

## Module Handbook of the Degree Programme “Economy” (Ba)

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Module Title	<b>M1. History of Kazakhstan</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Kossanbayev Saken Kurbanbekovich, Candidate of Historical Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	History of Kazakhstan and World History within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<b>Purpose:</b> To develop an objective understanding of the history of Kazakhstan based on a deep comprehension and scholarly analysis of the main stages, patterns, and distinctive features of the country's historical development. After completing this module, students will be able to: <ul style="list-style-type: none"> <li>- explain the main stages and patterns of the historical development of Kazakhstan;</li> <li>- analyze the causes and consequences of key events in the national history using methods of historical research;</li> <li>- demonstrate knowledge of the socio-political, economic, and legal foundations of society;</li> <li>- communicate effectively in oral and written forms in Kazakh, Russian, and foreign languages;</li> <li>- demonstrate civic responsibility and democratic values based on universal human values and critical thinking.</li> </ul>

Content of the Module	<p><b>Lectures:</b> Ancient peoples and the formation of nomadic civilization. Turkic civilization and the Great Steppe. The Kazakh Khanate. Kazakhstan in the modern era. Kazakhstan within the Soviet administrative-command system. The proclamation of Kazakhstan's independence. State system, socio-political development, foreign policy, and international relations. Methods and approaches of historical description used for analyzing the causes and consequences of events in the history of Kazakhstan.</p> <p><b>Practical classes:</b> Analysis of the concept and specific features of nomadic civilization. Study of the formation and development of Turkic civilization. Evaluation of the process of the establishment of the Kazakh Khanate and its historical significance. Analysis of the incorporation of Kazakhstan into the Soviet administrative-command system. Study of the formation of the independent state of Kazakhstan and the stages of its development. Evaluation of the role of socio-political development in shaping Kazakhstan's foreign policy. Study of methods and techniques for analyzing the causes of historical events in the history of Kazakhstan. Examination of methods and approaches for analyzing specific historical events in order to formulate managerial and social conclusions.</p>
Forms of Examination / Assessment	<p>Final Assessment – State Examination.</p> <p>The examination is conducted in the form of an oral exam with a duration of 120 minutes.</p> <p>The student responds to an examination card consisting of three tasks aimed at assessing theoretical knowledge, analytical skills, and the ability to interpret historical processes.</p> <p>The examination card includes the following tasks:</p> <ol style="list-style-type: none"> <li>1. Theoretical question. Explanation of one of the key stages in the historical development of Kazakhstan, characterization of historical processes, institutions, and phenomena, and clarification of the patterns of societal development.</li> <li>2. Analytical question. Analysis of a historical event, period, or phenomenon with the identification of its causes, consequences, and historical significance, using methods of historical research and comparative analysis.</li> <li>3. Situational / interpretative task. Interpretation of a historical source, fact, or problem with the formulation of well-reasoned conclusions, demonstrating the ability to relate historical processes to contemporary social development and civic responsibility.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: colloquia, written control works, and written and oral questioning. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Campbell I.W. Knowledge and the Ends of Empire, Kazakh Intermediaries and Russian Rule on the Steppe. 1731-1917. Cornell University Press, 2019. – 288 p.</li> <li>2. History of Kazakhstan (Kazakh Eli): A 4-volume textbook. Book 4: Independent Kazakhstan: prerequisites of the formation and development (in English) / T.O. Omarbekov, B.S. Sailan, A.Sh. Altaev [et al.]. – Almaty: Qazaq University, 2021. – 212 p.</li> <li>3. Mustoyapova Ainash. Decolonization of Kazakhstan. Palgrave Macmillan, 2024. – 316 p.</li> <li>4. Wheeler William. Environment and Post-Soviet Transformation in Kazakhstan's Aral Sea Region: Sea Changes. Berkeley: UCL Press, 2021. – 294 p.</li> <li>5. Ian W. Campbell. Knowledge and the Ends of Empire: Kazakh Intermediaries and Russian Rule on the Steppe. Translated by A. Razina and I. Zakharyaeva. Boston; Saint Petersburg: Academic Studies Press; Bibliorossika, 2022. 392 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 2. Philosophy</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Issengaliyeva Zhamilya Muratovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: History of Kazakhstan, Cultural Studies and Psychology

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> forming a holistic view of philosophy as a special form of knowledge of the world, its main sections, problems and methods of their study in the context of future professional activities.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- demonstrate comprehensive knowledge of the main sections, problems and methods of philosophy, in the context of their future professional activities;</li> <li>- form questions and key terms of philosophy, understand philosophical methods of solving problems of worldview in cultural contexts;</li> <li>- illustrate professional development based on the formation of worldview and social responsibility;</li> <li>- proficient in scientific terminology; possess competencies and skills of independent training;</li> <li>- adapt to new conditions and take initiative in new ideas, leading a healthy lifestyle;</li> <li>- speak languages (Kazakh, Russian, English) and communicate in society, taking into account the culture of academic honesty;</li> <li>- use scientific research and innovative methods to gain new knowledge;</li> <li>- develop innovative projects and evaluate their effectiveness.</li> </ul>
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Content of the Module	<p><b>Lectures:</b> Philosophy as a form of worldview: subject, method, functions. The main philosophical pictures of the world and their influence on the development of science and society. The problem of being: ontology and metaphysics. Cognition, rationality and philosophy of science. Person, society and value system. Ethics and philosophy of responsibility in the modern world. Aesthetics and philosophy of art. Philosophy of history and models of social development. Philosophy of religion and cultural forms of spirituality. National values and ideas "Mangilik El" in the context of modernization of society.</p> <p><b>Practical classes:</b> Analysis of the subject, methods and functions of philosophy as a system of understanding the world and the place of a person in it. Comparative assessment of historical types of paintings of the world and their impact on the development of science, culture and society. Systematic analysis of forms and levels of being, the relationship of matter, consciousness and reality. Research on the structure of knowledge, criteria for rationality and scientificity of knowledge, boundaries and possibilities of science. A person as a social subject and a system of values that determine social development. Assessment of moral norms and principles of responsibility of the individual and humanity in the context of global challenges of our time. Understanding the nature of art and aesthetic values as ways to spiritually master reality. Analysis of models of the historical process and assessment of factors of social development and social progress. The study of religion and spiritual practices as forms of culture and their role in shaping the worldview of the individual and society. Analysis of national identity, traditions and values of modernization of society in the context of sustainable development of the state.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual analysis Disclosure of the content of the main sections, categories and methods of philosophy, explanation of key terms and their meaning for professional activities, science and social development.</li> <li>2. Interpretive analysis of philosophical ideas Analysis of philosophical concepts and worldview problems in a cultural and social context, application of philosophical methods to explain professional and social situations.</li> <li>3. Case analysis/open questions Consideration of practical or professional situations from the standpoint of philosophical approaches, argumentation of one's own position, use of scientific terminology, principles of academic honesty and intercultural communication.</li> </ol>

Requirements for Learning and Examination	During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Jeff Sebo. The Moral Circle: Who Matters, What Matters, and Why – USA: W.W. Norton&amp;Company - 2025</li> <li>2. David Bentley Hart. All Things Are Full of Gods: The Mysteries of Mind and Life - USA: Yale University Press 2024</li> <li>3. Branskaya, E.V. Philosophy: a textbook for universities/E.V. Branskaya, M.I. Panfilova. - 2nd ed., Revised and add. - Moscow: Yuright Publishing House, 2024. - 184 p.</li> <li>4. Agnes Callard. Open Socrates: The Case for a Philosophical Life -W.W.Norton, 2025 (in Russian)</li> <li>5. Lavrinenko V.N., Chernyshova L.I., Kaftan V.V. Philosophy in Two Volumes. Volume 2: Fundamentals of Philosophy. Social Philosophy. Philosophical Anthropology. – Moscow: Yurait Publishing, 2023. – 247 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 3. Social and Political Studies</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Mazhinbekov Saken Aralbayevich, Candidate of Historical Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 15 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: History of Kazakhstan, Cultural Studies and Psychology

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop a systematic understanding of the laws governing the functioning and development of social and political processes, as well as to foster analytical, research, and communication competencies necessary for reasoned analysis of social phenomena and professional activity in the socio-political sphere.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main theoretical approaches and categories of sociology and political science, demonstrating a systematic understanding of social and political processes;</li> <li>- analyze social relations, institutions, and political processes using theoretical models and empirical data, including teamwork on case studies and projects;</li> <li>- evaluate social phenomena based on reasoned analysis of scientific sources and empirical data while demonstrating social and ethical responsibility;</li> <li>- apply basic methods of social research (document analysis, comparative analysis, interpretation of statistical data) in studying social and political processes;</li> <li>- present analytical results in oral and written form while adhering to the principles of academic integrity, professional communication standards, and academic writing.</li> </ul>
<p>Content of the Module</p>	<p><b>Lectures:</b> Sociology and political science as scientific disciplines: subject, functions, methods, and place in the system of social sciences. Society as a social system: structure, social relations, and social processes. Social norms and values of modern society: socio-ethical foundations of social development. Social institutions: essence, functions, typology, and transformation in modern conditions. Political institutions and the state as a system-forming element of the political system. Civil society and mechanisms of public participation and control. Political systems and political regimes: typology and comparative analysis. Political power, legitimacy, and mechanisms of its implementation. Political culture, political consciousness, and political behavior. Methods of social and political analysis: theoretical and empirical approaches.</p> <p><b>Practical Classes:</b> Systemic analysis of sociology and political science as scientific disciplines. Structural and functional analysis of society as a social system. Analysis of value orientations in modern society based on empirical data. Functional analysis of social institutions (family, education, economy, etc.). Institutional analysis of the state and political institutions. Comparative analysis of political regimes (case study). Analysis of mechanisms of civil society participation in the political process. Case analysis of political power and legitimacy. Study of political culture and political behavior (work with sociological research data). Preparation and presentation of an analytical mini-research project on a selected socio-political issue.</p>

Forms of Examination / Assessment	<p>The exam is conducted in the form of a written examination lasting 60 minutes. The student answers three questions in writing. Each exam includes:</p> <ol style="list-style-type: none"> <li>1. Question on key concepts and categories Explanation of key concepts of sociology and political science, laws of social functioning, political institutions, social groups and processes, and the role of power and civil society.</li> <li>2. Task on assessment of socio-political dynamics Analysis of social and political indicators based on statistical data, surveys, or sociological research, identifying trends in social development and political institutions, and formulating conclusions about current socio-political dynamics.</li> <li>3. Situational task / political-sociological case Argumentative analysis of specific socio-political situations using theory and empirical data, including formulation of conclusions and recommendations.</li> </ol>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Giddens A., Sutton P. Sociology. 9-th edition. – Polity Press, 2021. – 1152 p.</li> <li>2. Hague R., Harrop M., McCormick J. Comparative Government and Politics. – 2022. – 516 p.</li> <li>3. The New Handbook of Political Sociology – Cambridge University Press, 2020. – 1142 p.</li> <li>4. Kravchenko A.I. Sociology. – Moscow: Yurait Publishing House, 2022. – 433 p. (in Russian)</li> <li>5. Gadzhiev K.S. Political Science. – Moscow: Yurait Publishing House, 2025. – 493 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 4. Cultural Studies and Psychology</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Sultanov Serik Askarbekovich, Doctor of Political Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 15 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: History of Kazakhstan

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> the formation of students' systematic understanding of culture as a semiotic and value system, as well as the development of psychological competence in the field of self-regulation, professional self-determination and management of interpersonal conflicts.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- demonstrate personal and professional development through the manifestation of civil, social and spiritual responsibility;</li> <li>- apply scientific methods and approaches to analyze and solve professional and social problems;</li> <li>- assess the consequences of their professional and public decisions for society, culture and the environment;</li> <li>- integrate socio-cultural and professional knowledge into practical activities;</li> <li>- communicate freely in the professional environment and society in Kazakh, Russian and English orally and in writing;</li> <li>- apply intercultural communication skills when interacting with representatives of different countries and cultures.</li> </ul>
<p>Content of the Module</p>	<p><b>Lectures.</b> Culture morphology. Language and semiotics of culture. Culture of nomads, proto-Turks and Turks. Medieval culture of Central Asia. Kazakh culture of the XVIII-XIX centuries. Kazakh culture of the XX century. Cultural policy of the Republic of Kazakhstan. State program "Cultural Heritage." National consciousness and personality motivation. Emotions, intelligence and human will. Psychology of self-regulation. Individual typological features of personality. Values, interests and norms. Meaning of life and professional self-determination. Communication of individuals and groups. Socio-psychological conflict and patterns of behavior in conflict.</p> <p><b>Practical classes:</b> Critical analysis of the modern significance and role of cultural studies in the study of society. Evaluation of the functions of cultural studies and systematization of theoretical approaches to understanding culture. Analysis and classification of levels of perception and interpretation of cultural phenomena. Systematization of the subject of cultural studies and the definition of its key research goals. Comparative analysis of leading areas of cultural studies. Evaluation of the role of cultural studies in the educational process and the formation of worldview. Critical analysis of philosophical concepts of culture within the framework of existentialism. Systematization and analysis of human behavior patterns in conflict situations.</p>

Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <p>1. Problem solving Analysis of social and cultural factors influencing the formation of personal identity. Using theories of personality psychology and cultural studies, explain the differences in the perception of oneself in different cultures.</p> <p>2. Graphical analysis Build a diagram illustrating the influence of cultural factors on intercultural communication. Apply models of cultural adaptation and cross-cultural psychology to analyze interactions in different social contexts.</p> <p>3. Case analysis Propose conflict resolution strategies in a working group consisting of people from different cultural backgrounds. Use knowledge of intercultural communication and psychology to improve interaction and prevent conflict.</p>
Requirements for Learning and Examination	<p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<p>1. ByEric B. Shiraev, David A. Levy. Cross-Cultural Psychology Critical Thinking and Contemporary Applications. Pub. LocationNew York, Imprint: Routledge. 2024. 576 p.</p> <p>2. Batja Mesquita. Between Us: How Cultures Create Emotions. W. W. Norton &amp; Company. 2022. 304p.</p> <p>3. R. W. Pickford. Psychology and Visual Aesthetics. Taylor &amp; Francis, 1 sept. 2025. 302p.</p> <p>4. Andreeva G. M. Social psychology. Textbook. - M.: Aspect Press. 2022. 363 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 5.1. Ecosystem and Law</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Tleulov Bolatbek Ernstovich, Candidate of Pedagogical Sciences, Associate Professor Utemisova Guliya Tulendiyevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Elective component
Teaching methods	Practical classes

Workload (including contact hours and self-study):	Total workload – 150 hours: Practical classes – 60 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	History of Kazakhstan, Geography, Fundamentals of law within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop integrated knowledge in the fields of economics, law, anti-corruption culture, ecology and life safety, entrepreneurship, and research methodology.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- conduct scientifically grounded analysis of the legal regulation of ecosystems using normative and comparative research methods;</li> <li>- assess the social, environmental, and economic consequences of managerial decisions and formulate well-reasoned conclusions;</li> <li>- identify and analyze legal and entrepreneurial risks under conditions of regulatory uncertainty;</li> <li>- develop alternative managerial solutions and justify the selection of the optimal option;</li> <li>- collect, systematize, and interpret environmental and economic data using digital tools;</li> <li>- present the results of analysis in written and oral form both individually and as part of a team.</li> </ul>
Content of the Module	<p><b>Practical classes:</b> Application of research methods to analyze the legal regulation of ecosystems. Analysis of regulatory legislation in the field of environmental management and identification of key legal norms. Comparison of international and national mechanisms of sustainable development to identify best practices. Assessment of legal and environmental-economic risks of an economic project. Examination of decision-making under conditions of regulatory and economic uncertainty with justification of the selected strategy. Development of an economic and legal justification for environmental protection measures. Analysis of environmental and economic data using digital tools. Design of a model of environmentally sustainable enterprise management. Study of strategies for rational environmental management for a specific enterprise with an assessment of their economic and legal effectiveness. Preparation of a mini-research project on issues of legal regulation of ecosystems.</p>

Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of computer-based testing with a duration of 60 minutes. The examination consists of 40 test questions randomly selected from a question bank of 300 items. This format ensures the objectivity of assessment and balanced coverage of all sections of the course. The test includes the following types of questions:</p> <ol style="list-style-type: none"> <li>1. Theoretical test questions. Assessment of knowledge of concepts and categories in the fields of ecology, law, sustainable development, anti-corruption culture, and entrepreneurship, as well as understanding of legal mechanisms regulating environmental management and life safety.</li> <li>2. Analytical test questions. Questions aimed at interpreting regulatory situations, identifying legal risks, analyzing the consequences of managerial decisions, and selecting appropriate legal and economic regulatory instruments.</li> <li>3. Situational tests / case-based questions. Tasks simulating real managerial and legal situations that require selecting the optimal solution based on environmental-economic data, principles of sustainable development, and legal norms.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: colloquia, written control works, and written and oral questioning. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. At the differentiated credit assessment, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. A Barrister for the Earth: How Legal Systems Must Rise to Protect Life on Planet Earth – Monica Feria-Tinta (2025). – 352 p.</li> <li>2. Behera B., Prasad R. Environmental Technology and Sustainability: Physical, Chemical and Biological Technologies for Clean Environmental Management. Elsevier, 2020. – 216 p.</li> <li>3. Brears R.C. (Ed.) The Palgrave Handbook of Climate Resilient Societies. Palgrave Macmillan, 2021. – 871 p.</li> <li>4. Bykovskiy V.K. Legal and organizational foundations of state forest management. Moscow: Yurait, 2024. – 252 p. (In Russian)</li> <li>5. Ermolina M.A. International Environmental Law and Environmental Protection Regimes: Study Guide for Universities. Moscow: Yurait, 2022. – 149 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 5.2. Entrepreneurship and Financial Literacy</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Kanashayev Daulet Yessenbaiuly, PhD, Lecturer Kulbay Bauyrzhan Susaruly, PhD, Senior Lecturer
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Elective component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Practical classes – 60 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Fundamentals of Economics, Fundamentals of Law within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop competencies in the organization and management of entrepreneurial activities; planning, forecasting, and management of personal and corporate financial resources; analysis of risks, financial sustainability, and the economic efficiency of decisions; and the application of digital tools and methods of economic and mathematical modeling.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- identify and analyze risks associated with entrepreneurial activities and financial decisions under conditions of uncertainty;</li> <li>- develop managerial decisions and strategic courses of action taking into account economic, legal, and financial constraints;</li> <li>- develop business plans and investment projects for entrepreneurial activities, including the assessment of economic efficiency and financial risks;</li> <li>- plan enterprise activities and forecast financial indicators, including revenues, expenditures, and resource requirements;</li> <li>- apply research methods to analyze markets, regulatory frameworks, and financial alternatives;</li> <li>- assess the social and ethical consequences of managerial and financial decisions;</li> <li>- present the results of analyses, projects, and research in Russian, Kazakh, and English in accordance with the principles of academic integrity;</li> <li>- apply economic-mathematical and financial modeling to evaluate the performance of business entities and forecast financial indicators;</li> <li>- develop recommendations for optimizing the use of material, labor, and financial resources to improve operational efficiency.</li> </ul>

Content of the Module	<p><b>Practical classes:</b> Analysis of the nature of entrepreneurship, its forms, types, and conditions for development. Evaluation of organizational and legal forms of entrepreneurship and preparation of founding documents for business registration. Analysis of contractual relations and the formalization of business transactions with partners. Assessment of entrepreneurial risks and the application of risk analysis methods. Development of a business plan, including the financial, organizational, and strategic structure of an enterprise. Planning of enterprise revenues, expenditures, and financial flows, as well as forecasting financial indicators. Management of personal finances, including budgeting, tax calculations, insurance, and retirement savings planning. Application of economic-mathematical and financial modeling methods to assess enterprise performance. Development of recommendations for optimizing the use of material, labor, and financial resources and evaluating the profitability of decisions. Preparation and defense of a research project on entrepreneurship and financial literacy.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of computer-based testing with a duration of 60 minutes. The examination consists of 40 test questions randomly selected from a question bank of 300 items. This format ensures the objectivity of assessment and balanced coverage of all sections of the course. The test includes the following types of questions:</p> <ol style="list-style-type: none"> <li>1. Theoretical test questions. Assessment of knowledge of concepts and categories related to entrepreneurial activity, financial planning, resource management, risk assessment, and the economic efficiency of decisions.</li> <li>2. Analytical test questions. Questions aimed at interpreting financial and economic situations, selecting optimal managerial decisions, analyzing enterprise performance indicators, and assessing the consequences of entrepreneurial actions.</li> <li>3. Situational tests / case-based questions. Tasks simulating practical entrepreneurial situations that require the application of business planning methods, forecasting, economic and mathematical modeling, and financial risk assessment.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>

Reading List	<ol style="list-style-type: none"> <li>1. Eamonn Butler. An introduction to entrepreneurship. – Institute of Economic Affairs, 2020. – 146 p.</li> <li>2. Winters D.L. Financial Literacy XL: Curriculum For Financial Education. 2025. – 138 p.</li> <li>3. Yatskov I.B. Fundamentals of Financial Literacy and Entrepreneurial Activity: Textbook. Saint Petersburg: Lan, 2024. – 332 p. (In Russian)</li> <li>4. Abdelli M.E.A., Youssef W.A.-B., Ozgoker U., Slimene I.B. (Eds.) Big Data for Entrepreneurship and Sustainable Development. CRC Press, 2022. – 223 p.</li> <li>5. Allen Kathleen. Entrepreneurship For Dummies. 2nd Edition. – Wiley Publishing, Inc., 2023. – 448 p.</li> <li>6. Njegomir V. Insurance and Entrepreneurship: a Theoretical and Empirical Analysis of Interdependence. Vladimir Njegomir, 2021. – 350 p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 6.1. Abay Study</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Nurtazin Yerkinbek Kadyrbekovich, Candidate of Legal Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Lectures – 15 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Module: History of Kazakhstan

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop students' holistic understanding of the personality, work, and philosophical views of Abai Kunanbayev, and to develop their ability to interpret his works in a historical and cultural context and apply Abai's value, moral, and social ideas to shape their worldview, civic responsibility, and professional communication culture.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze Abai's life, work, and philosophical ideas in the context of Kazakhstan's social and cultural development;</li> <li>- interpret poetry and "Words of Edification," identifying their moral, social, and educational messages;</li> <li>- reasonably discuss the significance of Abai's legacy for shaping individual worldviews and civic responsibility in modern society;</li> <li>- apply Abai's value and humanistic ideas in personal development, academic communication, and professional activities;</li> <li>- - use scientific and literary sources to analyze Abai's legacy, formulate conclusions, and present them orally and in writing.</li> </ul>
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Content of the Module

**Lectures.** The historical and cultural conditions of 19th-century Kazakhstan and their influence on the formation of Abai's personality. Abai's life and the main stages of his creative work. Abai as the founder of Kazakh written literature and national culture. Abai's philosophical views and his concept of moral and spiritual perfection. Abai's ideas on the role of education, science, and self-development. "Words of Edification" as a philosophical and moral system of personal development. Social criticism in Abai's works and its significance for social development. Abai's social and legal activities and the significance of "The Karamola Regulations." Research into Abai's legacy in the 20th-21st centuries and the development of Abai studies as a scientific field. The image of Abai in historical sources and fiction. The significance of Abai's legacy for intercultural dialogue and modern Kazakhstani society.

**Practical classes.** Analysis of the historical and cultural factors in the formation of Abai's personality, with a diagram of the environmental influence on his worldview. A study of biographical and literary sources and the compilation of a chronology of Abai's life and work. A review of scholarly approaches to the study of Abai's legacy and the preparation of an analytical report based on one scholarly interpretation of his work. A textual analysis of Abai's poetic works, identifying moral and socio-philosophical ideas and discussing the results. An analysis of Abai's social and legal ideas using the example of the "Karamola Regulations," with the formulation of conclusions on the document's significance. An interpretation of Abai's philosophical views and the preparation of a reasoned oral presentation on his concept of moral perfection. A discussion on the role of education and science in the development of society based on Abai's works, with the preparation of theses and their public defense. An interpretation of the "Words of Edification," highlighting key value categories and compiling a table of their modern significance. A comparative analysis of Abai's social criticism and contemporary social issues, with the formulation of substantiated conclusions. A comparison of Abai's image in fiction and historical research, with the presentation of the results in the form of a mini-report. The importance of Abai's ideas for students' professional and personal development, with elements of reflection. A discussion of the role of Abai's legacy in shaping youth civic responsibility, with the preparation of a short written essay.

