

«ІЛІЯС ЖАНСУГІРОВ АТЫНДАҒЫ ЖЕТІСУ УНИВЕРСИТЕТІ» КЕ АҚ
НАО «ЖЕТЫСУСКИЙ УНИВЕРСИТЕТ ИМЕНИ ИЛЫСА ЖАНСУГУРОВА»
NP JSC «ZHETYSU UNIVERSITY OF THE NAME OF ILYAS ZHANSUGUROV»

БЕКІТІЛДІ/ УТВЕРЖДЕНА/ APPROVED

Басқарма отырысында/на заседании Правления/
at the meeting of Board /

Хаттама/ Протокол/ Protocol № 9 «10» 04 2024

Басқарма төрағасы – Ректор/ Председатель

Ильяс Жансугуров – Ректор/ Chairman of the Board-Rector

з.ғ.д., профессор Е. Бурибаев/

д.ю.н., профессор Е. Бурибаев /

d.l.s., Professor Y. Buribayev



**БІЛІМ БЕРУ БАҒДАРЛАМАСЫ
ОБРАЗОВАТЕЛЬНАЯ ПРОГРАММА
EDUCATIONAL PROGRAM**

6B04109 – «Экономика және басқару»/

6B04109 - «Экономика и управление»/

6B04109 – «Economics and Management»


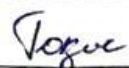
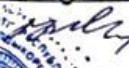


**БАКАЛАВРИАТ
БАКАЛАВРИАТ
BACHELOR COURSE**

Талдықорған/ Талдықорған/ Taldykorgan, 2024

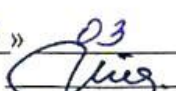
The educational program 6B04109 –«Economics and Management» is developed in accordance with the following regulatory documents:

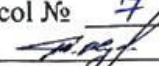
1. The Law of the Republic of Kazakhstan «On Education» dated 27.07.2007, No.319-III;
2. Order of the Minister of Education and Science of the Republic of Kazakhstan dated 20.04.2011, No.152 «Rules for the organization of the educational process on credit technology of education»;
3. Order of the Minister of Education and Science of the Republic of Kazakhstan dated 20.07.2022, No 2 «On approval of the State Mandatory Standards of Education at All levels of Education»;

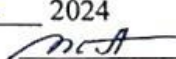
Developers:

Chairman of the academic committee for the development of Educational Program		G.Tuleshova, Head of educational programs in the field of finance and services, g.tuleshova@zu.edu.kz , 87029762312
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Student consultants		N. Sabit 2nd year student of the educational program economics and management of the Higher School of law and economics, uka00@yandex.ru , 87018566661

The educational program was reviewed and recommended for approval at the meetings:

Academic Council of the University
 Protocol № 7 from «26» 03 2024
 Chairman of Academic Council  B. Taubayev

Council of the Higher School of Law and economics
 Protocol № 7 from «26» 02 2024
 Dean  T.Zhumagulov

Academic committee of the Higher School of Law and economics
 Protocol № 6 from «22» 02 2024
 Chairman Academic committee of Higher School  Zh. Abdykalieva

1. PASSPORT OF THE EDUCATIONAL PROGRAM

1.1 Context

Registration number: 6B01600030

Code and classification of the domain of education: 6B04 Business, Management and Law

Code and classification of the direction of preparation: 6B041 Business and Management

Group of educational programs: B046 Finance, Economics, Banking and Insurance

Name of educational program: 6B04109 – «Economics and Management»

Type of EP: current

Program type: First cycle: baccalaureate level 6 NQF / ORC / ISCED

Degree awarded: bachelor in the educational program 6B04109 –«Economics and Management»

Total credits: 240 academic credits

The typical duration of training: 4 years

Language of study: Russian, Kazakh

License to engage in educational activities: The Educational program is implemented on the basis of the Appendix to the License №KZ36LAA00018662 dated August 24, 2020 in the direction of training 6B041 Business and 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;

Professional standards for the development of an educational program: The educational program 6B04109 Economics and Management is developed in accordance with the professional standard "Financial management".

1.2 Place of NJSC "Zhetysu University named after Ilyas Zhansugurov" in the system of higher and postgraduate education of the Republic of Kazakhstan

Zhetysu University named after Ilyas Zhansugurov is a large regional multidisciplinary university of the Zhetysu region, which provides three-stage training (bachelor's, master's and doctoral PhD) in a wide range of specialties.

Mission: Training competitive personnel that satisfies the industrial and innovative development needs of both Zhetysu region and Republic of Kazakhstan.

Strategic goal:

1. Providing high-quality training of competitive personnel;
2. Modernization of the content of higher and postgraduate education in the context of global trends.

Positions of the university in national and international rankings:

3. 4th place in the national ranking of multidisciplinary universities of the Republic of Kazakhstan (NAOKO) - 2022;
4. TOP-241-250 best universities in developing Europe and Central Asia in the regional QS World University Rankings: Emerging Europe and Central Asia 2021;
5. 6th place among 95 universities of the Republic of Kazakhstan in the ARES rating;

1.3 Profile of the educational program

Rationale: The educational program 6B04109 Economics and Management is aimed at training highly professional specialists in the field of economics and management of industries, regions and entrepreneurship with fundamental knowledge, applied skills, creative thinking and analytical qualities adequate to the modern structure of the economy, the labor market and the needs of employers.

Labor market research in accordance with the requests of employers: In general, in the republic and the Zhetysu region, there is a demand for highly qualified specialists - economists-managers with both theoretical knowledge and practical work skills, namely: personnel management, management and organization of production processes, entrepreneurship, understanding the content of business processes at the enterprise level and using analytical competencies to solve problems of business entities.

The purpose of the educational program: training of a specialist with practical skills and leadership qualities, who has an understanding of the financial and economic problems of the functioning of enterprises, who is able to analyze the activities of economic entities, make managerial decisions, who knows how to build and use models to describe and predict processes, phenomena, situations, while carrying out their qualitative quantitative analysis and synthesis.

