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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

11.09.2019

Registration number

6B04100410

Date of EP passport updating

15.07.2026 23:04

Field of education

6B04 Business, Management and Law

Direction of personnel training

6B041 Business and Management

Group of educational programs

B044 Management and administration

Educational program

6B04103 Management

EP purpose

Training of competitive specialists in the field of management on the basis of modern educational programs and te
implementation of innovative professional and practical activities in various industries and fields of activity.

EP type

Acting EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian Kazakh multilingual

Professional Standard for EP

Exists

№	Name of professional standard
1	Risk management
2	Performance management
3	Labor relations management
4	General human resource management
5	Financial management

Professional standards (career standards)

Professional standard has been used at
developing EP ☒



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Professional standard

Управление эффективностью деятельности

Approval year

2024

CCEA

Professions

Profession №1

Profession

Специалист по управлению эффективностью деятельности

Уровень по ОРК

6

Labor functions

Проведение оценки эффективности деятельности

Организация процесса управления эффективностью деятельности

Professional standard №2

Professional standard

Управление трудовыми отношениями

Approval year

2024

CCEA

Professions

Profession №1

Profession

Специалист по трудовым отношениям

Уровень по ОРК

6

Labor functions

Обеспечение социальной стабильности

Внедрение системы управления социально-трудовыми отношениями

Volume of the credits

240

Degree to be conferred

Bachelor

Period of study

4

Date of approval EP on the Academic Council

27.04.2026

☒Existence of the annex to the license for the direction of personnel training

The license number on the direction of training

KZ49LAM00007465

☐The training format is online

☒EP accreditation existence

Atlas of new professions

не предусмотрено

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The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	Use the elements of the financial system of the Republic of	ON1	Организация процесса управления эффективностью деят
2	Apply the methods of economic theory, marketing, micro- and	ON2	Организация процесса управления эффективностью деят
3	To develop a system of anti-crisis management of an enterprise for its	ON3	Организация процесса управления эффективностью деят
4	Analyze business processes, strategy for the development of small	ON4	Организация процесса управления эффективностью деят
5	Use human resource management tools that respect the principles of	ON5	Внедрение системы управления социально-трудовыми от
6	Practice the effective use of creative business solutions, small business	ON6	Внедрение системы управления социально-трудовыми от
7	Have the ability to evaluate and apply research methods and	ON7	Обеспечение социальной стабильности
8	Apply digital technologies in business and economic calculations	ON8	Организация процесса управления эффективностью деят
9	Assess the economic efficiency of management decisions; determines	ON9	Проведение оценки эффективности деятельности
10	Plan monitoring and control of the change process, stress and conflict	ON10	Обеспечение социальной стабильности
11	Apply competition law norms and modern management theories to	ON11	Проведение оценки эффективности деятельности
12	Plan innovative strategies and practice strategic enterprise analysis	ON12	Организация процесса управления эффективностью деят

Data on disciplines

№	Name of discipline	Short description of discipline	Cycle
1	Fundamentals 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.	GED
2	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.	GED