Forms of Examination / Assessment	<p>The differentiated assessment in "Abai Studies" is administered orally for 30 minutes and is aimed at assessing students' development of analytical, interpretative, and communicative skills related to understanding Abai's legacy.</p> <p>Students orally answer assessment questions, demonstrating their ability to analyze Abai's ideas, interpret his works, and reasonably apply them in socio-cultural and professional contexts.</p> <p>The differentiated assessment questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical Question. Analysis of the historical and cultural context of Abai's work, exploration of his philosophical, social, and educational ideas, and assessment of their significance for the development of Kazakh culture and society.</li> <li>2. Analytical Task. Interpretation of a fragment of a poetic work or "Words of Edification," identifying key moral, socio-philosophical, and educational ideas and formulating reasoned conclusions.</li> <li>3. Discussion Task. A reasoned justification of the significance of Abai's ideas for modern society, professional activity, and the formation of individual civic responsibility.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and earn a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points in the differentiated assessment.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Suat Beylur Omirbek Hanayi, The Wisdom of the Great Steppe - ABAI KUNANBAIULY, Eurasian Research Institute Almali Avdani: 1st Edition, 2021.-336 p.</li> <li>2. Gabriel McGuire, The Image of Abai in Kazakh Novels: The Case of Auezov, Abai Center, Nazarbayev University, 2021.-45 p.</li> <li>3. Didar Amantay, The Modernist Way of Abai, Abai Center, Nazarbayev University, 2022.-52 p.</li> <li>4. Torgautova Sh.A. Abaytan: oku kuraly/Sh.A. Torgautova. -Almaty: EDPHub (Indipe Hub); Moscow: IP Ar Media.2024.-280 b. (in Russian)</li> <li>5. Tarakov Anuar Sauatovich. Poem of the Universe (Analysis and new assessment of the poetry of the great Kazakh classic Abai Kunanbayev). / Anuar Sauatovich Tarakov. - Almaty: Sardar Publishing House, 2020. - 272 p. (in Russian)</li> <li>6. Makin, Kairzhan Khadzhi. The Flame Ignited by Abai: Educational Articles and Reflections / K. Makin. - Almaty: Tamy, 2020. - 335 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 6.2. Mukhtar Study</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Nurtazin Yerkinbek Kadyrbekovich, Candidate of Legal Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Lectures – 15 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Module: History of Kazakhstan
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' holistic understanding of the life, work, and scientific legacy of Mukhtar Auezov, to analyze his literary and research works in a historical and cultural context, and to apply the writer's ideas to develop their worldview, civic responsibility, and a culture of academic communication.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the life, creative, and scientific work of Mukhtar Auezov in the historical and cultural context of 20th-century Kazakhstan;</li> <li>- interpret Mukhtar Auezov's literary and scientific texts, identifying their historical, philosophical, and socio-cultural ideas;</li> <li>- evaluate the influence of world classical literature on the development of Mukhtar Auezov's artistic method and substantiate the writer's contribution to the global literary tradition;</li> <li>- compare archival documents, scientific sources, and literary works to identify the characteristics of Mukhtar Auezov's authorial worldview;</li> <li>- articulately discuss the significance of M. Auezov's legacy for the formation of national identity, civic engagement, and the cultural development of society;</li> <li>- utilize scholarly and literary sources in preparing oral and written presentations, demonstrating a culture of academic communication.</li> </ul>

Content of the Module

**Lectures.** The historical and cultural conditions of Kazakhstan in the late 19th and first half of the 20th centuries and their influence on the formation of M. Auezov's personality. M. Auezov's life and the main stages of his creative and scholarly work. M. Auezov's role in the development of Kazakh literature and national culture. The epic novel "The Path of Abai" as an artistic interpretation of a historical era and the spiritual development of society. M. Auezov's scholarly legacy and his contribution to Abai studies. M. Auezov's contribution to folklore studies and the study of epic heritage. The influence of world classical literature on the development of M. Auezov's artistic method. Features of M. Auezov's artistic method and worldview in the context of the global literary process. Working with archival sources and scholarly materials in the study of M. Auezov's legacy. The significance of M. Auezov's work for the formation of national identity and intercultural dialogue in modern society.

**Practical classes** An analysis of the historical and biographical factors that shaped M. Auezov's personality, with a diagram of the era's influence on his worldview. A chronology of M. Auezov's life and work is compiled based on literary and archival sources. A textual analysis of fragments of the novel "The Path of Abai" is provided, identifying historical and philosophical ideas. An interpretation of M. Auezov's scholarly works in the field of Abai studies is provided, with key conclusions drawn. An analysis of folklore and epic materials used by M. Auezov in his research. A comparison of the influence of world classical literature and national tradition in M. Auezov's work. A well-reasoned presentation on M. Auezov's artistic method is prepared. Archival documents, letters, and memoirs of contemporaries are used to identify the specific features of M. Auezov's worldview. An interpretation of M. Auezov's role in the development of national culture and science is provided. The significance of M. Auezov's legacy for modern society and professional communication is explored.

Forms of Examination / Assessment	<p>The differentiated assessment in the "Mukhtar Studies" course is conducted orally for 30 minutes and is aimed at assessing students' analytical, interpretative, and communicative skills related to the study of M. Auezov's artistic and scientific legacy.</p> <p>Students orally answer assessment questions, demonstrating their ability to analyze M. Auezov's work, interpret his texts, and articulately evaluate the significance of his legacy in historical, cultural, and professional contexts.</p> <p>The differentiated assessment questions include:</p> <ol style="list-style-type: none"> <li>1. Contextual-theoretical question. Discovering the historical and cultural context of M. Auezov's life and work, characterizing his role in the development of 20th-century Kazakh literature, his contribution to Abai studies, folklore studies, and the humanities, as well as assessing the significance of the epic novel "The Path of Abai" for national and world culture.</li> <li>2. Analytical assignment. Interpretation of a fragment of a work of fiction or scientific text by M. Auezov, identifying historical, philosophical, and socio-cultural ideas and formulating substantiated conclusions.</li> <li>3. Discussion assignment. A reasoned justification for the significance of M. Auezov's legacy for modern society, the formation of national identity, the culture of academic communication, and the development of humanities.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and earn a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points in the differentiated assessment.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Svetlana Ananyeva, Mukhtar Auezov in the Dialogue of Cultures, Keremet, 2021.-245 p.</li> <li>2. Bakytzhan Maytanov, Mukhtar Auezov and the Modern Epic, Science Academy Publishing, 2023.-310 p.</li> <li>3. Gulnar Myrzabekova, Mukhtar Auezov and World Literature, Al-Farabi University Press, 2024.-215 p.</li> <li>4. M.Auezov. Abai's path. An epic novel. 2024 Published by Meloman Publishing - 434 p. (in Russian)</li> <li>5. Words of edification. Abay Kunanbaev. - Meloman Publishing. 2025.– 172 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 6.3. Basics of Artificial Intelligence</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Iztayev Zhalgasbek Dulatovich, Candidate of Pedagogical Sciences, Associate Professor
Language of instruction	Russian, Kazakh

Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Lectures – 15 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Computer Science, Information and communication technologies within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic understanding of the capabilities of artificial intelligence and practical skills in using AI tools for data analysis, solving applied problems, and the responsible application of digital technologies in their professional activities.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main areas of artificial intelligence development and its potential applications in professional activities;</li> <li>- use artificial intelligence tools to analyze data, process text and visual information, and solve applied problems;</li> <li>- interpret the results of AI systems and assess their limitations and application risks;</li> <li>- select digital tools and artificial intelligence platforms depending on the task at hand;</li> <li>- analyze practical situations involving the application of artificial intelligence, taking into account legal, ethical, and social aspects;</li> <li>- - present the results of using AI tools orally and in writing, demonstrating digital literacy and a culture of professional communication.</li> </ul>

Content of the Module

**Lectures.** Introduction to artificial intelligence and its role in the digital transformation of society and the economy. Key areas of artificial intelligence and its application in professional activities. Machine learning as a tool for data analysis and decision making. Large-scale language models and generative artificial intelligence. Natural language processing and text analysis. Computer vision and visual data analysis. Digital artificial intelligence platforms and no-code tools. Using generative artificial intelligence in professional activities. Data visualization and analytics using AI. Ethical, legal, and social aspects of artificial intelligence implementation. Responsible and safe use of artificial intelligence technologies.

**Practical classes.** Analysis of artificial intelligence application examples in economics and the social sphere, drawing conclusions about its effectiveness. Working with large-scale language models for processing text information and solving applied problems. Data analysis practice using machine learning tools and visualization of results. Using natural language processing tools to analyze texts and draw conclusions. Working with computer vision tools for image recognition and interpretation of results. Solving practical problems using no-code artificial intelligence platforms. Using generative artificial intelligence to create text and visual materials. Preparing an analytical report on the results of using AI tools. Discussing the ethical and legal aspects of using artificial intelligence based on case studies. Presenting the results of practical work with AI tools and substantiating the findings.

Forms of Examination / Assessment	<p>The differentiated assessment in the course "Fundamentals of Artificial Intelligence" is administered orally and lasts 30 minutes.</p> <p>The student orally answers the differentiated assessment questions, demonstrating an understanding of the course content and the ability to apply artificial intelligence technologies in a socio-professional context while adhering to the principles of digital literacy and responsibility.</p> <p>1. Theoretical Question. Disclosure of the essence of artificial intelligence, a description of its main areas, and an explanation of its role in the digital transformation of society and professional activity.</p> <p>2. Practical and Analytical Task. Analysis of a practical situation involving the application of artificial intelligence or a demonstration of an algorithm for using an AI tool, explaining the results obtained and assessing the limitations of the technology.</p> <p>3. Problem-Based Discussion Task. A reasoned justification of the opportunities and risks of introducing artificial intelligence into the professional sphere, an analysis of the ethical and legal aspects of its use, and an explanation of the principles of responsible use of digital technologies.</p>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and earn a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points in the differentiated assessment.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Stuart Russell, Peter Norvig, Artificial Intelligence: A Modern Approach, Pearson, 2021.-1168p.</li> <li>2. Muralidhar Kurni, Mujeeb Shaik Mohammed, Srinivasa K G. A Beginner's Guide to Introduce Artificial Intelligence in Teaching and Learning. Textbook. 2023. 229p.</li> <li>3. Charu C. Aggarwal, Artificial Intelligence: A Textbook, Springer, 2021.-513 p.</li> <li>4. Bratko, Prolog Programming for Artificial Intelligence, Pearson, 2024.-712 p.</li> <li>7. 5. Borovskaya E.V. Fundamentals of Artificial Intelligence: A Tutorial. 4th ed., electronic. Moscow: Knowledge Laboratory, 2020. 130 p. (in Russian)</li> <li>8. 6. Vatyana A.S., Gusarova N.F., Dobrenko N.V. Artificial Intelligence Systems. St. Petersburg: ITMO University, 2022. 186 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 6.4. Fundamentals of Anti-Corruption Culture</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester

Person(s) responsible for the module	Nurtazin Yerkinbek Kadyrbekovich, Candidate of Legal Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Lectures – 15 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Fundamentals of law within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic understanding of the legal, socioeconomic, and ethical aspects of corruption, and to develop their ability to identify corruption risks, analyze legal situations, and apply the principles of integrity, responsibility, and legal culture in their professional and public activities.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the nature of corruption, its causes, manifestations, and socioeconomic consequences for the state and society;</li> <li>- analyze regulations and professional situations to identify corruption risks and legal violations;</li> <li>- assess corruption factors in organizational and professional activities and propose preventive measures;</li> <li>- articulately justify the importance of the principles of integrity, transparency, and legal responsibility in the professional environment;</li> <li>- use digital tools to search for and analyze legal information and identify corruption-causing factors;</li> <li>- present the results of legal analysis orally and in writing, demonstrating professional communication skills.</li> </ul>

Content of the Module	<p><b>Lectures.</b> Corruption as a socio-economic and legal phenomenon and its impact on the development of the state and society. Regulatory framework for combating corruption in the Republic of Kazakhstan and international anti-corruption standards. Legal culture, integrity, and professional responsibility in a rule-of-law state. Corruption risks and corruption-causing factors in professional activities. Anti-corruption policy, compliance systems, and corruption prevention mechanisms. Conflicts of interest and ethical dilemmas in professional activities. Perception of corruption in society and the educational environment and its influence on the formation of legal behavior. Using digital technologies to analyze regulations and identify corruption risks. Social, economic, and legal consequences of corruption. The role of civic responsibility and legal culture in preventing corruption.</p> <p><b>Practical classes.</b> Analysis of the concepts of corruption and anti-corruption culture, formulating their characteristics and functions. Working with regulations and defining anti-corruption mechanisms. Analysis of professional situations, identifying corruption risks and proposing preventive measures. Assessing conflicts of interest and developing solutions based on legal and ethical standards. Conducting anti-corruption assessments of regulatory documents. Analyzing sociological data on corruption perceptions and drawing conclusions. Resolving case studies on decision-making in the face of ethical dilemmas. Using digital tools to search for legal information and analyze regulations. Preparing a mini-project on developing measures to prevent corruption risks. Presenting the results of the legal analysis and justifying the proposed solutions.</p>
Forms of Examination / Assessment	<p>The student orally answers differentiated assessment questions, demonstrating their ability to analyze legal situations, identify corruption risks, and reasonably justify decisions based on principles of integrity and legal responsibility.</p> <p>Differentiated assessment questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and legal question. Explain the nature of corruption, its causes, and consequences, characterize the state's anti-corruption policy, and substantiate the importance of legal culture and professional responsibility.</li> <li>2. Case analysis of a legal situation. Analysis of a proposed professional situation or a fragment of a regulatory act, identifying corruption risks, explaining legal violations, and proposing preventive measures.</li> <li>3. Problem-solving and discussion assignment. Substantiate the role of anti-corruption culture in professional activity, analyze the impact of corruption on the economy and public trust, and formulate a reasoned position on issues of integrity and responsibility.</li> </ol>

Requirements for Learning and Examination	Ongoing assessment: colloquiums, written tests, and written and oral quizzes. During the semester, students must complete assignments according to the syllabus and earn a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points in the differentiated assessment.
Reading List	1. Anti-Corruption Compliance: A Guide for Small and Mid-Sized Organizations- Gemma Aiolfi: Edward Elgar Publishing, 2020. – 192 p. 2. M.T. Alimbekov, A.Zh. Shpekbayev, B.N. Asylov, M.S. Bashimov, E.E. Duisenov, A.N. Eskaraev, A.Zh. Zhumagali, N.H. Kalisheva, Anti-Corruption Policy of the Republic of Kazakhstan, Al-Farabi Kazakh National University Press, 2024.-360 p. 3. Joseph Pozsgai-Alvarez, Roxana Bratu, The Routledge Handbook of Anti-Corruption Research and Practice, Routledge, 2025.-560 p. 9. 4. Ualieva A.Zh., Rakhmetova Z.A. U13 Fundamentals of Anti-Corruption Culture: A Manual / Compiled by: A.Zh. Ualieva, Z.A. Rakhmetova. - Almaty: "ADAL KITAP", 2024. - 96 p. (in Russian) 10. 5. Aituarova, A.B. Corruption Prevention in the Internal Affairs Bodies of the Republic of Kazakhstan: A Manual, 2024. - 303 p. (in Russian) 11. 6. Qalqamanuly, M. Fundamentals of Anti-Corruption Culture: A Workshop, 2024. - 197 p. (in Russian)
Date of update	28.08.25

Module Title	<b>M 7. Kazakh (Russian) Language</b>
Semester(s) in which the module is taught	1 <sup>st</sup> and 2 <sup>nd</sup> semesters
Person(s) responsible for the module	Turebekova Bakhytkul Askarkyzy, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 300 hours, total workload per semester: 150 hours: Practical classes – 60 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	10 ECTS (5 ECTS per semester)
Prerequisites (required and recommended)	Kazakh Language, Russian Language within secondary or technical and vocational education programmes.

