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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

24.07.2024

Registration number

8D04100157

Date of EP passport updating

29.05.2026 15:36

Field of education

8D04 Business, Management and Law

Direction of personnel training

8D041 Business and Management

Group of educational programs

D072 Management and administration

Educational program

8D04104 Business Administration (DBA)

EP purpose

Training of managerial personnel who are ready to conduct scientific and business research, able to generate innovative solutions, organizational strategy and implement them in practice.

EP type

New EP

Level on NQF

8

Level on SQF

8

EP distinctive features

No

Language of education

multilingual

Professional Standard for EP

Exists

№	Name of professional standard
1	Human Resource Management (HR business Partner)

Professional standards (career standards)

Professional standard has been used at developing EP ☐

Volume of the credits

180

Degree to be conferred



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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

Nº	Educational outcome
1	Plan, coordinate, and implement scientific and business research processes using qualitative and quantitative methods, modern digital technologies, including artificial intelligence and data analytics tools.
2	Assess industry attractiveness for business development and build an organization's competitive advantage in the context of international and intercultural challenges.
3	Develop strategic management decisions at the industry and organizational levels through critical analysis of contemporary political phenomena.
4	Promote business development in international markets, provide legal support, and implement marketing for the promotion of innovative products and services.
5	Build corporate image and contribute to strengthening reputation through public engagement and effective business communications.
6	Develop innovative development programs for organizations and industries using modern strategic analysis methods and available investment instruments.
7	Contribute to the exponential growth and development of companies through the implementation of effective human resource management policies.
8	Maintain resilience to stress and apply emotional leadership techniques in professional activities to work under conditions of high workload and uncertainty.
9	Address tasks related to managing personal effectiveness, career development, and strengthening professional image.

Data on disciplines

Nº	Name of discipline	Short description of discipline	Cycle
1	Methodology and Research Methods	The course focuses on developing the skills of conducting scientific and business research for doctoral students. The course examines various methodological approaches, qualitative and quantitative research methods, including methods based on the use of artificial intelligence and data analytics in business research. Special attention is paid to the formulation of research questions, research planning, selection of subjects and objects of research, methods of data collection and analysis, including using modern technologies.	BD

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ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English			
2	Business Marketing Strategies	strategies in a dynamic business environment. The course highlights key aspects of market analysis, creating competitive advantages, promoting innovative products and services, brand management and marketing plan development, modern approaches to digital marketing, data analysis and consumer interaction.	BD
3	Contemporary Policy Analysis	The course develops doctoral students’ ability to theoretically explain and contextually describe modern political phenomena based on theoretical and empirical data. The course includes an overview of the key concepts and analytical strategies used by political analysts, with an emphasis on developing strategies to address current political issues.	BD
4	Modern Strategic Analysis	The course is aimed at developing skills for assessing the development of the industry and the competitive position of the organization in it, developing corporate and business strategies. The course examines various schools, directions, methods and models of strategic analysis. Special attention is paid to determining the attractiveness of the industry for business development and the formation of competitive advantages of the organization.	BD
5	Fundraising	The course builds skills in attracting funding for non-profit organizations and projects through various sources such as grants, investments, private donations, charity auctions and merch sales. The course aims to explore the main aspects of fundraising, including developing strategies to attract donors, creating effective fundraising campaigns and managing investor relations.	BD
6	International Business Law	The course builds skills in supporting international business on a global scale and orientation in the current economic and legal international situation. The course examines the legal aspects of working in international markets, the legal regulation of export-import operations, contract law, investment strategies, and the specifics of conducting international business using e-commerce.	BD
7	PR management	The course builds skills in managing public relations in modern organizations. The course examines strategies for the development and implementation of communication strategies, corporate image formation, reputation management and public relations. The training includes case analysis, practical assignments, and the study of the latest trends in the field of PR.	BD
8	Modern Trends in Human Resource Management	The course focuses on developing human resource management skills in a rapidly changing, uncertain and digital environment to create innovative companies capable of exponential growth. The course covers issues of human resource management on a global scale, the use of big data, the creation of high-performance work systems and diversity management in organizations.	PD
9	Artificial Intelligence in Managing Socio-Economic Systems	The course is aimed at studying artificial intelligence and machine learning methods used in the analysis, modeling, and management of socio-economic systems. Approaches to forecasting, decision-making, and evaluating management efficiency based on data are considered.	PD
10	Stress Management and Emotional Resilience	The course helps to develop stress management and emotional stability skills in professional activities for effective work in conditions of increased workload and uncertainty. The course examines methods of analysis and management of stressful situations, techniques of emotional leadership, self-control and reflection of the emotional state.	PD
11	Organizational Behavior and Business Communication	The course provides a deep understanding of the key aspects of interaction in the organizational environment in the context of international and intercultural challenges. Doctoral students study the theoretical foundations of leadership and ethics, methods of applying leadership positions in modern organizations, cultural leadership, effective communication, conflict management and the development of interpersonal relationships, examples of successful leadership.	PD
12	Self-Management and Career Development	The course develops doctoral students’ skills in personal performance management and career development, constructive communication and leadership in a modern business environment. The course examines methods of self-organization, career planning and personal development management, time management strategies, tools for self-motivation of the head, adaptation to changes and strengthening of the professional image.	PD



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