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3	Fundamentals of Financial Literacy	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.	GED
4	Basics of Law and Anti-Corruption Culture	The objective is to familiarize students with the fundamental branches and institutions of law, the foundations of anti-corruption culture, as well as the patterns of emergence, development, and functioning of the state and law. The course cultivates anti-corruption awareness and a high level of theoretical knowledge concerning the primary functions of law within the state and society, its impact on the development of the rule of law and civil society, and the value of inclusion as an integral component of a just and equitable legal order. Particular emphasis is placed on fostering students' understanding of the importance of human rights for all individuals, regardless of their social, cultural, physical, or other characteristics.	GED
5	Ecology and Life Safety Basics	Purpose – the goal is to develop knowledge of the fundamentals of ecology, sustainable development, and life safety, enabling the analysis of ecological processes, the assessment of the socio-environmental consequences of anthropogenic activities, the assurance of environmental safety, and the application of methods and technologies for protection in emergency situations. Develops the ability to assess the impact of environmental factors on human health; to forecast ecological processes for planning and implementing measures aimed at enhancing life safety and ensuring environmental security; and to make informed decisions in adverse environmental and emergency situations, taking into account the potential consequences of accidents, disasters, and natural hazards within the framework of sustainable development principles.	GED
6	Economics and Entrepreneurship	Objective – to familiarize students with the economic challenges of modern society, develop economic thinking, and provide knowledge of the theoretical foundations and practical skills in the field of entrepreneurship. The program is aimed at forming a comprehensive understanding of the functioning of the economy, while delivering business education focused on acquiring applied competencies in various areas of entrepreneurial activity. Special attention is given to issues of sustainable development, efficient resource use, and the implementation of lean production principles as key elements of effective and environmentally responsible business practices. The course also explores the specifics of creating and successfully managing a business, taking into account modern requirements for environmental and social responsibility in entrepreneurship.	GED
7	History of Managerial Thought	Formation of the necessary ideas about the history of managerial thought, the evolution of managerial thought as a general theoretical and methodological basis of all management disciplines. Theoretical mastering by bachelors of general and specific patterns of the emergence and development of knowledge in the field of management activities. Acquisition of practical skills of analytical activity in the process of studying the formation of	BD
8	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	BD
9	Fundamentals of Leadership	During the training, students receive a systematic understanding of the history and current state of the problem of studying leadership, leadership styles and conditions for their effective use. An idea is given of the relationship between leadership and the foundations of a manager's power. An idea is formed of the factors of successful development of project and management teams.	BD



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10	Creative Management	methodological and practical knowledge, skills and abilities for the development and implementation of effective non-standard management solutions in modern conditions. To form ideas about the features of the development of creative ideas in an unstable, rapidly changing environment. To teach how to apply creative management techniques and use a creative approach to management.	BD
11	Macro-Microeconomics	The purpose of the course is to form students' scientific economic outlook, the ability to analyze economic conditions and patterns of behavior of economic entities in a market economy. Obtaining knowledge about modern economic concepts and models, motives and patterns of activity of economic entities, conditions in specific markets of goods and resources, the movement of prices and output volumes, as well as solving problematic situations at the microeconomic level.	BD
12	Marketing	Objectives of the discipline: formation of students' theoretical knowledge about the basics and essence of marketing, theory and practice of modern marketing mechanism; familiarization with the content and directions of marketing research; acquisition of skills and practical skills in the application of methodological tools of marketing research technology in the field of market research, consumers, competitors, assessment of the personal potential of the enterprise.	BD
13	Management	The purpose of the course is to master the theory of management by students, to form their knowledge and skills acquired in firms and companies, using management methods and tools in practice. Formation of a clear and complete understanding of management among students, taking into account its understanding as a science and art, as a system for organizing the management of firms and companies and activities aimed at developing an effective strategic program for achieving high commercial results.	BD
14	Production Management	The purpose of the course is to acquire theoretical knowledge and practical skills in the field of managerial decision-making related to the production (operational) activities of the enterprise. Analyzes the functions and methods of production management. Studies the principles of building the organizational structure of an enterprise and the basic foundations of logistics in the context of globalization and innovative economic development. Considers the issues of production quality management at the enterprise of the enterprise.	BD
15	Time Management	The purpose of the course is to form students' general understanding of the essence and types of time management, principles and methods of managing time resources for the successful implementation of professional activities. Mastering the basic concepts of time management, possession of innovative technologies and forms of practical implementation of the possibilities of optimizing time costs and skills to control the use of the organization's own working time and working time by the personnel of the organization.	BD
16	Economic Theory	The purpose of the course is that as a result of mastering the discipline, the student should be able to operate with the main categories and concepts of economic theory, use sources of economic information, distinguish between the main teachings, schools, concepts and directions of economic science, build graphs and diagrams, analyze the mechanisms of interaction of various factors based on economic models and analyze statistical tables of the system of national accounts, determine functional relationships between statistical indicators of the state of the economy.	BD
17	State Regulation of the Economy	The goal is to form students' ideas about the organization, functioning and development of state and local government in the Republic of Kazakhstan. The ability to establish and use information sources to take into account the needs of stakeholders when planning the activities of public authorities of the Republic of Kazakhstan, public authorities of the subjects of the Republic of Kazakhstan.	BD