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> forming students' communicative competencies of professional and academic communication in Kazakh (Russian), including the development of skills of reasoned oral utterance, preparation of academic texts and intercultural interaction.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- - formulate logically structured oral and written statements in Kazakh (Russian) on social, cultural and professional issues, including economic issues;</li> <li>- participate in academic and professional communication, express a reasoned position and conduct a discussion correctly;</li> <li>- prepare academic and professionally oriented texts (abstract, essay, message, presentation) in compliance with the norms of literary language and the principles of academic honesty;</li> <li>- to use the Kazakh (Russian) language as a means of professional and intercultural interaction;</li> <li>- to present the results of educational or mini-research work including materials on socio-economic topics in oral and written form.</li> </ul>
<p>Content of the Module</p>	<p>Students studying in Kazakh study this module in Russian. Students studying in Russian study this module in Kazakh.</p> <p><b>Practical classes:</b></p> <p>1<sup>st</sup> semester</p> <p>Diagnosis of language proficiency and determination of individual learning goals. The repetition of literary language norms and the development of speech culture. Oral communication in the academic environment: self-presentation, dialogue, formulation of questions and answers. Working with scientific and professional texts: defining the topic, purpose, arguments, and key concepts. Academic reading skills: annotating, abstracting, and structuring text. Fundamentals of Academic Writing: the structure of the paragraph, the logic of the text and the means of coherence. Preparation of a short report on a socio-economic topic. Discussion as a form of academic communication: formulation of arguments and conclusions. Academic ethics and the culture of scientific speech: quoting and formatting sources.</p> <p>2<sup>nd</sup> semester</p> <p>Preparation of oral presentations and presentations on professional topics. Speech cliches of scientific and business communication. Professional communication: drafting business letters, inquiries, and official texts. Intercultural communication in a professional environment. Writing a reasoned essay on a socio-economic issue. Preparation of a mini-study and its presentation in Kazakh (Russian). Analyzing professional discussions and formulating your own position. Final presentation and participation in an academic discussion.</p>

Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student answers 3 questions of the examination assignment. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Text analysis. An analysis of an academic, publicistic or professionally oriented text, a summary of its content, a definition of the topic, the main idea, the author's arguments, and his own interpretation.</li> <li>2. Academic speaking. A short monologue on a proposed social, cultural, or professional topic (including economic), demonstrating the logic of speech, reasonableness of position, and mastery of literary language norms.</li> <li>3. Dialogue with the examiner. Discusses in an academic or professional context, defends his point of view in a reasoned manner and demonstrates intercultural and professional communication skills.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. At the differentiated credit assessment, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Allazov Elvin (ed.) Kazakh for beginners: a comprehensive self-study course. For beginners: beginner to pre-intermediate. — Independently published, 2019. — 233 p.</li> <li>2. Balabekov A., Ormanova A. (comp.) Kazakh language: advanced level (C1): universal textbook for the Kazakh diaspora abroad. - Astana: Ministry of Science and Higher Education Committee on Language Policy, 2023. — 225 p.</li> <li>3. Aitbaeva B., Demesinova L., Muratova A. (comp.) Kazakh language. B1 middle level. Training manual. - Astana: Arlan Print, 2025. - 231 p. (in Kazakh)</li> <li>4. Baidullayeva R.Sh., Lesbekova L.Zh., Turebekova B.A. Russian language (Level - A1, Level - A2.). Textbook. Part 1. Shymkent: M. Auezov South Kazakhstan State University, 2020. 126 p. (in Russian)</li> <li>5. Lecturer Pavel Alexandrovich, Dibrova E.I. Kasatkin L.L. Klobukov E.V. Modern Russian language: Textbook. - Moscow: Yurayt, 2020. - 493p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 8. Foreign Language</b>
Semester(s) in which the module is taught	1 <sup>st</sup> and 2 <sup>nd</sup> semesters
Person(s) responsible for the module	Merekeyeva Aliya Zhanybekovna, Senior Lecturer, Master
Language of instruction	English

Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 300 hours, total workload per semester: 150 hours: Practical classes – 60 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	10 ECTS (5 ECTS per semester)
Prerequisites (required and recommended)	Foreign Language within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming students' communicative competencies for professional and academic communication in a foreign language, to develop skills for understanding, interpreting and presenting information of a social and professional nature, as well as the ability to use a foreign language as a tool for intercultural interaction in educational and professional activities.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- understand the main content of authentic social and professional texts in a foreign language;</li> <li>- formulate oral statements on educational, social and professional topics, logically expressing thoughts and arguing a position;</li> <li>- participate in dialogue and discussion, using a foreign language for academic and professional interaction;</li> <li>- prepare short written texts (messages, letters, reports, annotations) in compliance with the norms of academic and business style;</li> <li>- provide information orally, including a description of the data, graphs, and analysis results.</li> </ul>

Content of the Module	<p><b>Practical classes:</b></p> <p>1<sup>st</sup> semester  An introduction to academic and professional communication in a foreign language. Vocabulary and structures of business communication. Reading and understanding authentic texts of a social and professional nature. Oral dialogic tasks: establishing contacts, discussing educational and business situations. Writing emails and short messages. Description of graphs, tables, and basic statistical information. Preparation of short oral reports and mini-presentations. Discussion of relevant socio-economic topics.</p> <p>2<sup>nd</sup> semester  Reading and interpreting articles, reports, and publications. Preparation of written texts (essays, short reports, analytical reports). Oral professional communication: discussion of projects, economic processes and business situations. Preparing and conducting presentations using visual materials. Participation in discussions and debates on professional topics. Formal and semi-formal communication (inquiries, statements, official letters). Modeling of negotiations and business meetings. Using digital tools to find and present information.</p>
Forms of Examination / Assessment	<p>The module exam is conducted in the form of an oral exam lasting 60 minutes.</p> <p>The student answers 3 questions of the exam assignment. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Thematic speaking.  Disclosure of one of the studied topics (education, culture, technology, sustainable development, social or professional issues), demonstrating mastery of lexico-grammatical structures, the ability to logically express thoughts and argue a position.</li> <li>2. Text analysis and information interpretation.  Working with an authentic text or fragment of an article: defines the main idea, highlights key arguments, formulates a summary and expresses his own opinion on the topic.</li> <li>3. Communication task.  Participation in a simulated professional or educational situation (project discussion, interview, business dialogue, problem solving), demonstrating the ability to maintain a dialogue, argue a position and comply with the norms of intercultural communication.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>

Reading List	<ol style="list-style-type: none"> <li>1. Latham-Koenig C. et al. English File 4E Advanced Student's Book. – Oxford University Press, 2022. – 523 p.</li> <li>2. Wallwork A. English for academic research: Writing exercises. – Springer Nature, 2024. – 261 p.</li> <li>3. Jenkins J., Panero S. M. Global Englishes: A resource book for students. – Routledge, 2024. – 282 p.</li> <li>4. Nevzorova, G. D. English in 2 parts. Part 1: textbook for universities - M.: Yurayt, 2021. - 339 p.</li> <li>5. Gureev, V. A. English. Grammar (B2): textbook and practical course for universities / V. A. Gureev, Moscow: Yurait, 2021, - 294 p.</li> <li>6. O.V.Meshcheryakova. English language. General &amp; Academic English (A2-B1) 2nd edition. Textbook for universities. - Moscow: Yurait, 2023. – 304p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 9. Physical Training</b>
Semester(s) in which the module is taught	1 <sup>st</sup> -4 <sup>th</sup> semesters
Person(s) responsible for the module	Amanbayeva Gulmira Tulenbayevna, Senior Lecturer, Master Baiseitova Ayagoz Bolganbayevna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 240 hours, total workload per semester: 60 hours: Practical classes – 30 hrs; Current independent study (self-study) – 30 hrs.
Number of credits	8 ECTS (2 ECTS per semester)
Prerequisites (required and recommended)	Physical Training within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' sustainable skills in physical activity, self-monitoring of physical condition, and a responsible attitude toward health, ensuring the maintenance of productivity and readiness for professional work.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- assess their own level of physical development and functional state;</li> <li>- select and implement physical exercises to maintain health, prevent fatigue, and restore performance;</li> <li>- perform basic physical exercises while observing safety precautions and within their individual capabilities;</li> <li>- plan an individual physical activity program taking into account their level of fitness and health;</li> <li>- self-monitor physical activity and the dynamics of physical development;</li> <li>- justify the importance of physical activity for maintaining performance and professional effectiveness.</li> </ul>

Content of the Module	<p><b>Practical classes.</b> Determining the level of physical development and functional state of the body using control exercises and tests. Mastering a set of exercises to maintain health and prevent fatigue. Performing breathing and relaxation exercises to restore performance. Developing flexibility and joint mobility using stretching exercises. Mastering strength and endurance exercises, taking into account individual capabilities. Developing coordination and speed skills through physical training. Creating an individual physical activity program taking into account the level of training and health. Self-monitoring of physical activity and analysis of physical fitness dynamics. Using physical exercises to maintain performance in academic and professional activities. Demonstration of mastered physical exercises and evaluation of their technique.</p>
Forms of Examination / Assessment	<p>The differentiated assessment in the discipline "Physical Education" is administered in a combined format and aims to assess students' development of physical activity skills, self-control, and understanding of the importance of physical education for maintaining performance.</p> <p>The assessment includes:</p> <ol style="list-style-type: none"> <li>1. Practical part. Demonstration of control physical exercises and tests to assess physical fitness level and exercise technique.</li> <li>2. Analytical assignment. Justification for the choice of a set of exercises to prevent fatigue, restore performance, or maintain health, taking into account individual characteristics.</li> <li>3. Brief oral question. Explanation of the importance of physical activity and self-control of physical fitness for maintaining health and professional effectiveness.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: completing physical exercises, participating in practical classes, self-monitoring physical activity, and completing individual assignments to develop physical skills.</p> <p>During the semester, students must earn a minimum of 30 to a maximum of 60 points for their ongoing work, and a minimum of 20 to a maximum of 40 points in the differentiated assessment. The final grade is determined based on physical fitness progress, exercise technique, completion of individual assignments, and an understanding of the role of physical activity in maintaining performance.</p>

Reading List	<p>1. Casey Johnston, A Physical Education: How I Escaped Diet Culture and Gained the Power of Lifting, Grand Central Publishing, New York, United States, 2025, 272 p.</p> <p>2. Nick Draper, Craig A. Williams, Helen Marshall, Exercise Physiology: for Health and Sports Performance (2nd Edition), Routledge, London, United Kingdom, 2024, 602 p.</p> <p>3. Ang Chen, Reconceptualizing Physical Education: A Curriculum Framework for Physical Literacy, Routledge, New York, United States, 2023, 259 p.</p> <p>4. Physical Education: a textbook for universities / edited by E.V. Koneeva. - 3rd ed., revised and enlarged. - Moscow: Yurait Publishing House, 2026. - 609 p. (in Russian)</p> <p>5. Ivanov N.A. Theory and history of physical education and sports: a teaching aid in the specialty 49.02.01 Physical Education. - Kazan: Buk, 2024. - 68 p. (in Russian)</p> <p>6. Madieva G.B. Physical Education in Higher Education Institutions: a monograph / G.B. Madieva. - 2nd ed., revised, enlarged. - Ster. ed. - Almaty: Kazakh Universities, 2020. - 194 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 10. Professional Kazakh (Russian) language</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Turebekova Bakhytkul Askarkyzy, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Practical classes – 30 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Module: Kazakh (Russian) language

