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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

09.11.2021

Registration number

6B04100658

Date of EP passport updating

08.07.2026 22:24

Field of education

6B04 Business, Management and Law

Direction of personnel training

6B041 Business and Management

Group of educational programs

B046 Finance, economics, banking and insurance

Educational program

6B04109 Economics and Management

EP purpose

The purpose of the educational program is to train a specialist with practical skills and leadership qualities, who has economic, marketing problems of the functioning of enterprises, who is able to analyze the activities of economic entities, make decisions, who knows the methods of constructing and using models to describe and predict processes, phenomena and events.

EP type

New 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	Performance management

Professional standards (career standards)

Professional standard has been used at developing EP ☒

Professional standard №1

Professional standard

Управление эффективностью деятельности



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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

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

Regional standard

не предусмотрено

The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	To develop a system of anti-crisis management of the enterprise for its	ON1	Организация процесса управления эффективностью деятельности
2	To choose the tools for processing economic data in accordance with	ON2	Проведение оценки эффективности деятельности
3	To show systematic economic thinking based on deep knowledge	ON3	Организация процесса управления эффективностью деятельности Проведение оценки эффективности деятельности
4	To possess methodological approaches to the choice of tools for	ON4	Организация процесса управления эффективностью деятельности
5	To organize operational (production) activities, to master the methods of	ON5	Организация процесса управления эффективностью деятельности
6	To identify and evaluate the costs of the enterprise in order to form a	ON6	Проведение оценки эффективности деятельности

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7	Have the ability to evaluate and apply research methods and	ON7	
8	To analyze the current trends in the development of the national and	ON8	Проведение оценки эффективности деятельности
9	Use algorithm for the organization of a business entity, develop business	ON9	Организация процесса управления эффективностью деят
10	To compare the forms and methods of enterprise management, to know	ON10	Организация процесса управления эффективностью деят
11	Evaluate the effectiveness and profitability of investment projects,	ON11	Проведение оценки эффективности деятельности

Data on disciplines

Nº	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
3	Fundamentals of Financial Literacy	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.	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



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6	Economics and Entrepreneurship	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	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.	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	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.	BD
10	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.	BD
11	Creative Economy	This course explores the role of creative industries in the development of the modern economy. It examines the creation and commercialization of intellectual products, the use of digital technologies, innovation processes, entrepreneurship, and the management of creative projects.	BD
12	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.	BD
13	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.	BD
14	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 the principles, functions and processes of management, develops specific skills for various types of management activities and analysis of management systems.	BD



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15	Microeconomics	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.	BD
16	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, principles and methods of organizing and conducting statistical research aimed at solving pressing problems in the economy and in the social sphere of society.	BD
17	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.	BD
18	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.	BD
19	Accounting and Analysis (FAVORIT software)	This discipline focuses on the study of accounting principles and financial analysis using specialized software. It covers financial reporting, data processing, evaluation of financial performance, and the use of digital tools to support effective managerial decision-making in modern organizations.	BD
20	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.	BD
21	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, as well as economic, political and socio-cultural foundations for the development of theory and various modern management models.	BD
22	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.	BD
23	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.	BD
24	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.	BD



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25	Innovative Economy	process, concepts of innovative development, general characteristics of innovation) and at the micro level (key factors of innovation implementation, 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 thinking, necessary for the perception and organization of information flows, as well as for making managerial decisions.	BD
26	Institutional Economics	This course examines how formal institutions (laws and regulations) and informal institutions (traditions, norms, and culture) influence the behavior of individuals and firms in the economy. It covers property rights, the role of contracts, transaction costs, government regulation, and how these factors affect economic development and growth.	BD
27	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 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.	BD
28	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.	BD
29	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.	BD
30	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.	BD
31	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 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.	BD
32	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.	BD
33	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.	BD



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34	The Economics of Environmental Management	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.	BD
35	National Economy	This course explains how a country's economy is structured, how it functions, and how it develops. It examines key macroeconomic indicators (GDP, inflation, unemployment), the sectoral structure of the economy, government economic policy, resource allocation, factors of economic growth, and mechanisms for increasing national competitiveness.	BD
36	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 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.	BD
37	Application of Artificial Intelligence in Economic Research	The course focuses on the study of artificial intelligence methods and tools applied in economic research. It covers data analysis, forecasting, modeling, and decision-making using modern digital technologies. Special attention is given to the practical application of AI in solving applied economic problems.	BD
38	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.	BD
39	Economic Analysis of the Company's Activities	The course examines research methods and techniques used to process and analyze economic information about the activities of organizations, which examines the actual financial reporting data, the reasons for their changes, and the effectiveness of decisions made.	PD
40	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, issues of mergers, acquisitions, bankruptcy.	PD
41	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.	PD
42	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.	PD

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ВЫСШЕГО ОБРАЗОВАНИЯ

English



43	Regional Economy	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.	PD
44	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.	PD
45	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.	PD
46	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.	PD
47	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.	PD
48	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 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.	PD
49	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.	PD
50	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.	PD
51	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 company's strategy 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 company's goals, the concept of the theory of competitive advantage, etc.	PD
52	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.	PD

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53	State Regulation of the Economy	the essence and content of state regulation of the economy, the 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.	PD
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