Distinctive features of the program

Area of professional activity	Enterprises, bodies of state power and management
Objects of professional activity	enterprises of branches of the national economy of various organizational and legal forms, their structural production and functional units; infrastructure facilities of the enterprise; design organizations; research institutions; educational institutions; public administration and local self-government;
Branch of the EP	«Kainar - AKB» LLP
Base of practice	«Kainar-AKB» LLP, Chamber of Entrepreneurs of Zhetysu region, TVK- Temirlan LLP, Branch of NCE "Atameken" in Zhetysu region, Department of Economics and Budget Planning of Zhetysu region, Department of Entrepreneurship and Industrial and Innovative Development of Zhetysu region
Academic mobility	Partner universities: University of Lodz, Lodz (Poland); Yaroslavl State Pedagogical University named after K. Ushinsky Yaroslavl (Russia); Omsk State Pedagogical University Omsk (Russia); Palacky University, r. Olomouc (Check Republic)
Scholarship programs	State educational order, grant of local executive bodies

1.4 Profile of the graduate

Graduate attributes according to Dublin Descriptors:

- 1) demonstrate knowledge and understanding in the field of study based on advanced knowledge in the field of study;
- 2) apply knowledge and understanding at a professional level, formulate arguments and solve problems in the field of study;
- 3) collect and interpret information in order to form opinions with due regard to social, ethical and scientific considerations;
- 4) apply theoretical and practical knowledge for solving practical and professional tasks in the field under study;
- 5) learning skills necessary for independent further study in the field under study;

- 6) know scientific research and academic writing methods and apply them in the field under study;
- 7) apply knowledge and understanding of facts, phenomena, theories and complex dependencies between them in the field under study;
- 8) understand the meaning of principles and culture of academic honesty.

Graduates competences due to EP:

KC1 – Possess fundamental knowledge and skills in the field of socio-political sciences, have a broad outlook, capable of communication in a multilingual environment;

KC2 - be able to use theoretical knowledge in practical activities, including language and be able to make decisions;

KC3 – have basic knowledge about the essence of economic categories, laws, processes and patterns of economic development at the microeconomic, national and international levels.

KC4 – possess methods of analyzing the mechanism of functioning of markets, firms, households and the national economy as a system, understand the essence of macroeconomic problems and possess techniques for assessing the current situation, understand management methods, marketing strategy, use statistical techniques for analysis and evaluation.

KC5 – to understand the role and mechanisms of entrepreneurship development and its successful organization in the conditions of economic modernization, to be guided by measures of state support, to classify forms of innovative entrepreneurship.

KC6 – to possess modern methods of organizing production, innovation, foreign economic investment activities of the enterprise, to apply methods of calculating the competitiveness of the enterprise, to determine the directions of optimization of production.

KC7 – to know the techniques of analyzing business processes and drawing up investment and innovation projects, to use diagnostic methods of economic, financial, labor and organizational activities of the enterprise and is ready to develop recommendations for improving the efficiency of activities and motivation of personnel.

KC8 – to possess the skills of organizing the workflow, to realize the importance of professional growth and the search for creative approaches in the event of non-standard situations in the professional environment.

KC9 – to know the principles of management in a globalized economy, to be able to improve oneself, to choose effective forms of organization and management of an enterprise, taking into account their specifics and specific conditions of activity;

KC10 – be able to use domestic and foreign experience in the field of economics and management, strive for professional and personal growth.

KC11 – be able to use theoretical knowledge in practical activities, including language and be able to make decisions;

KC12 – be able to solve tasks in changing conditions and to solve problems;

Upon completion of the study of the compulsory disciplines of the GED cycle, the student will be able to:

- 1) assesses the surrounding reality on the basis of worldview positions formed by knowledge of the fundamentals of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical cognition;

- 2) interprets the content and specific features of the mythological, religious and scientific worldview;

- 3) argues his own assessment of everything that is happening in the social and industrial spheres;

- 4) shows a civic position based on a deep understanding and scientific analysis of the main stages, patterns and peculiarities of the historical development of Kazakhstan;

- 5) uses methods and techniques of historical description to analyze the causes and consequences of events in the history of Kazakhstan;

- 6) assesses situations in various spheres of interpersonal, social and professional communication, taking into account basic knowledge of sociology, political science, cultural studies and psychology;
- 7) synthesizes knowledge of these sciences as a modern product of integrative processes;
- 8) uses scientific methods and techniques of research of a specific science, as well as the entire socio-political cluster;
- 9) develops his own moral and civic position;
- 10) operates with social, business, cultural, legal and ethical norms of the Kazakh society;
- 11) demonstrates personal and professional competitiveness;
- 12) applies in practice knowledge in the field of social sciences and humanities, which has worldwide recognition;
- 13) selects methodology and analysis;
- 14) summarizes the results of the study;
- 15) synthesize new knowledge and present it in the form of humanitarian socially significant products;
- 16) enters into communication in oral and written forms in Kazakh, Russian and foreign languages to solve the problems of interpersonal, intercultural and industrial (professional) communication;
- 17) carries out the use of language and speech means based on the system of grammatical knowledge; analyze information in accordance with the communication situation;
- 18) assesses the actions and actions of the communication participants.
- 19) uses various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for the search, storage, processing, protection and dissemination of information;
- 20) builds a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full-fledged social and professional activities through methods and means of physical culture;
- 21) knows and understands the basic laws of the history of Kazakhstan, the basics of philosophical, socio-political, economic and legal knowledge, communication in oral and written forms in Kazakh, Russian and foreign languages;
- 22) applies the acquired knowledge for effective socialization and adaptation in changing socio-cultural conditions;
- 23) has the skills of quantitative and qualitative analysis of social phenomena, processes and problems.

Learning outcomes:

LO1 – To have the ability to evaluate and apply research methods and innovative approaches to understanding socially significant social phenomena and processes in the legal, entrepreneurial, industrial, and environmental environment.