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> forming of students' professional and communicative competencies in using the Kazakh (Russian) language in economic activities, including the analysis of professional information, preparation of business and scientific documentation, reasoned presentation of economic decisions and participation in professional interaction in compliance with the norms of academic and business communication.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- - understand and interpret oral and written professional information of economic orientation in Kazakh (Russian) language;</li> <li>- analyze professional texts, statistical materials and business documents, highlighting key ideas, arguments and indicators;</li> <li>- use professional economic terminology and scientific style in the preparation of oral and written reports;</li> <li>- prepare business documents and analytical texts on economic topics in compliance with the standards of academic honesty and business communication;</li> <li>- to present economic positions and analysis results in an oral and written manner.;</li> <li>- participate in professional communication, negotiations and discussions, observing the socio-cultural norms of business interaction.</li> </ul>
<p>Content of the Module</p>	<p>Students studying in Kazakh study this module in Russian. Students studying in Russian study this module in Kazakh.</p> <p><b>Practical classes:</b> The professional language of an economist and its functional features. Analysis of economic texts, reports, and statistical publications, highlighting key indicators and arguments. Preparation of an oral presentation on an economic problem using a scientific style. Writing an analytical text and a brief economic reference. Preparation of business documentation of an economic nature. Modeling of business negotiations and discussion of an economic project. Presentation of the results of the analysis of economic information. Work in a team to prepare and defend a professional mini-project.</p>

Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student performs the tasks of the examination card aimed at verifying the formation of professional language competence in the field of economics. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Professional speaking. Disclosure of the proposed economic topic, explanation of key concepts and phenomena, demonstration of proficiency in professional vocabulary, presentation logic and norms of business speech.</li> <li>2. Professional text analysis. Analyzing the text of an economic or financial topic, defining its theme and main idea, highlighting key indicators and arguments, formulating a summary and interpreting the information provided.</li> <li>3. Practical communication task. Participation in the modeling of a professional situation: negotiations, discussion of an economic project, presentation of analysis results or business interaction, demonstrating the ability to reasoned communication and compliance with the norms of business communication.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Chernyak V.D. Synonymy in Russian. 1<sup>st</sup> ed. – Moscow: Academy, 2020. – 128 p.</li> <li>2. Russian language: all the difficulties of the language: spelling, stress, pronunciation, meaning of words, word usage: a universal dictionary for schoolchildren / I. A. Pugachev [and others]. - Moscow: Astrel: Olimp, 2019. - 218 p.</li> <li>3. S.V.Romanova, N.A.Markina. Russian Russian language of business communication: a textbook. Moscow: Russkiy yazyk [Russian Language]. Courses, 2023. – 264p.</li> <li>4. Abdrakhmanova, K. Zh. Professional Kazakh language [text]: educational and methodical manual/ K. Zh. Abdrakhmanova. - Almaty: Lantar books, 2022 – - 190 P. (in Kazakh)</li> <li>5. Abnasyrova R. zh. Azhieva P. B. Professional Kazakh language: a manual. - Almaty: Suleiman Demirel University, 2021. – 84p. (in Kazakh)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 11. Professionally Oriented Foreign Language</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester

Person(s) responsible for the module	Mukhan Bakhytzhan Sabitullayevich, PhD, Senior Lecturer
Language of instruction	English
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Practical classes
Workload (including contact hours and self-study):	Total workload – 90 hours: Practical classes – 30 hrs; Current independent study (self-study) – 45 hrs; Intermediate independent study – 7.5 hrs; Guided self-study – 7.5 hrs.
Number of credits	3 ECTS
Prerequisites (required and recommended)	Module: Foreign language
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming students' competencies in using a foreign language in the professional activity of an economist for information analysis, business communication, preparation of professional texts and presentation of the results of economic activity in an international environment.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze professional economic and financial texts in English and interpret their content;</li> <li>- use professional vocabulary and terminology in oral and written communication;</li> <li>- prepare business letters, reports and presentations in English in compliance with the norms of business and academic style;</li> <li>- participate in negotiations, business discussions and teamwork in a professional foreign language environment;</li> <li>- to present the results of the analysis of economic information in English in oral and written form.</li> </ul>
Content of the Module	<p><b>Practical classes:</b> Professional communication of an economist in an international environment. Working with professional economic terminology and creating glossaries. Analysis of company reports, statistical reviews, and analytical publications. Preparation of business correspondence and emails. Preparation of short reports and presentations on economic indicators. Presentation of the results of the analysis of the company's activities. Modeling business negotiations and discussing the terms of cooperation. Discussion of professional publications and economic news. Preparation of an oral presentation on an economic issue. Comprehensive modeling of a professional communication situation.</p>

Forms of Examination / Assessment	<p>The final control of the module is conducted in the form of an oral exam lasting 60 minutes. The examination card includes three tasks aimed at verifying the formation of professionally oriented communicative competence in English, the ability to analyze economic information and use a foreign language as a tool for professional interaction. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Professional speaking. Disclosure of the proposed topic in the field of economics and business, explanation of key terms and phenomena, demonstration of proficiency in professional vocabulary, grammatical structures and norms of business English.</li> <li>2. Professional text analysis. Reading an economic text in English, defining its theme and main idea, highlighting key indicators and arguments, formulating a summary and interpreting the information presented.</li> <li>3. Practical communication task. Participation in modeling a business situation: discussing a project, presenting the results of an analysis, negotiating or solving a professional problem, demonstrating the ability to reasoned communication, compliance with the norms of business communication and intercultural interaction.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Sarbayeva R.E., Makisheva M.K., Duiseyeva L.A. English for economists: educational manual. - Almaty: Qazaquniversity, 2020. - 154 p.</li> <li>2. Nicholas Gregory Mankiw; Andrew Ashwin; Mark P. Taylor. Business economics. – 2019. – 562p.</li> <li>3. Dwyer Judith. The Business Communication Handbook. 11th edition. — Cengage Learning Australia, 2020. — 700 p.</li> <li>4. Moiseeva, T. V. English for economists: a textbook for universities/ T.V. Moiseeva, N.N.Tsaplina, A. Yu. Shirokikh - 2nd ed., reprint. and additional - M.: Yurait, 2021. - 157 p.</li> <li>5. Uvarov, V.I. English for economists (A2–B2). English for Business: textbook and workshop for universities/ V.I.Uvarov.- 2nd ed., revised Moscow: Yurait, 2021. 393c.</li> <li>6. Ivantsova Yu.A., Lysenko V.V. English for economists/ Business English for Economists. Educational and methodical manual. Sevastopol: SevGU, 2025. 188 p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 12. Information and Communication Technologies</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Jussupbekova Gulzat Turysbekovna, Candidate of Pedagogical Sciences, Senior Lecturer Mombekova Sandugash Seisembayevna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	General Education discipline Obligatory component
Teaching methods	Lectures, laboratory works
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Laboratory classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Computer Science, Information and communication technologies within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> formation of a system of theoretical knowledge and practical skills in the field of modern information and communication technologies, ensuring the effective use of hardware and software to solve educational, professional and applied problems, the development of digital literacy, data skills, organization of network interaction, as well as readiness for independent development and application of new digital tools in the conditions of professional activity.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- use office, applied and specialized software tools for solving educational and professional problems;</li> <li>- search, collect, analyze, process and visualize information using information and communication technologies;</li> <li>- provide basic information protection and safe operation in a digital environment;</li> <li>- select and justify the use of ICT tools depending on the task;</li> <li>- use modern digital tools for communication and collaboration.</li> </ul>

Content of the Module	<p><b>Lectures:</b> The role of information and communication technologies in professional activities. Architecture and hardware of computer systems. Computer systems software: classification and purpose. Operating systems and computing resource management. User interfaces and digital ergonomics. Presentation, storage and processing of data. Database systems and database management systems. Analyze, process, and visualize data using digital tools.</p> <p><b>Laboratory classes:</b> Analysis of the digital educational environment and the organization of the user's work. Computer systems hardware research and performance evaluation. Software installation, configuration, and benchmarking. Operating system: resource management and process optimization. Assessment of user interface convenience and organization of digital interaction. Structure, process, and analyze data in spreadsheets. Design, create, and administer databases. Analysis, visualization and interpretation of data for decision-making.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Solving practical and analytical tasks Solving tasks using office, application and specialized software; search, collect, process, and analyze information selection and justification of the use of ICT tools depending on the assigned educational or professional task.</li> <li>2. Task for working with information and digital tools Processing and visualization of data using information and communication technologies; use of modern digital tools for communication and collaboration; providing basic information protection and safe operation in a digital environment.</li> <li>3. Case Analysis/Open Questions Analysis of the professional situation with the choice and justification of ICT solutions; assessment of the effectiveness of the digital tools used; formulation of reasonable conclusions taking into account the requirements of information security and digital communication.</li> </ol>
Requirements for Learning and Examination	<p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>

Reading List	<ol style="list-style-type: none"> <li>1. Information and Communication technologies in Education, Research, and Industrial Applications – 20<sup>th</sup> International Conference, ICTERI 2025, Nice, France, September, 1-4.</li> <li>2. Prasun Barua. Fundamentals of Information and Communication Technology (ICT) – 2025, 187 p.</li> <li>3. <u>Ajay Kumar</u>, <u>Sangeeta Rani</u>, <u>Sarita</u>, <u>Surbhi Bhatia Khan</u>. Security and Risk Analysis for Intelligent Cloud Computing Methods, Applications, and Preventions - CRC Press, 2025, 370 p.</li> <li>4. Belash V.Yu., Saldaeva A.A. Information and communication technologies. Educational and methodological manual - Aratov, Moscow: Vocational Education, Ai Pi Ar Media, 2024. — 72 p. (in Russian)</li> <li>5. Ed. Melnikova O.A. Information and communication technologies for the global world - Aspect-Press, 2024. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 13. Mathematics in Economy</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Iztayev Zhalgasbek Dulatovich, Candidate of Pedagogical Sciences, Associate Professor Botasheva Assel Ordabekovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Mathematics within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' ability to apply mathematical tools for the analysis, modeling, and solution of economic problems using quantitative methods and modern data-processing tools.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- draw analogies between theoretical and conceptual laws of mathematics and economic phenomena;</li> <li>- solve problems from the main areas of mathematics applied to economics in a reasoned manner;</li> <li>- solve educational and professional tasks in the natural science field using fundamental mathematical laws, theories, and principles;</li> <li>- apply scientific research methods in practical classes; use methods of economic-mathematical modeling to forecast economic processes and their patterns.</li> </ul>

Content of the Module	<p><b>Lectures:</b> Mathematics as a tool for modeling and analyzing economic processes. Functions and their application in economics: demand, supply, costs, revenue, profit. Marginal analysis: derivative and its economic meaning (marginal costs, marginal profit). Optimization problems in economics and methods for solving them. Elasticity of functions and its use in economic analysis. Mathematical models of interindustry balance and linear programming. Systems of equations and their application in economic calculations. Matrix methods in economics. Basics of mathematical statistics and probabilistic models in economics. Use of digital tools (Excel, Statistica) for solving economic-mathematical problems. Interpretation of results of mathematical modeling for managerial decision-making.</p> <p><b>Practical Classes:</b> Solving problems involving construction and analysis of economic functions. Application of derivatives to calculate marginal indicators and optimize profit. Determining the break-even point and analyzing cost behavior. Solving linear programming problems using the graphical method and Excel. Solving systems of equations and matrix problems in economic calculations. Calculating elasticity indicators of demand and supply. Applying elements of probability theory and statistics to economic problems. Using Excel and Statistica to build graphs, calculate indicators, and model economic processes. Interpreting results and formulating economic conclusions.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written examination lasting 60 minutes. Students answer three questions in writing. Each exam task includes:</p> <ol style="list-style-type: none"> <li>1. Computational Problem Solving a typical economic-mathematical problem (calculation of profit, costs, break-even point, elasticity, optimal output level) with explanation of the economic meaning of the results obtained.</li> <li>2. Task on Methods of Mathematical Analysis in Economics Application of derivatives, systems of equations, or elements of linear programming to solve a practical economic problem with interpretation of the results.</li> <li>3. Situational Task / Applied Case Analysis of an economic situation (resource allocation, selection of production volume, assessment of demand changes) with construction of a mathematical model and formulation of justified conclusions for managerial decision-making.</li> </ol>
Requirements for Learning and Examination	<p>Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.</p>

Reading List	<ol style="list-style-type: none"> <li>1. Jacques, I. Mathematics for Economics and Business, 10th Ed., Pearson, 2024. – 776 p.</li> <li>2. Alpha C. Chiang, Kevin Wainwright Fundamental Methods of Mathematical Economics – McGraw-Hill Education, 8th Ed., 2021. – 688 p.</li> <li>3. Hossein Arsham Mathematical Problems and Exercises in Economics – Springer, 2020. – 402 p.</li> <li>4. Podkorytova, O. A., Sokolov, M. A. Time Series Analysis. 2nd ed. Yurait, 2024. – 368 p. (in Russian)</li> <li>5. Malugin, V. A. Probability Theory and Mathematical Statistics for Managers. Prospekt, 2022. – 432 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 14. Economic Theory</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Zhumanova Gulfairuz Maratovna, Senior Lecturer, Master Kozhamkulova Indira Yerubayevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Fundamentals of Economics within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop a system of knowledge about the economic patterns of societal development and the challenges related to its effective functioning.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main categories, laws, and principles of economic theory;</li> <li>- analyze basic economic processes and phenomena using fundamental methods of economic analysis;</li> <li>- work with economic information, systematize data, and draw well-reasoned conclusions using digital tools;</li> <li>- understand the role of the state, institutions, and social factors in economic development;</li> <li>- apply elements of economic thinking in solving academic and practical tasks;</li> <li>- participate in discussions of economic issues, demonstrating skills of independent and teamwork as well as social responsibility.</li> </ul>

