

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

БЕКІТІЛДІ/ УТВЕРЖДЕНА/ APPROVED

университеттің Ғылыми Кеңесі отырысында/
на заседании Ученого совета университета/
at the meeting of the Academic Council of the University/
Хаттама/ Протокол/ Protocol № 9 «24» 04 2020
Ректор/ Rector



т.ғ.д, профессор Қ.Баймырзаев/
д.т.н, профессор Қ. Баймырзаев/
d.g.s., Professor K. Baimyrzayev

**БІЛІМ БЕРУ БАҒДАРЛАМАСЫ
ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА
EDUCATIONAL PROGRAM**

7M04103 – Менеджмент
(бейіндік бағыт)

7M04103 – Менеджмент
(профильное направление)

7M04103 - Management
(profile direction)

**МАГИСТРАТУРА
MASTER DEGREE**

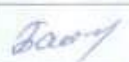






Талдықорған/ Талдықорган/ Taldykorgan, 2020

THE MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN
ZHETYSU STATE UNIVERSITY NAMED AFTER I.ZHANSUGUROV
Faculty of law and Economics

The educational program 7M04103 - Management 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:


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

Educational and Methodical Council of the University

Protocol № 7 from «27» 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  A.Nurtayeva

Department of public administration and management

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

1. PASSPORT OF THE EDUCATIONAL PROGRAM

1.1 Context

Registration number: 7M04100423

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: 7M04103 - Management

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

Degree awarded: master of Economics and business education program 7M04103 - Management (determined in accordance with Annex 4 "the names of the degree in accordance with areas and levels of education" to GOSO No. 406 of 31.10.2018 G.)

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 7M04103 – Management, 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:** An Independent Agency for quality assurance in education, certificate number IA-A No. 0101 dated 22.04.2019, period of validity of accreditation 22.04.2019-19.04.2024;

2) **Specialized accreditation:** International accreditation Agency ACQUIN, the validity of accreditation 25.04.2015 г. – 24.04.2020 y.

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

Professional standard of «General human resource management; Financial management; Risk management»

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 of innovative development of society by providing quality education, training and research at the national and international levels.

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

Strategic Goal: Training of competitive personnel in the field of management at enterprises of all forms of ownership.

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 needs of the economy.

Rationale: The master's program in "Management" is focused on the training of highly qualified specialists for the scientific and pedagogical sphere, sectors of economy and business. Educational programs of the master's degree are of scientific and applied nature of training, aimed at instilling management skills and ensuring the training of professional managers (General managers in all aspects of management). The main emphasis is on the study of the theory, actual problems of modern management, strategic management, risk management, innovation management, personnel and much more. Practice plays an important role in the training: graduates of the program create their own individual business projects based on real data, which can then be implemented on the basis of companies where the graduate student is trained or intends to work.

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

<i>Area of professional activity</i>	- governance in public institutions; - management in all spheres of economy; - management of the national economy; - management in organizations of all forms of ownership.
<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>	- JSC «Kainar AKB»; - Chamber of entrepreneurs «Atameken» in Almaty region.
<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 EP 7M04103 - Management have the opportunity to study on academic mobility programs at universities in the Czech Republic, Poland, Turkey, Spain and other countries.
<i>Scholarship program.</i>	Undergraduates EP 7M04103 – Management have the opportunity to participate in a set of scholarship programs within the European Union – Erasmus

1.4 Profile of the graduate

Graduate Attributes:

- Possesses knowledge and skills in his subject domain, including elements of advanced experience and innovation;
- Thinks creatively and creatively approaches the solution of new problem situations, demonstrating initiative and originality;
- expands and deepens knowledge, skills necessary for everyday professional activity independently;
- follows rules of professional ethics, responsibly and honestly completes responsibilities;
- Demonstrates developed skills of individual and team work, ability to communicate effectively;
- Possesses ability to prioritize and manage time, performing organization, ability to plan, focus on results;
- Is a patriot of his country and a tolerant citizen of the world, meets the culture of other nations;

- Possesses skills of project and research activities, including problematization, goal setting, planning, introspection, reflection and ability to present the results of their activities;
- Possesses oratory and public speaking skills at scientific forums, conferences and seminars.

Learning outcomes:

LO1 – takes an active civil position in interpersonal and intercultural communication in a multilingual environment on the basis of fundamental knowledge and skills in the field of social, political, cultural, psychological Sciences in the context of their role in the modernization and digitalization of Kazakhstan's society;

LO2 – has the ability to evaluate and apply innovative approaches to the understanding of social phenomena and processes in the legal, entrepreneurial, industrial, environmental environment;

LO3 – owns information technology, information management skills;

LO4 – define the goals and objectives in their professional activities;

LO5 – uses theoretical knowledge in practice and is able to apply modern scientific methods of knowledge and is able to organize work on a scientific basis, using knowledge of Economics;

LO6 – is able to choose effective forms of organization and management of the enterprise, taking into account their specifics and specific conditions of activity;

LO7 – is able to use domestic and foreign experience in the field of Economics, marketing and management.

LO8 – has the skills of social interaction and is able to plan and manage time rationally.

LO9 – owns the legal framework and principles of business organization in Kazakhstan

LO10 –able to develop business plans.

Graduates competences due to EP:

KC1 – forms physically, mentally, intellectually, information developed and competent person with a broad Outlook, capable of communication in a multilingual environment;

KC2 – to be able to apply modern scientific methods of knowledge, as well as to be able to organize work on a scientific basis, using the knowledge of management;

KC3 - to have an idea of modern theoretical and practical problems of management, Economics and business;

KC4 to be competent in interpersonal relations and in the use of various techniques of motivation;

KC5 - know international quality and project management standards;

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

KC7 - to know the basics of Kazakhstan's legislation on taxation and accounting, international and domestic standards, 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 - to be competent in the field of management, organization and management of commercial and non-profit organizations;

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

KC11 - to justify the relevance, theoretical and practical significance of research work related to management, to make reviews, to prepare scientific publications;

KC12 - to know the scientific methodology, logic and technology of carrying out of research work.