LO2 - To show systematic economic thinking based on deep knowledge in the field of basic, specialized and applied sciences, to understand the essence and logic of modern economic phenomena and processes.

LO 3 - To choose tools for processing economic data in accordance with the task, analyze the results of calculations and substantiate the conclusions.

LO 4 - Analyze current trends in the development of the national and world economy in the context of globalization, navigate modern economic problems and management methods, tools of micro- and macroeconomic analysis, trends in the development of statistical accounting.

LO 5 - To use the algorithm of the organization of a business entity, to develop business plans, to analyze the problems of organizing small and medium-sized businesses in the country's

economy, to have the necessary business management skills based on the principles of building organizational structures and management in business.

LO 6 – To compare the forms and methods of enterprise management, to know the need for state regulation of the economy, to possess methodological approaches to the choice of tools for solving problems of increasing the efficiency of management activities.

LO 7 - To master methodological approaches to the choice of tools for solving problems of improving the efficiency of management activities, to reveal the specifics of the development of the regions of the Republic of Kazakhstan, to navigate the world economic processes and clearly represent global challenges for the country's economy.

LO 8 - To develop an anti-crisis management system for an enterprise for its financial recovery, using the principles of effective time management and modern concepts of enterprise innovation management, to conduct a comprehensive analysis and diagnosis of the financial and economic activities of the enterprise and the organization in order to identify problems and development opportunities.

LO 9 - Evaluate the effectiveness and profitability of investment projects, recommend innovative management options for the enterprise, select the best methods of labor analysis and rationing, as well as forms of labor organization.

LO 10 - To identify and evaluate the costs of an enterprise in order to form a management system for them as a factor in improving financial performance.

LO 11 - To organize operational (production) activities, to master the methods of economic calculations and making strategic, tactical and operational decisions in the management of operational (production) activities of enterprises and organizations.

Employment opportunity: enterprises of national economy branches, educational institutions; state and local self-government bodies.

Objects of professional activity: enterprises of branches of the national economy of various organizational and legal forms, their structural production and functional units; infrastructure facilities of the enterprise; design organizations; research institutions; educational institutions; public administration and local self-government;

2. THE CONTENTS OF THE EDUCATIONAL PROGRAM

2.1 Modules description

№ Mo dule	Code and name of the module	№ and name of the discipline	Num ber of cre dit s	Cycle of discipli nes	Generated module learning outcomes
1	SH – 1 Social and humanitarian	1. Physical training	31	GED	To assess situations in various areas of interpersonal, social and professional communication, taking into account the basic knowledge of sociology, political science, cultural studies and psychology; to build a personal educational trajectory throughout life for self-development and career growth, to focus on a healthy lifestyle to ensure full-fledged social and professional activities through methods and means of physical culture.
		2. History of Kazakhstan		GED	
		3. OC 1.1 1) Economics and entrepreneurship 2) Ecology and life safety basics 3) Basics of law and anti-corruption culture 4) Methods of scientific research 5) Ilyastanu 6) Fundamentals of financial literacy		GED	
		4. Social and Political knowledge module (sociology, cultural studies, political science, psychology)		GED	
		5. Philosophy		GED	
2	IC-2 Information and communication center	1. Foreign language	30	GED	Use various types of information and communication technologies in personal activities: Internet resources, cloud and mobile services for searching, storing, processing, protecting and distributing information; enter into oral and written communication in Kazakh, Russian and foreign languages to solve problems of interpersonal, intercultural and industrial (professional) communication.
		2. Kazakh (Russian) language		GED	
		3. Information and communication technology		GED	
		4. OC 2.1 1) Application of Digital Technologies in Economy and Business 2) Financial and Economic Calculations in Tabular Processors		BD	
3	FEM-3 Fundamental s of	1. Economic theory	35	BD	Apply methods of economic theory, marketing, management, micro- and
		2. Microeconomics		BD	
		3. Management		BD	

	Economics and Management	4. OC 2.2 1) History of economic studies 2) The history of managerial thought		BD	macroeconomic analysis for the effective organization and management of the enterprise, analyze the international economy, foreign economic activity of firms, evaluate the effectiveness and profitability of investment projects
		5. Macroeconomics		BD	
		6. Marketing		BD	
		7. Educational practice		BD	
4	EMM-4 Mathematical and economic analysis	1. Mathematics in Economics	30	BD	Apply the data of domestic and foreign statistics on socio-economic processes and phenomena, identify trends and changes in socio-economic indicators, use the skills of economic and mathematical modeling to solve analytical and research tasks, conduct a comprehensive analysis and diagnostics of financial and economic activities of the enterprise in order to identify problems and development opportunities, use accounting and auditing in industrial and professional environment
		2. Accounting and auditing		BD	
		3. Statistics		BD	
		4. Economic analysis of the company's activities		MD	
		5. Production practice		MD	
5	EPRD -5 Economic policy and regional development	1. Minor OC 2.3 1) Agricultural economy 2) Innovative economy 3) Competition law	21	BD	To apply methods of determining the economic efficiency of the agrarian economy, to study the problems of state regulation of the economy in the conditions of market relations, innovative development of the economy and the formation of an economic mechanism for the functioning of the economic complex of the country at the regional level.
		2. International Economics		BD	
		3. OC 2.9 1) Economic assessment of investments 2) Foreign economic activity of the company		BD	
		4. OC 3.2 1) State regulation of the economy 2) Regional economy		MD	
6	EFE-6 Economics of the firm and entrepreneurship	1. Theory and practice of entrepreneurship	16	BD	Apply the algorithm of the organization of a business entity, youth entrepreneurship and startups, pricing methods at the enterprise for modeling and optimization of business processes
		2. Minor OC 2.4 1) Pricing in the enterprise 2) Youth entrepreneurship model and startups		BD	