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18	Modeling of Management Systems	describing and analyzing management processes in organizations. It covers methods for constructing models that formalize the structure and behavior of management systems. The course examines tools for analyzing performance and identifying bottlenecks in business processes. Particular attention is paid to the use of models for making management decisions and forecasting results. The course includes both theoretical foundations and practical assignments on developing and using models. Upon completion of this course, students acquire skills in systems analysis and optimization of organizational performance.	BD
19	Foreign Management Experience	The aim is to prepare bachelors for future professional activity based on the formation of the ability to assess the history and current state of foreign experience, to give an idea of the current state of information management in foreign countries.	BD
20	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.	BD
21	Business Planning	The aim of the course is to form students' understanding of the role of business planning in the activities of business structures and the formation of a system of methodological knowledge on the development of a business plan. Assessment of the business idea and its compliance with the business planning strategy. Master the methodology of developing business plans based on methodological and methodological approaches of Business planning.	BD
22	Data Analytics and Artificial Intelligence in Management	Discipline that studies methods of collecting, processing and analyzing data, as well as the use of artificial intelligence technologies to support management decisions in organizations. The course covers the fundamentals of data analytics, machine learning, forecasting, intelligent information systems, and business intelligence tools. Students learn ways to identify patterns in data, evaluate the performance of business processes, forecast market trends, and automate management tasks.	BD
23	Management in Modern Companies	The purpose of the course is the formation of basic knowledge about the essence of the production organization process and the study of modern approaches to enterprise management in Kazakhstan and abroad. Training in the basic techniques of strategic and tactical decision-making in the development of modern thinking, innovation. To show the features of modern entrepreneurship.	BD
24	Organization of the Company's Activities	The purpose of mastering the discipline is to study the theoretical and practical problems of planning and organizing the activities of an enterprise in the service sector, as well as the formation of students' knowledge about the reproductive process in the firm, the development of professional competence in the analysis of microeconomic indicators, the formation of economic culture and behavioral skills in a market economy, readiness for professional activity.	BD
25	Corporate Social Responsibility	The purpose of the course is the formation of modern knowledge about the principles, methods and approaches to determining the essence and content of corporate social responsibility in the activities of a modern organization, the development of social programs and the preparation of social reporting of the organization, the development and implementation of the social component of the business plan, strategy and tactics of a small enterprise.	BD
26	Service Sector Management	The purpose of the course is to develop skills in using specific methods and algorithms for justifying management decisions at service sector enterprises, to study the main elements of the management system, taking into account their peculiarities in relation to the provision of services, the peculiarities of managing organizations in the service sector of various forms of ownership and industry affiliation.	BD