<p>Content of the Module</p>	<p><b>Lectures:</b> Economics as a sphere of social life. Social production, forms of ownership, and the institutional foundations of the economy. Forms of economic organization and the development of market relations. Demand, supply, and the mechanisms of market functioning. Entrepreneurship, production costs, and the economic choices of economic agents. Factors of production, capital, and income distribution. The national economy, its structure, and methods for measuring the results of economic activity. Aggregate demand, aggregate supply, and the cyclical nature of economic development. Unemployment, inflation, and macroeconomic instability. The financial and monetary system of the state and its influence on the economy. Fiscal policy and the social responsibility of the state in economic regulation. The world economy, globalization, and the country's role in international economic relations.</p> <p><b>Practical classes:</b> Analysis of the subject of economic theory and the methods of economic research. Evaluation of the structure of social production and the factors of economic development. Comparison of forms of ownership and economic systems in terms of their efficiency. Analysis of market mechanisms and competition using examples of economic situations. Study of production costs and the economic choices of enterprises. Analysis of the market for factors of production and the mechanisms of income distribution. Evaluation of the structure of the national economy and interpretation of macroeconomic indicators. Analysis of the factors of economic growth and the cyclical nature of economic development. Assessment of inflation and unemployment using statistical data. Study of the financial system and the role of the state's monetary policy. Analysis of the state's social and fiscal policy and its impact on society. Study of globalization processes and their influence on the national economy.</p>
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Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of computer-based testing with a duration of 60 minutes. The examination consists of 40 test questions randomly selected from a question bank of 300 items. The student completes a test-based assessment aimed at evaluating the understanding of fundamental categories of economic theory, the ability to analyze economic processes, and the interpretation of economic information. The test includes the following types of questions:</p> <ol style="list-style-type: none"> <li>1. Theoretical test questions. Assessment of knowledge of the main concepts, laws, and models of economic theory, the principles of market functioning, the role of the state in the economy, and the mechanisms of development of the national and global economy.</li> <li>2. Analytical test questions. Questions aimed at interpreting economic situations, analyzing indicators of economic development, identifying the causes of economic phenomena, and selecting appropriate explanations of economic processes.</li> <li>3. Situational tests / case-based questions. Tasks simulating real economic situations that require the application of economic reasoning, interpretation of data, and evaluation of possible consequences of economic decisions.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Beaudreau Bernard C. Economics as Science: A Critical History of Economic Thought. Routledge, 2025. – 291 p.</li> <li>2. Acemoglu D., Laibson D., List J. Economics. 3rd Global Edition. – Pearson, 2022. – 840 p.</li> <li>3. Arielle John, Diana W. Thomas (eds.) Entrepreneurship and the Market Process. Palgrave Macmillan, 2021. – 211 p.</li> <li>4. Badiei Sina, Grivaux Agnès (eds.). The Positive and the Normative in Economic Thought. Routledge, 2022. – 252 p.</li> <li>5. Azimkhan A., Khismatullin R.A., Khassenova S.M. Economic Theory: Study Guide. Pavlodar: Toraighyrov University, 2024. – 352 p. (In Russian)</li> <li>6. Tolkachev S.A. (ed.). Economic Theory: Textbook for Universities. 4th ed., revised and expanded. Moscow: Yurait, 2024. – 577 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 15.1. Introduction to the Speciality</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Yessirkepova Altyn Makhmudovna , Doctor of Economic Sciences, Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Fundamentals of Economics within secondary or technical and vocational education programmes.
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students’ comprehensive understanding of the content, functions, and role of economic science and the professional activity of an economist, as well as to foster motivation for professional learning, the mastery of academic standards, and the development of independent study and research skills.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- navigate the system of economic knowledge, understand the structure of the professional activity of an economist and the logic of the study program, plan their own learning trajectory, and interact effectively within a study group while observing the norms of academic culture and self-organization;</li> <li>- explain the basic principles of enterprise functioning and economic processes, interpret key economic indicators, and use them for the initial justification of managerial and planning decisions;</li> <li>- demonstrate an understanding of the social, civic, and professional responsibility of an economist, comply with the ethical standards of professional practice, and recognize the role of science and research in economic development;</li> <li>- search for, select, systematize, and conduct a basic analysis of economic information from various sources in order to solve academic and introductory professional tasks.</li> </ul>

Content of the Module	<p><b>Lectures:</b> The profession of an economist and its role in the modern economy. Economics as a system of knowledge and a scientific discipline. The study program and the student's trajectory of professional development. Academic culture, academic integrity, and self-organization skills. Enterprise economics as the basic level of the economic system. The internal and external environment of an enterprise. Key economic indicators of enterprise performance. Fundamentals of planning and economic decision-making at the enterprise level. Economic information and its sources. Methods of searching, collecting, and systematizing economic data. Basic analysis of economic information and interpretation of indicators. Ethics and social responsibility of an economist. The role of science and research in the professional activity of an economist. Digital tools in the work of an economist and the fundamentals of using analytical systems. Professional trajectories and career development of economists.</p> <p><b>Practical classes:</b> Identification of key competencies of an economist. Analysis of the structure of the study program and planning of the student's individual learning trajectory. Evaluation of compliance with the principles of academic integrity and development of strategies for effective self-organization in learning. Analysis of the internal and external environment of an enterprise based on a case study. Calculation and interpretation of basic economic performance indicators of an enterprise. Justification of simple planning and managerial decisions based on economic data. Search, selection, and systematization of economic information from statistical and digital sources. Preliminary analysis of economic data and formulation of conclusions. Preparation of a brief analytical report based on economic information using digital tools.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of an oral exam with a duration of 60 minutes. The student answers three questions from the examination task. The examination questions include:</p> <ol style="list-style-type: none"> <li>1. Tasks on understanding the professional activity of an economist. Identification of the role of an economist, the functions of an enterprise, and the structure of economic knowledge; interpretation of basic economic concepts and categories; explanation of the professional tasks of an economist.</li> <li>2. Tasks involving work with economic information. Search, selection, and systematization of economic data from the provided sources; interpretation of basic economic indicators and formulation of conclusions based on them.</li> <li>3. Case analysis / open-ended questions. Analysis of an academic or professional situation related to the activities of an economist, academic ethics, planning an educational trajectory, or the use of economic information, with justification of decisions and conclusions.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Gould P.G. Essential Economics for Heritage. – UCL Press, 2025. – 281 p.</li> <li>2. Mankiw N.G. Essentials of Economics. Cengage Learning – 2023. – 254 p.</li> <li>3. Myers D. Construction Economics: A new approach. – Routledge, 2022.</li> <li>4. Morrison J. The global business environment: sustainability in the balance. – Bloomsbury Publishing, 2023. – 573 p.</li> <li>5. Håkon Overby, Jan Arild Audestad. The Digital Economy: How Information and Communication Technologies Affect Markets, Business, and Innovation. Moscow: LitRes, 2022. – 264 p. (In Russian)</li> <li>6. The Firm in the Digital Economy: Behavior, Strategies, and Culture: Study Guide. Moscow, 2024. – 184 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 15.2. Fundamentals of Academic Writing</b>
Semester(s) in which the module is taught	1 <sup>st</sup> semester
Person(s) responsible for the module	Yessirkepova A.M., Doctor of Economic Sciences, Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 60 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Kazakh language, Russian language, Fundamentals of Economics within secondary or technical and vocational education programmes.

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop students' fundamental skills in academic writing, scholarly communication, and working with academic information necessary for preparing academic and research texts, complying with the principles of academic integrity, and participating effectively in academic and professional environments.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- prepare academic texts (essays, reports, abstracts, and short research papers) in accordance with the structure of scholarly work and the norms of academic writing;</li> <li>- search for, select, and appropriately use academic sources, properly formatting citations and references in accordance with the requirements of academic ethics;</li> <li>- formulate and present their own arguments in written form using scholarly evidence and logical reasoning;</li> <li>- apply the principles of academic communication and academic integrity in written work.</li> </ul>
<p>Content of the Module</p>	<p><b>Lectures:</b> Introduction to academic writing and academic culture. Structure of a scientific text and the logic of academic presentation. Searching for and working with academic sources and scholarly databases. Scientific style and academic vocabulary in written communication. Citation, referencing, and the preparation of reference lists. Academic integrity and plagiarism prevention. Argumentation and the logic of academic texts. Preparation of academic research papers and academic text editing.</p> <p><b>Practical classes:</b> Analysis of the structure of an academic text and identification of its logical components. Search for academic sources and evaluation of their scholarly credibility. Practice of citation, referencing, and preparation of reference lists. Paraphrasing and annotating academic texts. Formulation of a well-reasoned written response to a scholarly problem. Preparation of a short academic essay in accordance with the norms of academic style. Editing of texts with regard to academic language and the logic of presentation. Preparation and formatting of a mini-research project.</p>

Forms of Examination / Assessment	<p>Final Examination. The examination in the course “Academic Writing” is conducted in the form of a written exam with a duration of 60 minutes. Students complete three written tasks included in the examination assignment. The examination tasks include:</p> <ol style="list-style-type: none"> <li>1. Task on academic text analysis. Analysis of a provided fragment of a scholarly text, including identification of its structure, the logic of presentation, key arguments, and features of academic style.</li> <li>2. Task on working with sources and academic integrity. Correct formatting of quotations, citations, and bibliographic references; identification of citation errors; and paraphrasing of a text in accordance with the principles of academic ethics.</li> <li>3. Task on written academic communication. Preparation of a short academic text (essay, abstract, or argumentative response) in accordance with the structure of scholarly writing, logical argumentation, and the norms of academic language.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Stephen Bailey. <u>Academic Writing: A Handbook for International Students (6th ed.)</u>. – London: Routledge, 2025. – 320 p.</li> <li>2. T. Mammadova. <u>Academic Writing and Information Literacy Instruction in the Digital Age</u>. – Baku, 2022. – 229 p.</li> <li>3. Giltrow J., Gooding R., Burgoyne D. <u>Academic writing: An introduction</u>. – Broadview Press, 2021. – 400 p.</li> <li>4. Jeffrey R. Wilson <u>Academic writing</u>. Harvard University, 2022. – 351 p.</li> <li>5. Leontyeva T.V. <u>Academic Writing: Practicum</u>. Yekaterinburg: Ural Federal University Press, 2023. – 106 p. (In Russian)</li> <li>6. Eremina N.K. <u>Academic Writing: Study Guide</u>. Penza: Penza State University Press, 2022. – 114 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 16. Microeconomics and Macroeconomics</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Urazbayeva Gulnara Zharasovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh

Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Introduction to the Specialty
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic understanding of the patterns governing the functioning of the economy at the micro- and macroeconomic levels, as well as to develop analytical skills for studying economic processes, evaluating the efficiency of resource use, and making well-reasoned managerial decisions with consideration of social responsibility and the principles of sustainable development. After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- to explain the patterns of market functioning, the behavior of economic agents, and macroeconomic processes, taking into account the principles of social responsibility and economic reasoning;</li> <li>- analyze micro- and macroeconomic indicators, interpret economic data, and identify factors influencing the efficiency of economic activity;</li> <li>- collect, systematize, and process economic information, including the use of digital and analytical tools, to solve applied economic problems;</li> <li>- assess the impact of internal and external factors on the activities of enterprises, industries, and the national economy;</li> <li>- justify managerial decisions aimed at the optimal use of resources, increasing labor productivity, and improving competitiveness;</li> <li>- identify reserves for improving the efficiency of economic activity and formulate proposals for their implementation;</li> <li>- apply basic methods of economic analysis and modeling to solve problems at the level of the enterprise, market, and the economy as a whole.</li> </ul>

