (Internet resources). Systemic deepening of communicative competence in the framework of international standards of foreign language education on the basis of further development skills and abilities of active language proficiency in professional activities of the future master.	3	LO 1 LO 2
2	Management psychology	Studies the current state of psychological theory and practice in volume, optimal for use in subsequent	3	LO 1 LO 2



		professional activities, approaches and research methods mental processes, States and properties of personality, mechanisms regulation of activities, social and psychological mechanisms and patterns of behavior of the individual and group.		
<b>Component of choice</b> <b>Basic disciplines</b>				
1	Leadership and career development	He studies the phenomenon of leadership in modern management, the historical aspect of leadership, its definition and components, leadership concepts, the latest approaches to the problem of leadership in management, team building and career building as key tasks of modern management and leadership leaders.	4	LO 3 LO 4
2	Conflict management	Examines formation and development conflictology as a theory and practices, sources, objective and subjective reasons emergence of conflict situations, structural model conflict.	4	LO 3 LO 4
<b>Optional component</b> <b>Major disciplines</b>				
5	Business communication and conflict management	Considers the issues of business communication as a factor of interaction in the field of cooperation, its types and forms, functions, stages, features, principles, etiquette, styles and varieties of business communication. The emergence and development of management conflict management, the conceptual apparatus of conflict management. Conflictology: subject, research methods and objectives. Organizational and managerial aspect of conflict management.	5	LO 3 LO 4
6	Professional skills of a Manager	Knowledge of the market segment, the ability to work in a team, motivation management skills, the ability to competently draw up a commercial proposal, the ability to work with databases, business communication skills, the ability to work with a large amount of information, language proficiency, competent oral and written speech, experience in document management.	5	LO 5 LO 8
7	Financial management	Considers financial management as a type of professional activity in managing the financial and economic activities of an enterprise, a system of principles and methods, the development and implementation of management decisions related to the formation	5	LO 6 LO 9

		and distribution, as well as using the financial resources of enterprises and organizations of the turnover of its funds.		
8	Organizational and financial analysis	Examines financial analysis as a tool for adopting management decisions in developing a development strategy company, the life cycle of the company, a system of indicators in the assessment the financial condition of the organization, the development strategy of the organization, decision-making based on the results of the analysis and the main approaches to building a predictive analysis.	5	LO 6 LO 9
<b>University component Major disciplines</b>				
1	Strategic human resource management	Examines the essence, principles of strategic management methods: planning, human resource management at an enterprise, organization, control and motivation, human resource management. Modern management strategies, processes, stages of strategy development, especially the development of strategies, human resource management.	5	LO 7 LO 8
2	Master classes for managers of successful companies	Engaging leaders to deliver lectures, in order to study successful leadership experience, to achieve high results in the management of companies, effective strategies for the prevention and resolution of conflict situations using actual materials, including specific situations on the example of specific companies.	4	LO 10
3	Internship	Contributes to the acquisition of experience in the practical implementation of professional competencies and skills, the results of scientific research on the master's program, collection and synthesis of materials for the preparation of a master's thesis. Possesses professional skills in working and solving practical problems related to the implementation (regulation) of activities in the banking market, in the relevant organizations.	5	
4	Experimental research work of the master student	Develops the ability to independently perform experimental research work related to the solution of professional tasks necessary in the further professional activities of masters. EIRM helps to systematize, consolidate and expand theoretical knowledge, develop statistical methods in management, master the elements of independent research work.	13	
5	Design and defense of a	An independent scientific research containing theoretical and / or practical developments of	12	

	master's thesis	an urgent problem in the field of the chosen specialty, based on modern theoretical, methodological and technological achievements of science: corresponds to the main problems of the specialty, a relevant topic containing scientific novelty and practical significance, based on modern theoretical, methodological and technological advances in science and practice.		
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### **2.3 Additional educational programs (Minor)**

In order to form additional competencies for related or specialized educational programs that will help graduates of ZhSU named after I. Zhansugurov to be more competitive in the labor market, as well as to meet their personal needs, students are offered to study one of the programs Minor to choose from.

The list of Minor programs, their brief description, the composition of disciplines and formed learning outcomes are contained in the Catalog of additional educational programs (Minor).

### **2.4 Innovative technologies and teaching methods used in the educational process**

In order to form the key competencies of the graduate and the results of training on EP 7M04108 - Business administration, the teaching staff uses the following innovative technologies and teaching methods in the educational process:

1. Information and communication technologies (ICT) in subject learning
2. Personal-oriented technologies in teaching the subject
3. Information and analytical support of the educational process and quality management of the student's education
4. Monitoring of intellectual development
5. Educational technologies as a leading mechanism for the formation of a modern student
6. Didactic technologies as a condition for the development of the educational process of OU
7. Psychological and pedagogical support for the introduction of innovative technologies in the educational process (portfolio technology).

