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| Educational program | 8D04104 Business Administration (DBA) |
| EP purpose | Training of managerial personnel who are ready to conduct scientific and business research, able to generate innovative ideas, management solutions, organizational strategy and implement them in practice |
| EP type | New |
| Level on NQF | 8 |
| Level on SQF | 8 |
| The awarded academic degree | Doctorate |
| Period of study | 3 |
| Volume of the credits | 180 |
| Language of education | Kazakh, Russian, English |
| Date of approval of the OP at the Board meeting | 10.04.2024 |
| Professional standard | Development and transformation of innovative ideas 24.12.2019 |

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| № | Learning outcomes: |
| 1 | Plan, coordinate, implement the process of scientific and business research using qualitative and quantitative research methods, as well as modern technologies |
| 2 | Evaluate the attractiveness of the industry for business development, form the competitive advantages of the organization in the context of international and intercultural challenges |
| 3 | Develop strategic management decisions at the sectoral and organizational level through a critical analysis of modern political phenomena |
| 4 | Promote business development in international markets, provide legal support, implement marketing strategies to promote innovative products and services |
| 5 | Form a corporate image and help to strengthen reputation through interaction with the public by building effective business communications |
| 6 | Develop a program for the innovative development of an organization, industry using modern methods of strategic analysis and available investment tools |
| 7 | To contribute to the exponential growth and development of companies by implementing an effective human resource management policy |
| 8 | Keep stress-resistant and apply special techniques of emotional leadership in professional activities for effective work in conditions of increased stress and uncertainty |
| 9 | Solve the tasks of managing personal effectiveness and career development, strengthening professional image |