<p>Content of the Module</p>	<p><b>Lectures:</b> Market mechanism and quantitative analysis of supply and demand. Microeconomic models of consumer behavior and decision-making. Production functions, costs, and optimization of firm activities. Strategic behavior of firms under different market structures. Price formation in factor markets and income distribution. Externalities, public goods, and the economic role of the state. System of macroeconomic indicators and methods for their analysis. Economic cycles, inflation, and unemployment as macroeconomic problems. Aggregate demand, aggregate supply, and macroeconomic equilibrium. Consumption, savings, and investment in macroeconomic models. Money market and mechanisms of monetary regulation. The IS-LM model and instruments of macroeconomic stabilization. Factors of economic growth and structural changes in the economy. International trade, balance of payments, and exchange rates in open economy.</p> <p><b>Practical classes:</b> Analysis of market equilibrium and modeling of supply and demand responses to external changes. Application of consumer choice theory to evaluate economic behavior. Analysis of production functions, costs, and firm efficiency. Evaluation of firm strategies under different market structures. Identification of market failures and justification of government intervention measures. Analysis of the structure of macroeconomic indicators and the dynamics of the national economy. Assessment of inflation, unemployment, and phases of the business cycle based on statistical data. Analysis of the money market and the influence of interest rates on investment and demand. Application of the IS-LM model to evaluate macroeconomic policy. Calculation of balance of payments indicators and analysis of exchange rates. Assessment of factors of economic growth and productivity. Interpretation of macroeconomic data and formulation of analytical conclusions.</p>
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Forms of Examination / Assessment	<p>Final Examination. The examination consists of 40 test questions randomly selected from a question bank of 300 items. Students complete a test-based assessment designed to evaluate their understanding of micro- and macroeconomic principles, their ability to analyze the behavior of economic agents, and their capacity to interpret economic indicators at the level of the enterprise, market, and national economy. The test includes the following types of questions:</p> <ol style="list-style-type: none"> <li>1. Theoretical test questions. Assessment of knowledge of microeconomic and macroeconomic models, principles of market functioning, the behavior of consumers and firms, mechanisms of government regulation of the economy, and factors of economic growth.</li> <li>2. Analytical test questions. Questions aimed at interpreting economic situations, analyzing market and macroeconomic indicators, identifying the causes of changes in demand, supply, inflation, unemployment, and economic dynamics, as well as selecting appropriate economic explanations.</li> <li>3. Situational tests / case-based questions. Tasks simulating real micro- and macroeconomic situations that require the application of economic models, data analysis, evaluation of resource efficiency, and forecasting of the consequences of economic decisions.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Abel A.B., Bernanke B., Croushore D. Macroeconomics. 10th Edition, Global Edition. – Pearson, 2021. – 690 p.</li> <li>2. Acemoglu Daron, Laibson David, List John. Macroeconomics. Global Edition. – Pearson Education Limited, 2022. – 449 p.</li> <li>3. Bowles S., Halliday S. Microeconomics: Competition, Conflict, and Coordination. – Oxford University Press, 2022. – 1035 p.</li> <li>4. Lashkareva O.V. Microeconomics: Study Guide. Almaty: Evero, 2020. – 240 p. (In Russian)</li> <li>5. Dogalov A.N., Dosmagambetov N.S. Microeconomics: Textbook for Economics Majors. 3rd ed., revised and expanded. Almaty: Evero, 2020. – 340 p. (In Kazakh)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 17. Educational practice</b>
Semester(s) in which the module is taught	2 <sup>nd</sup> semester
Person(s) responsible for the module	Polezhayeva Inna Sergeevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Cycle of Basic Disciplines
Teaching methods	Professional Practice
Workload (including contact hours and self-study):	Total: 30 hours
Number of credits	1 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Introduction to speciality, Microeconomics and Macroeconomics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> Formation of primary professional competencies in students through the use of theoretical knowledge gained in the study of first-year disciplines to solve practical and educational research problems; development of skills in information analysis, the use of modern digital tools, the implementation of elementary design and research works, as well as the acquisition of experience in independent and team activities in accordance with the profile of the educational program.</p> <p>After students have completed their internship, they know how to:</p> <ul style="list-style-type: none"> <li>- independently plan and perform the assigned tasks in due time;</li> <li>- analyze own achievements and deficits of competencies, form an individual plan of professional development;</li> <li>- organize the workplace and work regime taking into account the requirements of health, safety and prevention of occupational risks;</li> <li>- analyze the social, professional and ethical consequences of the decisions made;</li> <li>- apply norms of professional and academic ethics when performing educational and design works;</li> <li>- substantiate and defend their own position on socially significant and professional issues;</li> <li>- search, collect and verify data from various sources (statistical databases, reporting of enterprises, open data);</li> <li>- organize and structure the data for further processing.</li> </ul>
Content of the Module	Familiarization with the history of the university and higher school; introduction to the content of the Educational program “Economy”; study of the types, functions, and tasks of future professional activities. Completion of individual assignments and students’ research works.

Forms of Examination / Assessment	<p>Based on the results of the practice, the student draws up a report in which he reflects the research carried out at the practice bases. The student defends the report to the commission. Protection duration up to 30 minutes.</p> <p>The student answers 3 questions which include:</p> <ol style="list-style-type: none"> <li>1. Analytical assignment for professional activities Analysis of the activities of the organization, department or economic situation: collection and processing of data, calculation of key indicators, identification of efficiency factors and preparation of reasonable conclusions.</li> <li>2. Task for information processing and interpretation Search, systematization and analysis of data from various sources (statistical databases, enterprise reporting, open data). Presentation of results in the form of tables, diagrams or a brief analytical note with interpretation of the results obtained.</li> <li>3. Case Analysis/Reflexive task Analysis of the professional situation taking into account social, organizational and ethical aspects of activities, formulation of a reasoned position, assessment of own competencies and determination of directions for professional development.</li> </ol>
Requirements for Learning and Examination	<p>During the Educational practice, students must complete all assignments in accordance with the training practice program and obtain a minimum of 30 and a maximum of 60 points. In the training practice report defense, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Yessirkepova A.M., Polezhayeva I.S. Program for the Training Practice of 1<sup>st</sup>-Year Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>2. Yessirkepova A.M., Polezhayeva I.S. Guidelines for Organizing and Conducting the Training Practice of 1<sup>st</sup>-Year Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>3. Bogatyreva M.V., Kolmakov A.E., Kolmakov M.A. Fundamentals of Economics. – Moscow: Yurait Publishing, 2023. – 425 p. (in Russian)</li> <li>4. Iokhin V.Ya. Economic Theory. – Moscow: Yurait Publishing, 2023. – 460 p. (in Russian)</li> <li>5. Economics of Organizations. Edited by A.V. Kolyshkin and S.A. Smirnov. – Moscow: Yurait Publishing, 2024. – 509 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 18. Management</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Daribayeva Aray Sultanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English

Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Introduction to the Speciality
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> formation of system knowledge, skills and practical skills of management activities in the organization on the basis of modern management concepts, development of leadership and management qualities, ability to make informed management decisions in conditions of uncertainty and team interaction, as well as readiness for professional responsibility for the results of the organization's activities.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- independently develop tactical and operational plans for the development of a division or small enterprise;</li> <li>- analyze the organizational structure and develop proposals for its improvement;</li> <li>- design organizational structure, distribute functions, powers and responsibilities among employees;</li> <li>- use digital tools and software to collect and process management information;</li> <li>- form working groups, delegate powers and constructively resolve conflict situations in the team;</li> <li>- prioritize tasks and effectively manage working time (own and subordinates);</li> <li>- collect, systematize and critically analyze the data necessary to substantiate management decisions using modern methods of quantitative and qualitative information processing.</li> </ul>
Content of the Module	<p><b>Lectures.</b> Evolution of management schools and their applicability in the digital environment. The life cycle of the organization and the compliance of the organizational structure with the development stage. Methods for assessing management alternatives in conditions of risk and uncertainty. Analysis of the macro environment (PESTEL) and its impact on the stability of the organization. Leadership competencies and leadership styles in crisis settings. Types of management and risk management of business projects. Organizational conflict and change resistance management. Corporate culture, ethics and their impact on management performance.</p>

	<p><b>Practical classes:</b> System analysis of the management model and assessment of its digital adaptability. Diagnostics of the life cycle of the organization and assessment of the compliance of the organizational structure with the development stage. Analysis and quantification of management decisions under risk conditions. PESTEL analysis of the macro environment and assessment of its impact on the stability of the organization. Systematization of managerial competencies and assessment of leadership style in the crisis. Analysis of management types and risk assessment of business projects. Diagnosing organizational conflicts and evaluating methods of overcoming resistance. Systematic analysis of corporate culture and assessment of its impact on management efficiency.</p>
Forms of Examination / Assessment	<p>Final module control is carried out in the form of an exam by computer testing lasting 60 minutes and includes 40 test questions randomly formed from 300 tasks. The test aims to assess students' achievement of the following questions:</p> <ol style="list-style-type: none"> <li>1. Assessment of knowledge of the theoretical foundations of management Assessment of the understanding of the evolution of managerial thought, management functions (planning, organization, motivation, control), types of organizational structures and principles of management decision-making in conditions of uncertainty.</li> <li>2. Control of management analysis capability Identification of ability to conduct strategic and operational analysis of the organization's activities. Assessment of skills in working with SWOT analysis, PEST analysis, Porter analysis of the competitive environment, as well as the ability to interpret KPIs (key performance indicators) of departments.</li> <li>3. Testing the ability to apply management methods to practical situations (Case task) Assessment of the ability to develop algorithms for solving management problems, choose the best leadership style depending on the maturity of the team and justify decisions to optimize business processes in real market conditions.</li> </ol>
Requirements for Learning and Examination	<p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>

Reading List	<p>1. Abchuk, V. A. Management: applied aspects: textbook and workshop for universities/V. A. Abchuk, S. Yu. Trapitsyn, V. V. Timchenko. - 3rd ed., Rev. and add. - Moscow: Yurayt Publishing House, 2024. - 347 p.</p> <p>2. Egorshin, A.P. Effective management of the organization: a textbook/A.P. Egorshin. - Moscow: INFRA-M, 2023. - 388 p.</p> <p>3. Management (15th Edition) / Stephen Robbins, Mary Coulter. — Pearson, 2021</p> <p>4. Vikhansky, O.S. Management: textbook/O.S. Vikhansky, A.I. Naumov. - 7th ed., Revised. and add. - Moscow: Master: INFRA-M, 2024. - 672 p. (in Russian)</p> <p>5. Mardas, A.S. Management: a textbook for universities/A.S. Mardas, I.V. Mardas. - 3rd ed., Rev. and add. - Moscow: Yurayt, 2024. - 325 p. (in Russian)</p> <p>6. Theory of management: a textbook for universities/L. S. Leontyev [et al.]. - 2nd ed., Rev. and add. - Moscow: Yurayt, 2024. - 287 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 19.1. Marketing</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Daribayeva Aray Sultanovna, Senior Lecturer, Master Karabayeva Shynar Auezkhanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Introduction to the Speciality, Management

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop a systematic understanding of the principles, tools, and strategies of marketing, as well as analytical, research, and communication competencies necessary for analyzing market processes, consumer behavior, and managerial decision-making.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main concepts, theories, and tools of marketing, demonstrating a systematic understanding of market processes;</li> <li>- analyze consumer behavior, market segments, competitive environments, and marketing strategies using theoretical models and empirical data, including teamwork on case studies;</li> <li>- evaluate the effectiveness of marketing activities and strategies based on market data and consumer information while adhering to socio-ethical norms;</li> <li>- apply marketing research methods (data analysis, surveys, segmentation, SWOT analysis) to solve practical problems;</li> <li>- present the results of marketing analysis in oral and written form in accordance with academic integrity standards, professional communication norms, and reporting principles.</li> </ul>
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Content of the Module	<p><b>Lectures:</b> Basic concepts of marketing and its role in the modern economy. Marketing environment: macro- and microenvironment, analysis of competitors and consumers. Consumer behavior and market segmentation. Marketing research: methods of data collection and analysis. Strategic marketing: positioning, differentiation, and competitive advantages. Product policy: product development and product life cycle. Pricing and pricing strategies. Distribution channels and logistics management. Promotion and communications: advertising, PR, digital marketing. Marketing strategies and marketing campaign planning. Branding and corporate reputation management. Use of digital tools and analytics in marketing. Evaluation of marketing strategy effectiveness and marketing ROI. Marketing ethics and corporate social responsibility.</p> <p><b>Practical Classes:</b> Analysis of market environment and competitive situation in a specific market. Consumer segmentation and identification of target groups. Development of marketing research: data collection, processing, and interpretation. Analysis of consumer behavior and identification of consumer needs. Development of a marketing strategy for a company or product. Product policy development and assortment planning. Determination of pricing strategy and modeling the influence of price on demand. Design of distribution channels and logistics planning. Planning an advertising campaign and selecting promotion tools. Application of digital marketing tools for product promotion. Analysis of marketing campaign effectiveness (KPI, ROI). Brand development and reputation management strategy. Conducting SWOT and PESTLE analysis for evaluating marketing strategies. Preparation and presentation of a final marketing project and strategy.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral examination lasting 60 minutes. Students answer three questions. Each exam task includes:</p> <ol style="list-style-type: none"> <li>1. Analytical and Research Tasks Analysis of market processes, consumer behavior, and the competitive environment, and development of marketing strategies using theoretical models and empirical data.</li> <li>2. Task on Marketing Analysis Methods Application of marketing data analysis methods such as segmentation of the target audience, SWOT and PESTLE analysis, competitive analysis, customer satisfaction evaluation, or assessment of product promotion effectiveness, with explanation of the economic and strategic meaning of identified patterns.</li> <li>3. Case Analysis / Open Questions Argumentative analysis of real marketing situations with recommendations for strategic positioning, promotion, and managerial decision-making.</li> </ol>

Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Kotler P., Keller K. Marketing Management. 16th ed. – Pearson, 2022. – 605 p.</li> <li>2. Armstrong G., Kotler P. Principles of Marketing. 18th ed. – Pearson, 2022. – 736 p.</li> <li>3. Chaffey D., Ellis-Chadwick F. Digital Marketing. 8th ed. – Pearson, 2022. – 560 p.</li> <li>4. Lipsits, I. V., Oiner, O. K. Marketing Management. Moscow: Yurait, 2021. – 380 p. (in Russian)</li> <li>5. Marketing: Textbook and Practical Guide for Universities. Moscow: Yurait Publishing House, 2024. – 386 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 19.2. Marketing Research</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Karabayeva Shynar Auezkhanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Introduction to the Speciality

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop a systematic understanding of marketing research methods and tools, as well as to develop analytical, research, and communication competencies necessary for collecting, processing, analyzing, and interpreting data on the market, consumers, and the competitive environment in order to make informed managerial decisions.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main methods, approaches, and tools of marketing research, demonstrating a systematic understanding of market processes;</li> <li>- analyze data on consumers, competitors, and the market environment using quantitative and qualitative research methods, including teamwork on case studies;</li> <li>- evaluate the results of marketing research and draw reasoned conclusions for developing strategies and managerial decisions;</li> <li>- apply methods of data collection, processing, and analysis (surveys, interviews, focus groups, statistical and digital tools);</li> <li>- present research results in oral and written form in accordance with professional communication standards, principles of academic integrity, and reporting requirements.</li> </ul>
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Content of the Module

**Lectures:** Introduction to marketing research: objectives, tasks, and role in managerial decision-making. Stages of marketing research and project planning. Data collection methods: primary and secondary sources of information. Quantitative research methods: surveys, questionnaires, experiments. Qualitative research methods: focus groups, in-depth interviews, observation. Market segmentation and analysis of consumer preferences. Competitor and competitive environment analysis. Processing and systematization of marketing data. Statistical analysis methods: correlation, regression, clustering. Application of software for marketing data analysis (SPSS, Excel, Project Expert, etc.). Interpretation of research results and formulation of conclusions. Marketing decision-making based on data analysis. Preparation of reports and presentations based on marketing research results. Ethical issues and responsibility in conducting marketing research.