		3. Economics of Enterprise		BD	
7	BAE-7 Business analytics of enterprises	1. Minor OC.2.6 1) Commercial activity of the enterprise (organization) 2) The economics of environmental management	15	BD	Analyze business processes, enterprise development strategy and organizational design processes to improve the activities of economic entities, choose optimal methods of labor analysis and rationing, as well as forms of labor organization, commercial activity of the enterprise, evaluate the value of the enterprise
		2. OC 2.8 1) Economics of industry markets 2) International business 3) Fundamentals of artificial intelligence		BD	
		3. OC 3.1 1) The Economics and Labor Regulation 2) The company's economic strategy		MD	
8	OMAE-8 Organization and management of the activities of the enterprise	1. Minor OC 2.5 1. Personnel management 2. Business planning	42	BD	Develop proposed options for management decisions, risks, formulate proposals for improving quality management by corporations, analyze the competitive environment of the enterprise
		2. Minor OC 2.7 1. Corporate governance 2. Competitiveness of the enterprise		BD	
		3. OC 2.10 1) Risk management 2) Quality Management		MD	
		4. Production organization		MD	
		5. Industrial Practice		MD	
		6. Undergraduate or Industrial practice		MD	
		7. Writing and defending a thesis (project) or passing a comprehensive exam		FC	
9	MI-9 Management industries	1. Financial management	20	MD	Analyze various aspects of innovation management, enterprise production management, crisis diagnostics tools and crisis management technology, types of strategies, modern concepts of organization management.
		2. OC 3.3 1) Small business Management 2) Project management		MD	
		3. OC 3.4 1. Innovation management 2. Production management		MD	
		4. OC 3.5 1) Crisis management 2) Strategic management		MD	

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	History of Kazakhstan	The purpose of the discipline is to provide objective knowledge about the main stages of the development of the history of Kazakhstan from ancient times to the present. Forms knowledge and understanding of the main stages of the development of the history of Kazakhstan; the ability to correlate the phenomena and events of the historical past with the general paradigm of the world-historical development of human society through critical analysis; skills of analytical and axiological analysis in the study of historical processes and phenomena of modern Kazakhstan; the ability to objectively and comprehensively comprehend the immanent features of the modern Kazakh model of development; to systematize and give a critical assessment of historical phenomena and processes of the history of Kazakhstan.	5	LO1
2	Philosophy	The goal is to form an understanding of philosophy as a special form of cognition of the world and to give a holistic view of its main chapters, problems and methods in the framework of their future professional activities. Studies the specifics of philosophical understanding of reality. Explains the role and significance of key worldview concepts as values of social and personal existence of a person in the modern world; analyzes socio-cultural and personal situations to justify and make ethical decisions. Forms the ability to classify the methods of scientific and philosophical knowledge of the world; formulate and competently argue their own moral position in relation to the current problems of modern global society.	5	LO1
3	Information and communication technology	The goal is to develop the ability to critically evaluate and analyze processes, methods of searching, storing and processing information, ways of collecting and transmitting information through digital technologies. Forms the ability to critically understand the role and significance of modern information and communication technologies in the era of digital globalization and the formation of a new "digital" thinking, knowledge and skills of using modern information and communication technologies in various activities.	5	LO1
4	Social and Political knowledge	The purpose of the discipline is to form the socio-humanitarian worldview of students in the context of solving the problems of modernization of public	8	LO1

	module (sociology, cultural studies, political science, psychology)	consciousness, strengthening the values of tolerance, intercultural dialogue. Formation of students' ideas about the basic principles of functioning of modern society and its social and political institutions, understanding of the main stages of development of culture of Kazakhstan. To develop students' skills of independent analysis of modern realities and trends in the development of society, assessment and forecasts. Instilling the skills of using the knowledge gained in the process of mastering the disciplines of the socio-political module in professional activity; the formation of critical thinking skills and the ability to apply it in practice.		
5	Kazakh language	The purpose of the discipline is to ensure high - quality mastery of the Kazakh language from the point of view of national culture as a means of social, intercultural, professional communication by forming communicative competence in all types of speech activity in accordance with the qualification level A2, B1, B2, C1 for students studying the Kazakh language as a foreign language at the basic level A1. Establishes communication in oral and written forms in the Kazakh language to solve the tasks of understanding the lexical and grammatical system, information in the text, social and household, cultural, socio-political, professional, personal communication.	10	LO1
6	Russian language	The aim is to form the socio-humanitarian outlook of students in the context of the national idea of spiritual modernization, which involves the development on the basis of national identity and cultural code of the qualities of internationalism, tolerant attitude to world cultures and languages as translators of world-class knowledge, advanced modern technologies, the use and transfer of which can ensure the modernization of the country and personal career growth of future specialists.	10	LO1
7	Foreign language	The goal of this discipline is the formation of intercultural and communicative competence of students in the process of foreign-language education at a sufficient level (A2, European competence) and the level of basic sufficiency (B1, European competence). Depending on the level of training, the student at the time of completion of the course reaches the level of B2 European competence with the presence of the language level of the student at the start above the level of B1 European competence.	10	LO1
8	Physical training	Studies the features of physical culture and sports. Reveals the main forms of physical culture in the educational and extracurricular time. It is aimed at the formation of a healthy lifestyle, personality of the student, his physical perfection and self-regulation	8	LO1

Cycle of general education disciplines <i>Component of choice</i>				
9	Economics and entrepreneurship	The purpose is to familiarize students with the economic problems of modern society, the formation of economic thinking and gaining knowledge in the field of theoretical foundations and practical skills in the field of entrepreneurship. It is focused on the formation of students' comprehensive understanding of the laws of the functioning of the economy, obtaining business education aimed at acquiring applied competencies in various fields of entrepreneurial activity, reveals the features of creating and successfully running their own business.	5	LO1,3
10	Ecology and life safety basics	Purpose – to form knowledge on the basics of ecology and life safety, allowing to analyze environmental processes, assess the socio-ecological consequences of anthropogenic activities, methods and technologies of protection in emergency situations. Develops skills to assess the impact of environmental factors on human health; predict environmental processes for planning and implementing measures to improve life safety; make decisions in adverse environmental and emergency situations, taking into account the possible consequences of accidents, catastrophes, natural disasters	5	LO1
11	Basics of law and anti-corruption culture	The aim is to familiarize students with the main branches and institutions of law, the basics of an anti-corruption culture, as well as the laws of the emergence, development and functioning of the state and law. The course forms the skills of an anti-corruption culture and a high level of theoretical knowledge about the main functions of law in the state and society, its impact on the development of law-based state, civil society.	5	LO1
12	Methods of scientific research	The goal is to form knowledge about the principles, technologies, practical methods and techniques of conducting scientific research based on modern achievements of scientists. Forms the basic foundations of scientific culture and ethics, flexible perception of scientific texts, skills of effective application of acquired knowledge in planning and organizing research work, the ability to analyze and summarize research results.	5	LO1