### **2.5 Features of the implementation of the educational program for students with special educational needs**

If there are persons with special educational needs in the students contingent in the educational program, this educational program is adapted to the special educational needs of such students.

A special procedure for the development of the discipline "Physical culture" is established for persons with special educational needs taking into account the state of their health. The choice of places of practical training for persons with disabilities is carried out taking into account the state of health of students and accessibility requirements. Conducting current, intermediate and final certification at the University takes into account the individual psychophysical characteristics of persons with disabilities. Students with special educational needs are provided with printed and (or) electronic educational resources in forms adapted to limit their health.

Individual support is provided or the social adaptation of students with special educational needs, which is continuous and comprehensive. Support of students with special educational needs is determined by the goals, content and methods of the educational process, aimed at preventing

emerging problems of educational adaptation, preventing the timely formation of the necessary competencies.

Support includes:

- organizational and pedagogical support, which is aimed at monitoring the study of students with special educational needs in accordance with the schedule of the educational process in an inclusive learning environment;
- psychological and pedagogical support, which is carried out for students with special educational needs, having problems in learning, communication and social adaptation, is aimed at the study, development and correction of the student's personality and the adequacy of the formation of competencies, using psychodiagnostic procedures, psychological prevention and correction of personal distortions;
- preventive and health support, which provides for the solution of tasks aimed at improving the adaptive capacity of students with special educational needs;
- social support, solving a wide range of tasks of a social nature, on which depends the successful study of students with special educational needs. It includes assistance in solving household problems, living in a hostel, transport issues, social payments, allocation of material assistance, organization of leisure, summer recreation, their involvement in student self-government, organization of volunteer movement, etc.

### **3. PROVISION OF THE EDUCATIONAL PROGRAM**

#### **3.1 human resources**

Total number of PPS - 11 people, including:

Doctors of science-2

Candidates of science-3

Doctors PhD-1

Masters' - 5

The degree of teaching staff of the educational program - 55 %.

Qualification characteristics of the teaching staff of the Department of public administration and management are reflected in the Personnel directory.

#### **3.2 logistics**

The learning environment of the educational program is represented by the following characteristics:

##### ***1) Library stock and services***

An obligatory guarantee of quality educational services of higher education institution is the provision of information resources.

The most important part of the information resources is the library Fund – the oldest and most important of the foundations of civilization, a repository of valuable knowledge and spiritual wisdom, national memory, cultural and scientific heritage of many generations.

The total library stock for the 2019 OP was 1,461 copies, including 871 copies in the state language, 690 in Russian and 21 in foreign languages.

Insert information about library collection which your University Library provides students and faculty access to databases: Web of Science, Elsevier, Scopus, Polpred.com, Kaznel, Epigraph, NCSSTE.

Access to the Republican interuniversity electronic library (RIEL), which combines electronic educational and scientific resources of Universities of Kazakhstan, is provided.

Currently, the library has bibliographic databases of its own generation – an Electronic catalogue: “Books”, “Periodicals (subscription)”, “Electronic publications”, “Abstracts”, “Brochures”, “Notes”, “Articles”. The library has created a multi-level information Website: <http://www.zhgu.edu.kz/>.

Since 2009 the electronic catalog in library is conducted in more advanced library and information system “The Kazakh automated library and information system” (“KABIS”: the automated workplace “Acquisition”, the automated workplace “Cataloger”, and “Administrator”). All remote users of the library can view the catalog from any computer included in the local computer network of the University.

The library has access to the electronic database “Library Fund of ZhSU”, which works in the corporate network of the University. There are 3802 full-text books in this database, 2600 of them were purchased from the publishing house “Epigraf”. The presence of a planetary scanner is a new generation of “electronic archive” allows you to quickly and accurately scan books, catalogs, magazines, newspapers, coins, medals, coinage, art paintings, historical documents, and be added to the electronic database.

The library opened multifunctional halls of electronic resources, created Wife zone, updated software processing information.

User service is carried out in 5 reading rooms, which are equipped with 87 automated workstations.

Readers of the library have the opportunity to get literature at home from the subscription of educational, scientific and fiction, as well as to search for books in the open, free access, independently select sources of information that develops skills of professional search, broadens the horizons of students and attracts them to read books.

## ***2) Student residence***

Currently, the University has two student residence with 524 bed capacity. In students residence, created an enabling environment for a full life and study: there are residential sections, which are equipped with sanitary units, rest rooms with TVs, reading and computer rooms, showers and Laundry, household rooms, equipped with electric stoves.