2. THE CONTENTS OF THE EDUCATIONAL PROGRAM

2.1 Description of modules

№ mod ule' s	Module code and name	№ and name of discipline	Cycle disciplines'	Consolidation of the Department
1	MKM - 1 "Module communication management»	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)(UC) Theory and practice of modern management	BD	Department of public administration and management
		4)(UC) Management culture	BD	Department of public administration and management
2	MKM - 2 «Module communication management»	1)(UC)Public-private partnership	MS	Department of public administration and management
		2)(UC) Enterprise quality Management	MS	Department of public administration and management
		3)(UC)Current trends in corporate management development	MS	Department of public administration and management
		4)(UC)Personnel Management of the company	MS	Department of public administration and management
3	PM-3 «Practices module»	1)(UC)Manufacturing practice	BD	Department of public administration

				and management
		2)(UC)Experimental research work of a master student		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)
Cycle of general educational disciplines <i>Compulsory component</i>				
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 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.	3	LO 1 LO 4
3	Manufacturing practice	It helps to gain experience in the practical implementation of professional competencies and skills, the results of research on the program of master's training, collection and synthesis of materials for the preparation of a master's thesis. Has professional skills of work and the solution of the practical tasks connected with implementation (regulation) of activity in the relevant organizations.	5	LO 4 LO 5 LO 6
Cycle of basic disciplines University component/ Component of choice				
1	Theory and	Studies of the historical school, theory and	4	LO 3

	practice of modern management	methodology of modern management, functions of management and their application, problems of modern management, modern management, theory of decision-making, the interaction of theory and practice of management at the present stage.		LO 5
2	Management culture	Management culture is the basis of life and development of the organization. ... "Management culture is a set of developing ideas, views, values, attitudes, as well as methods and techniques of management activities related to the search for and receipt of new results, standards of behavior"management Culture	4	LO 4 LO 5
Cycle of major disciplines University component/Component of choice				
1	Public-private partnership	He studies the essence of PPP, the features of the use of scientific, management tools in the interaction of business and the state, studies the mechanisms of effective partnership, types of interaction between the state and business, the principles of interaction, especially the adoption of effective management decisions based on the mastery of technologies of project management and portfolio management of projects implemented with the participation of the state and business.	5	LO 7 LO 9
2	Enterprise quality management	He studies the activity of the enterprise, the principles of quality management in the enterprise, the quality management system, international quality standards, foreign experience of quality management in the enterprise, the factors of quality improvement in the enterprise, the concept of quality and its impact on the competitiveness of the enterprise.	5	LO 9 LO 6
3	Current trends in corporate management development	Exploring current trends in the development of corporate management, the management structure of the corporations, by the corporations, holding companies, peculiarities of personnel management in corporations, performance indicators, corporate management, ethics of corporate management, especially corporate management, international experience of development of corporate governance and its application in Kazakhstan.	5	LO 3 LO 5 LO 6
4	The personnel management of the company	Considers the methods of personnel management, the basic principles of personnel management, personnel motivation system and its types, evaluation of the company's personnel, organization and management of personnel in the enterprise, the legislative	5	LO 5 LO 6

		framework of personnel management, accounting for personal factors, especially the formation of personnel reserve.		
5	Experimental research work of a master's degree student	Develops the ability to independently perform experimental research work related to the solution of professional problems necessary in the further professional activity of masters. EIRM helps to systematize, consolidate and expand theoretical knowledge, to develop statistical methods in management, to master the elements of independent research.	13	LO 10 LO 9 LO 8

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 7M04103 - Management, the teaching staff uses the following innovative technologies and teaching methods:

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

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-19 people, including:

Doctors of science-7

Candidates of science-9

Doctors PhD-3

The degree of teaching staff of the educational program-100 %.

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 General library Fund on EP on 2019 year was 1280 copies, including in the state language – 100 copies, 260 in Russian and 20 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-orphan 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 psichologiya”.

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

№	Event content	Realization term	Responsible person
Educational and methodical direction			
1	release of Educational and methodical literature «Business management»	February-March 2021	Baytaeva G. R., Sultanova G. S., Ayzsanova M. K.
2	release of Educational and methodical literature «Time-management»	March-April 2021	Nurgishev S. O. Baytaeva G. R., Syrlybayeva M. T. Syubebaeva Zh. K.
3	release of Educational and methodical literature «Crisis management»	May-June 2021	Baytaeva G. R., Abilshaikov N. B. Kylyshpaeva B. H.
4	release of Educational and methodical literature «Prevention of corruption in public administration»	May-June 2021	Seriev S. A., Sultanova G. S., Guseinov B.Sh.
Research direction			
	«Actual problems of management at the present stage»	01.01.2020-31.12.2021	Kylyshpaeva B. H.
	«Economic policy in small and medium business»	01.01.2020-31.12.2021	Baytaeva G. R.
Educational direction			
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 culture – the fight against corruption»	November-December 2020	Baytaeva G. R. Muldokanova Sh. S.
Advanced training			
	Language course	2020-2021 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
Career guidance			
	Conducting career guidance work in schools of Taldykorgan and the region (Quest game)	January-March 2021	Baytaeva G. R.
Other areas of work			
	additional professional training of students at the school of management "ZHETISU»	2020-2021 y.y.	Baytaeva G. R.