13	Ilyastanu	The purpose of the discipline is to develop a deep-thinking personality with high aesthetic taste, appreciating literature, art, traditions, culture and language of the Kazakh people through a deep and comprehensive study of the works of Ilyas Zhansugurov. Forms an understanding of the importance of the works of Ilyas Zhansugurov in the development of the Kazakh literary language; skills of intellectual and creative thinking, the ability to cherish the values of national and spiritual heritage	5	LO1
14	Fundamentals of Financial Literacy	The course "Fundamentals of Financial Literacy" is aimed at gaining knowledge and skills in the field of personal finance management. Also, as part of the course, students will learn how to use in practice all kinds of tools in the field of finance, save and increase savings, plan a budget competently, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy. Formation of general functional economic and financial literacy, mastering methods and tools of economic and financial calculations to solve practical problems.	5	LO1
Cycle of basic disciplines University component				
15	Economic theory	Economic theory studies the behavior of individuals and institutions involved in production and exchange, distribution and redistribution, as well as consumption of goods and services. The purpose of the discipline is to provide students with fundamental knowledge of the concepts and categories of modern economic theory, the laws of the functioning of the market economy and the behavior of its subjects, the mechanisms of price formation and production volumes in various types of markets, the relationship and dynamics of national production, inflation, employment and other macroeconomic aggregates.	5	LO2,4
16	Microeconomics	Microeconomics examines individual economic units, consumer behavior based on the theory of consumer demand and labor supply theory, firm behavior, price theory and types of market in which the firm operates, general equilibrium analysis and welfare theory. The purpose of studying the discipline is to form theoretical knowledge among future specialists about the microeconomic aspects of the functioning and development of the modern economy, as well as practical skills in the field of microeconomic analysis and other modern scientific means of studying microeconomic processes.	5	LO2,4
17	Management	Studies the theoretical foundations and concepts of management; examines and studies the content of management and allows you to master the basics of classical management, forms a set of knowledge about	5	LO4,5

		the principles, functions and processes of management, develops specific skills for various types of management activities and analysis of management systems.		
18	Macroeconomics	Describes modern macroeconomic concepts and models, socio-economic processes and phenomena at the macro level; understanding the content and essence of measures in the field of fiscal, monetary and investment policy, employment and income policy; familiarization with current macroeconomic problems.	5	LO3,4
19	Mathematics in Economics	They study systems of linear equations, determinants, derivatives and differentials, indefinite and definite integrals, research on the convergence of numerical series, finding partial derivatives and differentials of functions of several variables, calculating double integrals, solving differential equations, performing actions on complex numbers.	6	LO3
20	Theory and practice of entrepreneurship	Studies the theory of entrepreneurial activity, directions and methods of applying entrepreneurial initiative, forms of enterprises, the formation of material and financial resources, investment and pricing policy, risks in the implementation of entrepreneurial activity, the basics of the mechanism of state regulation, the legal framework of entrepreneurs, as well as the ethics and culture of entrepreneurial activity.	6	LO5,3
21	International Economics	The course examines the relations developing between national economies integrated into the world economy, economic relations arising in the process of the international movement of factors of production, as well as issues of the formation and essence of the international economy, the world economy, its main subjects, the system and forms of international economic relations, the international division of labor, as a driving force for the development of production investment, trade and other world economic relations	5	LO4,7
22	Accounting and auditing	The discipline examines and studies the general theoretical aspects of accounting and auditing: accounting concepts and principles, qualitative characteristics of accounting information and elements of financial statements, the structure and content of the balance sheet, changes occurring in the balance sheet under the influence of business transactions, the characteristics of accounting accounts and the system of double entry; documentation and inventory, organization of accounting and auditing of assets, liabilities and equity of the company.	6	LO3,4
23	Statistics	The discipline studies the types and forms of statistical reporting, the rules for compiling statistical forms, the system for collecting and processing statistical reports, various types of statistical reports, conducting analytical work on statistical reporting materials,	6	LO3,4

		principles and methods of organizing and conducting statistical research aimed at solving pressing problems in the economy and in the social sphere of society.		
24	Marketing	The course examines the theoretical foundations of marketing, the methodology of market research and its conjuncture, the study of problems and features of the organization and planning of marketing at enterprises (organizations, firms) of various sectors of the economy, the implementation of commodity, price and communication policy, the specifics of marketing research and analysis of marketing management at the enterprise, as well as forecasting and assessing market needs.	5	LO 3,5
25	Economics of Enterprise	Examines the principles and laws of the functioning of an enterprise as an economic entity, concepts, indicators and methods of their calculation in relation to the economic processes of the functioning of organizations (enterprises), methods of analysis and interpretation of economic information about the activities of enterprises and organizations necessary to obtain information for making managerial decisions, as well as methods of analysis and assessment of the state of economic processes of the functioning of enterprises and organizations. organizations	5	LO6,8
Cycle of basic disciplines Optional component				
26	Application of Digital Technologies in Economy and Business	Contains theoretical knowledge and practical skills in the methodology of Finance, the specificity of financial relations, composition of spheres and links of financial system and organization of accounting activity of organizations of different ownership forms, the use of accounting information for managerial decision-making	5	LO2,3
27	Financial and Economic Calculations in Tabular Processors	Studies the theoretical foundations and concepts of management and marketing; examines and studies the content of management and allows you to master the basics of classical management, forms a set of knowledge about the principles, functions and processes of management, develops specific skills for various types of management activities and analysis of management systems.	5	LO2,3
28	History of economic studies	The discipline examines the evolution of the formation and development of the main economic theories and schools, the natural nature of the development of economic theory and its connection with practice, the theoretical basis for the study of specific economic disciplines and the formation of modern economic thinking. In the process of studying the history of economic doctrines, the two-way connection of economic reality and its theoretical reflection is emphasized.	6	LO4