The organization of social and cultural life in the dormitories engaged in student councils, elected from among the student activists. An electronic database of students living in the dormitories has been created. The allocation of seats in the dormitories to consider applications of students-orphans and are provided with free dormitories. Doctoral and master students enrolled in the target program are fully provided with a dormitory.

## ***3) Distance learning technologies (DLT).***

To provide students with the opportunity to develop educational programs of higher education, directly at the place of residence, in Zhetysu state University named after I. Zhansugurov since 2011 has been introduced distance learning.

Distance learning is provided by the use of a set of modern information and communication and educational technologies that allow carrying out the processes of learning, knowledge control, online proctoring, practical training and consultations on a fully indirect interaction of the student and the teacher.

Distance learning technologies are used in relation to students enrolled in educational programs with a reduced period of study on the basis of technical and professional, post-secondary and higher education.

For the organization of educational process on remote educational technologies at University the information and educational portal with the pages containing educational and methodical, testing and organizational and administrative information for students is created.

To equip trainees with the educational-methodical materials on all disciplines of the curriculum that are implemented with the use of distance learning technologies, the faculty



developed the electronic educational and methodical complexes, electronic textbooks, video lectures.

To carry out the process of educational interaction in real time at the University there is a specialized multimedia audience, which allows you to conduct classes in the “on-line” mode.

#### ***4) Possibility of free additional training***

For those who want to improve their skills or get additional education, the University opened a Center of advanced training and additional education.

On the basis of the center, students of the University can undergo free language training in English and prepare for the exam to confirm the international level of English – IELTS.

The Lagoon of English club is organized at the center for the development of skills of spoken English, vocabulary, formation of intercultural professionally-oriented communicative competence. Volunteers – native speakers take part in the work of the club.

At the center opened an office “Robotics”. Everyone in his spare time can design and program robotic structures and mechanisms.

The center organizes and conducts training seminars and refresher courses with the issuance of certificates for teachers and all categories of employees in the main priority areas of science and education.

#### ***5) Development of entrepreneurial competencies***

For the development of entrepreneurial competencies of students and young scientists at the University opened an Office of commercialization of research results, which successfully operates the competence center “Start-Up Academy ZHGU”.

“Start-Up Academy ZHGU” – a platform that unites students, business coaches, entrepreneurs, investors, government representatives and other stakeholders. The Academy provides free, comprehensive support to budding entrepreneurs from consulting and information support to attract investors, facilitate the submission of applications for participation in financial programs or to receive government grants.

The Academy provides the entire necessary infrastructure for the youth of Almaty region to develop innovation and entrepreneurship and increase the number of small and medium-sized businesses. The Academy conducts training sessions and seminars, engaged in targeted search, selection and development of start-up projects, as well as consulting support on the development of startups and measures of state support of entrepreneurship, organization of mentoring, providing expert support, conducting grant competitions.

#### ***6) Maintaining a healthy lifestyle and playing sports***

For the youth of the University created favorable conditions for sports and maintain a healthy lifestyle. In their free time, students are free to engage in sports halls and sections of several sports.

Active work in this direction is carried out by the Sports club of the University, which is engaged in the formation and promotion of the values of a healthy lifestyle, uniting students into teams to demonstrate their needs and abilities in a freely chosen sport, organizing and conducting sports and recreational activities, organizing youth participation in sports competitions of various levels.

The sports base of the University is a multifunctional stadium, with a standard football field, with sectors for long jumps, throwing grenades and treadmills, Boxing, gymnastics, wrestling and a gym equipped with modern sports equipment, tourist bases “Karlygash” and “Kulager”.

#### ***7) Socio-Cultural environment and development of creative personal qualities***

Today, the system of training at the University must meet the highest educational standards, be universal, ensure the formation of key competencies of the specialist as the basis of his professional skills and personal growth.

The University has created favorable conditions for the formation of competencies of social interaction, active life position, civic consciousness, self-organization and self-government, system-activity character.

The Department of educational and social work, the Department of cultural work, the Youth center are engaged in the development of creative activity of students in the socio-cultural environment of the University.

In order to reveal the diverse creative abilities of students at the University operate:

- Department of the Assembly of peoples of Kazakhstan;
- dance ensembles "Shagala" (winner of international competitions) and "Kulager";
- vocal and instrumental ensemble "Live Band";
- student theatre "Zhas Tulek";
- debater's club "Ilyastyn Soz Kulagerlery";
- volunteer clubs "Alau", "Rise up", "Kush-Zhiger", "Ayala", "Kamkor";
- club of fun and resourceful "Amigo", "Physics and mathematics" and "Creative", "Dollar";
- club "Young journalist";
- literary club "Mizam";
- intellectual club "New generation";
- student Association "Zhas Otan";
- labor Association "Zhasyl El";
- Association of public police assistants "Zhas Kyran";
- Military-Patriotic club "Erlik";
- club "Kyzykty psykhologiya".