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27	Management in Industries and Spheres of Activity	understanding of the fundamentals, patterns and current trends in the development of the market economy of individual industries and spheres of activity. Knowledge of the concept of management in the field of services, the basics of the theory of consumer behavior in the service markets, the methodological foundations of product positioning and market segmentation, the features of management in the field of insurance, the features of management in the field of healthcare, the role and features of tourism manag.	BD
28	Logistics	The purpose is to teach students modern approaches, forms and methods of logistics activities, methods of professional evaluation of alternative logistics solutions, the choice of their optimal options depending on specific market conditions. Formation of students' understanding of the degree of moral, ethical and professional responsibility for their decisions and actions; training of professional specialists capable of making informed decisions on logistics activities based on their knowledge and professional responsibility.	BD
29	Marketing Research	The goal of studying the discipline is to develop skills in conducting marketing research for informed managerial decision-making. The discipline equips students with the ability to analyze the market, consumer behavior, and competitors using modern methods and tools.	BD
30	Change Management	The purpose of studying the discipline is to study modern approaches to managing organizational changes, the formation of skills for working with personnel, as well as the formation of strategies and plans for organizational changes. He is able to analyze the relationship between the functional strategies of companies in order to prepare balanced management decisions. Owns various ways to resolve conflict situations.	BD
31	Quality and Competitiveness Management	The purpose of the course is to familiarize with the essence and basic concepts in the field of competitiveness of goods and services, criteria and factors of competitiveness, methods of their identification, formation and analysis, as well as the study of methods for assessing the competitiveness of goods and services, tools for building a system of managing the competitiveness of goods and services and ways to improve it.	BD
32	Organization Theory	The purpose of the course is to master the discipline -to acquire theoretical knowledge and practical skills, necessary changes aimed at preserving and developing the company, effective managerial and organizational thinking of future managers, to form students' holistic view of the organization and the laws of its functioning. Mastering the basic methods and means of creating organizational structures.	BD
33	Organizational Behavior	The aim of the discipline is to prepare bachelor's degree students for their future professional activities through mastering the conceptual foundations of the structure and content of organizational behavior, as well as through the formation of a work team (group and interpersonal relationships, moral and psychological climate), and the development, justification, and implementation of projects aimed at improving the personnel management system and technologies as a whole, including in crisis conditions.	BD
34	International Management	The aim of the course is to study the basics of international management and gain practical skills in the field of concluding foreign trade agreements and preparing negotiations with foreign partners. Providing students with knowledge about the specifics of the company operating in the foreign market, about the procedure for preparing, completing and executing foreign economic, mainly foreign trade transactions, about the specifics of business communication at the international level.	BD
35	Small Business Management	The purpose of the course is the formation of theoretical comprehensive knowledge, skills and competencies in the field of organizational and economic mechanism of functioning of small businesses, necessary for the professional activity of bachelors in the direction of student training. The study of methods of analysis and planning of the main economic and socio-economic indicators characterizing the activities of small business entities, the development of independent thinking and interpretation in assessing the results of financial and economic activities of a small business organization.	BD



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36	Organizational Design of Small Business	organizational design of an industrial enterprise, to form students' practical skills to create a new system; to partially improve the existing organizational system; and to radically change the existing organizational system of an industrial enterprise. Knowledge of methods, principles, methods and rules for the design (creation) of organizational structures, the main factors of the functioning of organizations, types of project documentation in the design of the management system of the organization, stages and stages of the design of the management system.	BD
37	Small and Medium-Sized Enterprises	The purpose of the course is to form students' comprehensive knowledge, skills and competencies in the field of organizational and economic mechanism of family business functioning in the form of small businesses. To know the concept and categories of entrepreneurial activity, the main trends in the development of small forms of family business in the Republic of Kazakhstan. Be able to apply the theoretical knowledge of the course being studied in solving practical problems, collect, summarize and analyze the necessary economic information.	BD
38	Application of Digital Technologies in Economics and Business	The purpose of the course is to form competencies in the field of digital economy, consolidate knowledge about innovative technologies, get acquainted with the methods of using platforms for their use in government and commercial organizations, develop an understanding of the features and capabilities of modern and promising information and communication technologies that form the basis of the digital economy, acquire and improve the skills of building and sustainable business development.	BD
39	Start-up Management	The purpose of the course is to form a student's holistic view of the organization and management of the startup project implementation process in accordance with the priorities of the national economy, to acquire practical skills necessary for the organization of management of specific projects, which will speed up the process of creating a business and avoid common mistakes. Developing the ability to turn a startup idea into a working business.	PD
40	Human Resources Management	The purpose of the course is to master students with theoretical knowledge and a practical integrated approach to personnel management issues in order to effectively use the labor potential of society, enterprise, and each employee. Gaining knowledge about current trends in human resource management, developing decision-making skills in the field of personnel management of the organization. Knowledge of the theory and practice of personnel management formation in Kazakhstan and abroad.	PD
41	Analysis Business Process	The purpose of the course is to study the basic principles of the description and classification of business processes, as well as the formation of students' basic skills of their analysis and modeling for solving practical problems. teaching students basic knowledge, skills and abilities in the field of development and design of business processes. Formation of a manager's worldview with a systematic idea of competent behavior at all stages of Business process design-from the appearance of a problem to the implementation of its solution.	PD
42	Gender Management	The aim of the course is to develop students' social thinking based on the study and acquisition of skills of analysis, reasoning of conclusions and justification of decisions on the effective study of gender equality at the social level, the level of human rights and governance. Have an idea of the essence of gender equality as an object of realization of rights, its place and role in the management system.	PD
43	Organization of Scientific Work	The purpose of the course is to acquire the necessary skills in the organization of research work for the independent solution of educational and scientific tasks within the framework of the curriculum. Development of students' research skills (conducting experiments and modeling processes); mastering the technologies of search, storage, processing and analysis of scientific information from various sources; acquisition of practical skills in the design of scientific, technical and service documentation.	PD