29	The history of managerial thought	Examines the main stages of the evolution of managerial thought, including understanding the essence of individual managerial ideas, schools, approaches and concepts of management, key patterns and categories of the management system, tools and targets of modern management as a reflection of objective historical processes, as well as economic, political and socio-cultural foundations of the development of theory and various modern management models	6	LO4
30	Agricultural economy	The discipline examines industrial relations in the agricultural sector, the mechanism of action of economic laws and forms of their manifestation, taking into account the specifics of the industry. It also gives a general idea of the specifics of the functioning of agricultural production, the forms and consequences of state regulation in the agri-food sector, as well as familiarity with the world agrarian system, the practice of agrarian reforms in transition economies.	5	LO7
31	Innovative economy	Studies innovations both at the macro level (theories of the innovation process, concepts of innovative development, general characteristics of innovations) and at the micro level (key factors of innovation, development of an innovative company, attracting investment), various aspects of the innovation economy to form a holistic view of the mechanisms of innovation process management, contributing to the development of such an important internal resource as innovative type of thinking, necessary for the perception and organization of information flows, as well as for making managerial decisions.	5	LO8,9
32	Competition law	The discipline Competition Law is devoted to the study of the most important issues of the application of competition law at the present stage of its development and is based on legislation. Students who have studied the discipline will learn about national legislation and international regulations governing competitive legal relations; current key problems in the field of modern competition law. According to the results of mastering the discipline, they will be able to evaluate various theoretical approaches in relation to the legal regulation of competitive legal relations; use the acquired legal knowledge to solve practical problems.	5	LO2
33	Pricing in the enterprise	Examines the complex of knowledge about modern trends in the development of the theory and practice of pricing at the enterprise, the principles of the formation of the pricing policy of the company, methods and tools of price	5	LO3,8

		formation in the main commodity markets and empirical evaluation of management decisions in the field of pricing, state policy in the field of pricing and their importance in solving problems in professional activity		
34	Youth entrepreneurship model and startups	Examines the specifics of youth entrepreneurship, practical skills and competencies in the field of organizing their own business, skills in developing the most realistic and successful startup projects that meet the conditions of the entrepreneurial environment, studying business modeling and startup project management methods used in the practical activities of domestic and foreign organizations, aimed at training specialists capable of starting their own business	5	LO5
35	Personnel management	The course examines the theoretical foundations and basic concepts of personnel management, its place and role in the management system of the organization, the skills of building the personnel policy of the organization and the development of the labor potential of employees, its use by purposeful influence on the personnel of the organization to ensure its effective functioning.	5	LO11
36	Business planning	This discipline reveals the practice of business planning in all its manifestations and considers the ability to determine the goals, strategy of the enterprise (organization), develop an action plan for the future, determine the amount of investment to achieve the goals and evaluate the effectiveness of investment costs in the project.	5	LO5
37	Economics of industry markets	The course is aimed at studying the basic models of the formation and functioning of market structures, the basic principles of the behavior of firms in different markets, the consequences of such behavior for the economy as a whole, options for the sectoral policy of the state. The course introduces both theoretical models and the results of empirical research. The main attention in the course of studying the course is paid to the specifics of managing a firm in various market and industry conditions.	5	LO7
38	International business	The discipline studies international entrepreneurship, foreign investment as the main condition for international business; industrial cooperation as the main prerequisite for international entrepreneurship; the nature, specifics and forms of international entrepreneurship; business abroad with the adaptation of participants to the conditions and requirements of the home country; transnational business, taking into account the uniqueness of its goals and timely modifications of business	5	LO7

		activity; global business with the characteristics of its parameters and capabilities; joint entrepreneurship as the highest form of international business; the relationship and interaction of international business and the economy of Kazakhstan.		
39	Fundamentals of artificial intelligence	The discipline is aimed at studying the basic concepts, methods and algorithms that underlie the creation and application of artificial intelligence. As part of this course, students will learn the theoretical foundations of machine learning, neural networks, natural language processing algorithms, and computer vision. They will also get acquainted with the ethical, social and legal aspects of the application of artificial intelligence in various areas of life. The "Fundamentals of Artificial Intelligence" is to introduce students to the basic concepts, methods and applications of artificial intelligence.	5	LO2
40	Commercial activity of the enterprise (organization)	The discipline considers the main aspects of the organization and management of commercial activities of an enterprise by industry and scope of application, the study of methods of organization and development of commercial activities; mastering the methodology of commercial activities in the goods market; management of commercial processes of trading enterprises. In the process of mastering the discipline, strategic planning and the activities of enterprises in the market of goods and services are analyzed.	5	LO11
41	The economics of environmental management	Environmental economics is an economic discipline that studies the problems of rational use of natural resources and environmental protection, considering the importance and role of the environmental factor in the development of economic systems. The aim of the course is to form students' theoretical knowledge in the field of environmental management, the formation of a new ideology of the functioning of society – the concept of sustainable development. The new concept considers rational environmental management as an effective management that ensures the prevention or maximum reduction of harmful production processes, state regulation of environmental management through economic mechanisms.	5	PO 1,8
42	Corporate governance	The discipline "Corporate Governance" is one of the varieties of functional management, the object of which is integrated structures and mechanisms for managing them. The main topics considered in the framework of the discipline are: the essence, principles and institutional basis of corporate	5	LO8