#### **8) Internet Access and Wi-Fi**

The University has powerful technical support – 65 multimedia boards and 1171 computers, 87 of which are in the reading rooms of the library, academic buildings, dormitories in free access for students. All computers of the University are provided with free access to the global Internet, the speed of which is 300 MB/s. Free access to Wi-Fi at a speed of 100MB/s is Provided.

#### **9) Digitalization of the educational process**

In order to develop digitalization, informatization, automation of processes, the University uses modern hardware and software.

The University is provided and equipped with software that allows automating the main processes of the University (educational, research, social and educational).

Department of development and implementation of information systems of the University created and implemented such software as: "Selection Committee"; "Accounting and movement of students"; "Educational and methodical complex of discipline"; "Registration for discipline"; "Class schedule"; "Electronic journal of students quality control"; "State certification Commission/State examination Commission"; "Computer testing"; "Transcript"; "Diploma supplement"; "Automated distance learning"; "Library Fund of ZhSU"; "Personnel management Department"; "The system of accounting of working time of the employee Perco-20S"; "Sending data to Unified system of higher education management", etc.

The University has developed a flexible, client-oriented platform of the new generation "Smart ZhetySU", aimed at digitalization, automation, optimization of the main processes of the University, as well as ensuring high-quality interaction between the teacher and the student through the personal account at each stage of training

### **10) Publishing services**

High-quality and effective educational and scientific activity of higher educational institution is impossible without reliable publishing support. Therefore, in order to prepare for the publication of teaching AIDS, scientific works and improve the quality of printing products, the University has a publishing Department.

The Publishing Department of the University is a modern publishing and printing complex with an expanded range of services and a full printing production cycle.

The complex of measures and organizational and technical works aimed at the production of scientific, educational, methodical, reference products of the University is carried out on the basis of its own material and technical resources. All conditions are created for timely performance of work.

The publishing Department is provided with modern computer and printing equipment designed for high-speed digital printing of books, brochures, booklets, brochures. Modern equipment of the publishing Department allows you to publish blanks and printing products of the highest quality in the shortest possible time.

The publishing Department also produces advertising and information, advertising and image and presentation printing products (about 500 items per year).

## **4. PLAN FOR THE FURTHER DEVELOPMENT OF THE EDUCATIONAL PROGRAM**

<b>№</b>	<b>Event content</b>	<b>Realization term</b>	<b>Responsible person</b>
<b>Educational and methodical direction</b>			
1	release of Educational and methodical literature «Business management»	February-March 2020	Baytaeva G. R., Sultanova G. S., Ayzsanova M. K.
2	release of Educational and methodical literature «Time-management»	March-April 2020	Nurgisaev S. O. Baytaeva G. R., Syrlybayeva M. T. Syubebaeva Zh. K.
3	release of Educational and methodical literature «Crisis management»	May-June 2020	Baytaeva G. R., Abilshaikov N. B. Kylyshpaeva B. H.
4	release of Educational and methodical literature «Prevention of corruption in public administration»	May-June 2020	Seriev S. A., Sultanova G. S., Guseinov B.Sh.
<b>Research direction</b>			
1	«Actual problems of management at the present stage»	01.01.2020-31.12.2021	Kylyshpaeva B. H.
2	«Economic policy in small and medium business»	01.01.2020-31.12.2021	Baytaeva G. R.
<b>Educational direction</b>			
1	Organize a meeting with representatives of the Department of culture, archives and documentation of Almaty region on the theme: « Local History – the basis of spiritual renewal»	September-October 2020	Baytaeva G. R.,
2	Curatorial hours on the theme: « Legal	November-	Baytaeva G. R.

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	culture – the fight against corruption»	December 2020	
<b>Advanced training</b>			
<b>1</b>	Language course	2020-2023 г.г.	Kydyrbaeva E.O., IELTS, Muldokanova Sh. S.,- Elementari, Ayzsanova M. K. – Elementari Syubebaeva Zh. K. – Pri- Intermediate Sultanova G. S., – Elementari Bekmetova A. K.– Elementari Syrlybayeva M. T.– Elementari
<b>Career guidance</b>			
	Conducting career guidance work in schools of Taldykorgan and the region (Quest game)	January-March 2023	Baytaeva G. R.
<b>Other areas of work</b>			
<b>1</b>	additional professional training of students at the school of management "ZHETISU»	2019-2023 y.y.	Baytaeva G. R.