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44	Project Management	modern universal project management tools, the study of its capabilities and limitations, methods of adapting these tools to the needs of the content and environment of a particular project, industry or application. Formation of clear and stable ideas about the essence and content of project management, its key differences from other approaches to the organization of management activities.	PD
45	Data Analysis in Management	The goal of studying the discipline is to master data analysis methods for effective managerial decision-making. The discipline equips students with skills in working with big data, using statistical methods, and software tools for data analysis and visualization.	PD
46	Strategic Management	The purpose of the course is the formation of students' knowledge of the theoretical and methodological foundations of strategic management, the development of practical skills in making strategic decisions in conditions of incomplete information and constant changes in the external environment, the ability to find alternative options in conditions of uncertainty. Mastering the theoretical and methodological foundations of strategic management, the formation of practical skills of modern strategic managemen.	PD
47	Information Management	The study of the discipline is aimed at obtaining students' knowledge about the management of information systems at all stages of the life cycle, at enterprises that produce software products, at enterprises engaged in their implementation, as well as at enterprises that consume information systems.	PD
48	Crisis Management	The purpose of the training is to form students' comprehensive understanding of the principles and methods of crisis management aimed at ensuring a balance of interests of the company, its counterparties, employees, society and the state. The course is aimed at forming scientific and practical ideas on the main problems of functioning and development of the Institute of bankruptcy and crisis management in Kazakhstan and abroad.	PD
49	Innovation Management	The purpose of studying the discipline is to obtain a systematic understanding of the origin, current state and trends in the development of the theory and practice of innovation management based on the achievements and traditions of world science and culture. Let's consider the main approaches to the implementation of innovative development at the macro and micro levels. Formation of skills of forecasting, formulation, evaluation and selection of necessary innovative actions of the organization, mastering the technology of development of measures for the implementation of innovative activities in the organization.	PD
50	Risk Management	The purpose of the course is to form knowledge about the methodological foundations of identifying and classifying risks in the implementation of entrepreneurial activity. Familiarization of students with effective tools for managing the risks faced by the company. A wide range of different risks are discussed: from financial risks measured by statistical models to those that are difficult to measure, but they are still very important for the firm.	PD
51	IT Management	Formation of a system of theoretical knowledge and practical skills for solving problems arising in Project Management in various areas of economic activity, with a focus on projects related to the development and implementation of Information Systems and technologies. Formation of professional competencies for effective IT project management, including using Project Management Information Systems.	PD