		relations; subjects and balance of interests in the system of corporate relations; the main components of the model of corporate governance and its mechanism; types of corporations and their classification; features of the organization of corporate governance.		
43	Competitiveness of the enterprise	The discipline examines the basics of ensuring the competitiveness of an organization based on the study of methods for assessing the competitiveness of an enterprise, the stages of the organization's competitiveness management process, various methods of strategic analysis of the competitive environment, the development and implementation of a strategy for creating competitive advantages and the main directions for improving the competitiveness of an organization, the implementation of a competitive strategy, in conjunction with the competitiveness of a product, industry, region, country.	5	LO11
44	Economic assessment of investments	The course examines the specifics of the investment process in the general system of attracted resources of the state, studies the basics of organizing and regulating activities related to attracting domestic and foreign capital, highlights the problems and prospects for the development of the investment market.	5	LO3,9
45	Foreign economic activity of the company	Studies the basic concepts, methods, techniques and tools of organization and management of foreign economic activity of the enterprise; acquisition of skills to work with documents related to the implementation of foreign economic activities of the enterprise, solving applied problems of such activities.	5	LO7
Cycle of major disciplines University component				
46	Production organization	Studies theoretical and practical issues of enterprise functioning and production organization, for making management decisions, the relationship of the most important issues and factors of the science of production organization that ensure the effective functioning of an industrial enterprise - the primary link of material production, taking into account their dynamics in the conditions of Kazakhstan.	5	LO4,8
47	Financial management	The course examines the main categories and principles of financial management in modern market conditions, classical and modern financial theories and models used in foreign and domestic financial and economic practice, calculation techniques and the use of basic quantitative indicators used in making financial decisions, methods of long-term investment and financing,	5	LO8,9

		issues of mergers, acquisitions, bankruptcy.		
48	Economic analysis of the company's activities	Forms theoretical foundations and applied knowledge in economic analysis using modern methods and methodologies for assessing financial and management reporting of the organization, the practical implementation of which should contribute to improving the quality of business decisions made by the company's personnel, and ultimately lead to an increase in the efficiency of its activities	6	LO11
Cycle of major disciplines Optional component				
49	Risk management	The discipline studies the theoretical provisions of risk management of enterprises and organizations, integral economic indicators to prevent possible risk, the main sources of financing of enterprises and organizations and the dependence of the effectiveness of enterprises on the types of sources used, the main techniques and methods of collecting and systematizing information to eliminate the existing risk, the main methods of calculating integrated economic indicators, including using modern information technologies and means of communication, necessary in the management process	4	LO8,10
50	Quality Management	The course studies the basic principles of quality management of products and services, models and methods of organization management based on quality management systems, the basics of certification of products, services and quality management systems, the quality of products and services provided in accordance with international standards ISO 9000:2000	4	LO6
51	The Economics and Labor Regulation	Studies theoretical knowledge and practical skills in the field of human resource management, rational use of labor potential, organization of workplaces, calculation of labor standards and design of wage systems, criteria for evaluating the effectiveness of management decisions in the field of labor organization and rationing	5	LO9
52	The company's economic strategy	The course focuses on such important issues: how to understand strategic management, what is its essence and content; what is the strategy of the company and how it is developed; what is the economic strategy, the problems of forming an economic strategy, the criteria for choosing an organizational structure to achieve the goals of the company, the concept of the theory of competitive advantage, etc.	5	LO10,11
53	State regulation of the economy	The discipline examines the theoretical and methodological foundations, the essence and content of state regulation of the economy, the	6	LO9

		main trends and patterns in the development of socio-economic processes, instruments of state regulation of the economy, institutional foundations of state regulation of the economy, practical aspects of state regulation of the economic development of the country and mastering the skills of analysis of sustainable long-term trends in the dynamics of the national economy, measures of state influence on the economy of the country		
54	Regional economy	The discipline studies the principles of regional economic policy and the mechanism of its implementation; the history and prospects of socio-economic development of Kazakhstan and its regions; the state of economic, social, demographic, environmental processes at the level of various regions	6	LO7
55	Small business management	The discipline studies the methods and tools of the patterns of economic and managerial processes occurring in small businesses. The purpose of this course is to familiarize students with and study the theory and practice in the field of management of small enterprises, organizational issues of the functioning of small enterprises, methodology for evaluating and determining the effectiveness of management of small enterprises	5	LO5
56	Project management	The discipline studies concepts and principles from the field of project management, introduction to the methodological foundations of project management, the specifics of the organization of project management, discusses issues such as: project goals and ways to define them; operations, their characteristics and positions in planning activities for the execution of the project; methods of planning work of a project nature; definitions of basic terms and concepts related to project resources	5	LO8
57	Innovation management	The content of the discipline covers the following range of issues: introduction to the course of innovation management and its scientific foundations, conceptual model of innovation management and market orientation, system and characteristics of sources of financing, intellectual property as a means of business intensification, development and presentation of an innovative project.	5	LO9
58	Production management	The course studies theoretical knowledge in the field of organization, planning and management of production; methods of organizational design and activities to improve the organization of labor, production and management at enterprises; the formation of skills to comprehensively and taking	5	LO11

		into account the real situation to solve practical tasks to improve the organization of production and management, equipment and technology and increase the efficiency of the enterprise on this basis.		
59	Strategic management	The course considers management activities related to setting long-term goals and objectives of the company's functioning with maintaining the relationship between it and the environment, which allow it to achieve its goals, correspond to its internal capabilities and allow it to continue to perceive external requirements.	5	LO11
60	Crisis management	The discipline studies the basic theoretical and practical skills of crisis management in the context of deepening economic reform, as well as the assimilation of the main categories, concepts, terms, and their classification, allows you to independently analyze and diagnose the bankruptcy of an enterprise while using foreign experience of crisis management in practice, develop an anti-crisis strategy of the organization.	5	LO8

2.3 Structure of the educational program

The structure of the educational program was developed in accordance with the State Mandatory Standard of Higher and Postgraduate Education (Order No. 2 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022)

2.4 Additional educational programs (Minor)

The student, when determining the individual trajectory of training within the framework of the elective component, selects disciplines according to the main educational program (Major) and (or) according to the additional educational program (Minor).

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

2.5 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 in the OP 6B04109 –«Economics and Management», the teaching staff uses the following innovative technologies and teaching methods:

- ICT (information and communication technologies: Padlet, Kahut testing),
- Case study, design, portfolio, SWOT analysis, sociogram,
- Critical thinking technologies (Venn diagram, JIGSAW, brain attack, association, ZOOM),
- Work in small groups (team).
- Design technology.
- Analysis of specific situations (case study).
- Role-playing and business games.
- Modular training.
- Contextual learning.
- Development of critical thinking.
- Problem-based learning.
- Individual training.

- Advanced independent work.
- Interdisciplinary training.
- Experience-based learning.

In the case of restrictive measures, the introduction of a state of emergency, the occurrence of social, natural and man-made emergencies, the organization of the educational process can be implemented using distance learning technologies online or in a mixed format. Online training sessions provide for the process of educational interaction in real time: video conferences (GoogleMeet, Skype, Discord, MOODLE, ZOOM, Google Classroom, Microsoft Teams, Hangouts, Cisco WebEx Meetings, etc.).

2.6 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

The educational program is staffed with pedagogical and teaching staff in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated June 17, 2015 No. 391 "On approval of qualification requirements for educational activities and a list of documents confirming compliance with them."

3.2 Material and technical base

The University has 3 academic buildings, an educational and laboratory complex, a library, a military department, 3 dormitories, an educational and recreational training ground "Kulager" on Lake Balkhash, a sports and educational training ground "Karlygash", a stadium for 1000 seats.

The material and technical base of the OP is completed according to the Order of the Minister of Education and Science of the Republic of Kazakhstan dated June 17, 2015 No. 391 "On approval of qualification requirements for educational activities and a list of documents confirming compliance with them."

3.3 Information and library support

Completed in accordance with the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated January 5, 2024 No. 4. Registered with the Ministry of Justice of the Republic of Kazakhstan on January 8, 2024 No. 33892 "On approval of qualification requirements for educational activities of organizations providing higher and (or) postgraduate education, and a list of documents confirming compliance with them."

3.4 Social resources

For those who want to improve their qualifications or get additional education, the university has a Center for Advanced Training and additional Education. On the basis of the center, university students can take free language training in English and prepare for the exam to confirm the international level of English language proficiency – IELTS.

To develop the entrepreneurial competencies of students and young scientists, the University has a department of science and commercialization of scientific projects, a Startup Academy. The Startup Academy provides all the necessary infrastructure for the youth of the Zhetisu region to develop innovative and entrepreneurial activities and increase the number of small and medium-sized businesses. The Academy conducts training trainings and seminars, is engaged in purposeful search, selection and development of startup projects, as well as consulting support on the development of startups and measures of state support for entrepreneurship, organization of mentoring, providing expert support, conducting grant competitions.

In their free time, students can study for free in gyms and in sections for several sports. Active work in this direction is carried out by the University Sports Club, 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 physical culture, sports and wellness events, 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, grenade throwing and treadmills, boxing, gymnastics, wrestling halls and a gym equipped with modern sports equipment.

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 and 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, the university operates: the Department of the Assembly of the Peoples of Kazakhstan; dance and vocal and instrumental ensembles, student theater, debaters club, volunteer clubs, KVN teams, literary, intellectual clubs, labor association "Zhasyl El", association of public police assistants "Zhas Kyran", military-patriotic club "Erlik" and others.

4. PLAN FOR THE FURTHER DEVELOPMENT OF THE EDUCATIONAL PROGRAM

№	Event content	Realization term	Responsible person
Educational and methodical direction			
1	Development of written texts of lectures, preparation of materials for practical classes, development of methodological guidelines with SRO, examination materials	2024-2028 y	Developers of the educational program, teaching staff
2	Development and improvement of syllabuses	2024-2028 y	Developers of the educational program
3	Organization and conduct of methodological seminars, trainings	2024-2028 y	Developers of the educational program
Research direction			
1	Publication of textbooks, educational and methodical literature	2024-2028 y	Developers of the educational program, teaching staff
2	Development and implementation of innovative technologies in the educational process	2024-2028 y	Developers of the educational program, teaching staff
3	Participation of teaching staff in regional, national and international conferences	2024-2028 y	Developers of the educational program, teaching staff
4	Publication of articles in scientific journals of the CQAFES database, RSCI	2024-2028 y	Developers of the educational program, teaching staff
5	Publication of articles in scientific journals of Scopus databases, Web of science	2024-2028 y	Developers of the educational program, teaching staff
6	Increasing the list of teaching staff with the Hirsch index in the Web of science and Scopus databases	2024-2028 y	Developers of the educational program, teaching staff
7	Creation of electronic textbooks, patents, copyright certificates, acts of implementation based on the results of research	2024-2028 y	Developers of the educational program, teaching staff
8	Participation in Olympiads, research grant programs, startups	2024-2028 y	Developers of the educational program, teaching staff
Educational direction			
1	Formation of spiritual and moral culture, patriotism, academic integrity and corporate spirit among students through conversations, information hours, active participation in various university events	2024-2028 y	Developers of the educational program, teaching staff
2	Students visit various sports sections, a sports club in order to develop a healthy lifestyle	2024-2028 y	Developers of the educational program, teaching staff
Advanced training			
1	Participation of teaching staff in competitions, scientific seminars for the purpose of professional development	2024-2028 y	Developers of the educational program, teaching staff

2	Completion of advanced training courses, language training of teaching staff	2024-2028 y	Developers of the educational program, teaching staff
Career guidance			
1	Participation in the organization of open days of the University	2024-2028 y	Developers of the educational program, teaching staff
2	Publication of information on the website and in the newspaper about the activities of the EP	2024-2028 y	Developers of the educational program, teaching staff