**Practical classes:** Development of a marketing research plan for a specific product or service. Collection of primary and secondary data on the chosen research topic. Design of questionnaires and conducting consumer surveys. Organization and implementation of focus groups and in-depth interviews. Market and competitor analysis using open sources. Target audience segmentation and consumer profile development. Processing quantitative data: tabular, graphical, and statistical methods. Application of correlation, regression, and clustering methods for data analysis. Use of software for marketing data analysis. Interpretation of research results and identification of patterns. Formulation of marketing recommendations based on data analysis. Preparation and formatting of an analytical report on marketing research. Presentation of research results. Discussion of ethical issues, data accuracy, and reliability of conclusions.

Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral examination lasting 60 minutes. The student provides written answers to three questions in the exam ticket. The exam questions include:</p> <ol style="list-style-type: none"> <li>1. Analytical calculation task Analysis of marketing data: calculation and comparison of market indicators (sales volume, market share, demand level), horizontal and vertical analysis, interpretation of results, and identification of key problems and opportunities for marketing strategies.</li> <li>2. Market and consumer research task Application of marketing analysis methods (surveys, observations, statistical data analysis) to study consumer preferences, market dynamics, and the competitive environment, with recommendations for improving promotion strategies.</li> <li>3. Situational task / marketing case Analysis of a specific marketing situation, such as declining product sales, decreasing customer loyalty, or changes in consumer behavior. Formulation of conclusions and development of proposals to improve marketing strategy, increase the effectiveness of advertising campaigns, and adapt the product to market needs.</li> </ol>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Hair J.F., Page M., Brunsveld N. Essentials of Business Research Methods. – Routledge, 2022. – 552 p.</li> <li>2. Burns A.C., Veeck A., Bush R.F. Marketing Research. – 9th ed. – Pearson, 2023. – 624 p.</li> <li>3. Zikmund W., Babin B. Business Research Methods. – Cengage Learning, 2021. – 816 p.</li> <li>4. Malhotra N.K. Marketing Research: An Applied Orientation. – Moscow: Williams, 2021. – 944 p. (in Russian)</li> <li>5. Golubkov E.P. Marketing Research: Theory and Practice. – Moscow: Yurait, 2022. – 288 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 20. Economy of Enterprise</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Khassenova Laura Aibekovna, PhD, Senior Lecturer Bekmanova Gulzhan Ussenovna, Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes

Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Microeconomics and Macroeconomics, Introduction to the Specialty, Management
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' ability to analyze enterprise economic activity, evaluate resource efficiency, and make informed management decisions, while developing professional competencies in economics and organizational management.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic essence of an enterprise, its operating mechanisms, and the impact of the external environment on performance;</li> <li>- analyze an enterprise's production, labor, and financial resources and evaluate their effectiveness;</li> <li>- calculate key economic indicators of an enterprise's performance, including production costs, profit, profitability, and labor productivity;</li> <li>- conduct an economic analysis of an enterprise's economic activity and identify factors affecting performance;</li> <li>- justify management decisions aimed at increasing resource efficiency and the enterprise's competitiveness;</li> <li>- - develop proposals for improving an enterprise's economic performance based on data analysis and forecast estimates.</li> </ul>

Content of the Module	<p><b>Lectures.</b> The enterprise as a business entity and its role in the economy. Organizational and legal forms of enterprises and the specifics of their functioning. Enterprise production resources and the efficiency of their use. Enterprise fixed assets and their utilization indicators. Working capital and working capital management. Enterprise labor resources and labor productivity. Production costs and product cost. Enterprise revenue, profit, and profitability. Pricing and the influence of the market environment on enterprise operations. Financial results and financial stability of the enterprise. Methods of economic analysis of enterprise economic activity. Forecasting enterprise performance indicators and assessing the factors that change them. Enterprise performance management and ways to improve competitiveness.</p> <p><b>Practical classes.</b> Analysis of the organizational and legal form of the enterprise and the specifics of its operations. Calculation of the enterprise's production capacity and assessment of its use. Calculation of fixed asset efficiency indicators. Analysis of working capital and their turnover indicators. Calculation of labor productivity and the wage fund. Calculation of product costing and analysis of the cost structure. Calculation of profit and enterprise profitability indicators. Determining the break-even point and break-even analysis. Factor analysis of changes in an enterprise's economic indicators. Assessment of the enterprise's financial condition based on financial statements. Forecasting the enterprise's economic indicators based on calculation methods. Developing proposals for improving the enterprise's performance. Comprehensive economic analysis of the enterprise and defense of proposed solutions.</p>
Forms of Examination / Assessment	<p>The exam is a 60-minute written exam. The student answers three questions in writing.</p> <p>The questions in each exam include:</p> <ol style="list-style-type: none"> <li>1. Theoretical (conceptual and methodological): definition and understanding of key economic concepts and categories; knowledge of the enterprise's operating mechanisms (NPA RK).</li> <li>2. Solving computational and analytical problems. Solving problems based on key performance indicators: calculating production costs; calculating profit and profitability; analyzing fixed asset utilization; calculating turnover ratios; factor analysis of profit changes.</li> <li>3. Case analysis / open-ended questions Application of correlation-regression analysis methods and AI tools to forecast an enterprise's economic performance, followed by the development of sound measures to improve its performance.</li> </ol>

Requirements for Learning and Examination	Ongoing assessment: colloquiums, written tests, and written and oral quizzes. During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.
Reading List	1. The Data Economy: Tools and Applications. Economics textbook. Isaac Baley, Laura Veldkamp. Publisher: Princeton University Press. 2025. United States. 320p. 2. Foundations of Real-World Economics. John Komlos. Publisher: Routledge a subsidiary of Taylor and Francis. 396p. 3. Economics for Business. John Sloman, Dean Garratt, Jon Guest, Elizabeth Jones. Pearson Higher Ed, 2023. 299p. 4. E. N. Klochkova. - 3rd edition, revised and expanded. - Moscow: Izdatelstvo Yurait, 2026. - 370 pages. (in Russian ) 5. Gribov, V. D. Economics of the enterprise: a textbook. Practical training / V. D. Gribov, V. P. Gruzinov. - 8th edition, revised and expanded. - Moscow: KURS: INFRA-M, 2023. - 448 pages. (in Russian ) 4. 6. Krasnova, L. N. Economics of the enterprise: a teaching aid / L. N. Krasnova, M. Yu. Ginzburg, R. R. Sadykova. - Moscow: INFRA-M, 2024. - 374 pages. (in Russian )
Date of update	28.08.25

Module Title	<b>M 21.1. Creative Economy</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Mukhamedkhanova Ainur Batyrkhanovna, PhD, Associate Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Entrepreneurship and Financial Literacy, Microeconomics and Macroeconomics, Economics of Enterprise

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop students' systematic understanding of the mechanisms of the creative economy and creative industries, enhance their ability to generate and implement innovative entrepreneurial ideas, design business models and projects under conditions of uncertainty, and apply economic, strategic, and communication tools for the creation and promotion of creative products and services.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the structure and mechanisms of the creative economy, identify sources of value creation in creative industries, and assess their contribution to regional and national economic development;</li> <li>- develop entrepreneurial ideas and business models in the field of creative industries, taking into account market uncertainty, technological change, and consumer behavior;</li> <li>- design concepts for innovative and investment projects in creative sectors (media, design, digital services, and cultural products), justify their commercial potential, and evaluate their economic efficiency;</li> <li>- apply tools of strategic and marketing analysis to develop sustainable development models for creative enterprises and clusters;</li> <li>- present and substantiate creative projects in a professional environment in Kazakh, Russian, and English while adhering to the principles of academic integrity and professional communication.</li> </ul>
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Content of the Module	<p><b>Lectures:</b> The concept and economic essence of the creative economy. Structure and classification of creative industries. The role of human capital, knowledge, and intellectual property in the development of the creative economy. Value creation models in creative sectors. Entrepreneurship and business models in creative industries. Digital platforms and technologies in the development of the creative economy. Financing of creative projects and investment mechanisms. Marketing and branding of creative products. Creative clusters and ecosystems as a factor of regional development. Government policy and international experience in the development of creative industries. Methods for evaluating the efficiency of creative projects and startups. Prospects for the development of the creative economy in Kazakhstan and worldwide.</p> <p><b>Practical classes:</b> Analysis of the structure of creative industries and their contribution to the economies of countries and regions. Identification of sources of value creation in creative products and services. Development of an entrepreneurial idea in the field of the creative economy. Design of a business model for a creative startup. Assessment of the market and target audience of a creative product. Development of a promotion and branding strategy for a creative project. Calculation of financial indicators and evaluation of the investment attractiveness of a creative project. Analysis of successful case studies of creative companies and clusters. Preparation and presentation of a creative project concept. Development of proposals for the advancement of creative industries in the region.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination in the course “Creative Economy” is conducted in the form of a written exam with a duration of 60 minutes. Students provide written answers to three questions included in the examination task. The examination questions include:</p> <ol style="list-style-type: none"> <li>1. Analytical task. Analysis of the structure of a creative industry, factors of value creation, business models, and sources of competitive advantages of creative companies.</li> <li>2. Project-based calculation task. Development of a concept for a creative product or project, including identification of the target audience, promotion channels, possible sources of financing, and calculation of basic economic performance indicators.</li> <li>3. Case analysis / open-ended questions. Analysis of a practical situation in the field of the creative economy with justification of managerial and entrepreneurial decisions, assessment of risks, and evaluation of the prospects for innovation commercialization.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Comunian R. et al. (ed.). A modern guide to creative economies. – Edward Elgar Publishing, 2022. – 293 p.</li> <li>2. Flew T. Regulating Platforms and Cultural Industries in the Digital Age. 2023.</li> <li>3. Bérubé J., Chiapello L., Caron H. Managing Projects in the Creative Industries. – Routledge, 2025. – 115 p.</li> <li>4. Valiati L. The political economy of the creative and cultural industries: Stitching perspectives for research, policy and practice. – Routledge, 2025. – 245 p.</li> <li>5. Ryazanova O.E. Creative Economy: Study Guide. Moscow: Knorus, 2022. – 133 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 21.2. Business Communications</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Mukhamedkhanova Ainur Batyrkhanovna, PhD, Associate Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Management, Economy of Enterprise

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop students' professional communication competencies that ensure effective interaction in business and intercultural environments, as well as to enhance skills in teamwork, business ethics, argumentation, and the use of digital communication tools for managerial decision-making and solving professional tasks.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- interact effectively in a professional environment, work both independently and in teams, while adhering to the principles of business ethics and responsibility;</li> <li>- develop oral and written business communication in accordance with the objectives of interaction, the characteristics of the audience, and the professional context;</li> <li>- communicate confidently in a business environment while observing the principles of academic integrity and business culture;</li> <li>- use modern digital tools and platforms for business communication, preparing presentations, conducting negotiations, and collaborative work;</li> <li>- present and justify professional positions, participate in discussions, and contribute to the coordination of managerial decisions;</li> <li>- analyze information and formulate business messages, reports, proposals, and presentation materials;</li> <li>- apply communication strategies in situations of uncertainty, negotiations, and conflict resolution;</li> <li>- demonstrate professional and social behavior skills consistent with the requirements of the modern business environment.</li> </ul>
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Content of the Module	<p><b>Lectures:</b> Business communication as a tool of the economist's professional activity. Communication process and barriers to business interaction. Verbal and non-verbal communication in a business environment. Business ethics, corporate culture, and professional responsibility. Intercultural aspects of business communication. Business correspondence and academic writing in a professional context. Public speaking and presentations in a business environment. Negotiations as a tool for managerial decision-making. Conflict situations and methods of their constructive resolution. Team communication and leadership in organizations. Digital tools for business communication and online interaction. Professional image and reputation in the business environment.</p> <p><b>Practical classes:</b> Analysis of communication situations and identification of barriers to business interaction. Preparation of business letters, memoranda, and email messages. Preparation and delivery of business presentations. Simulation of negotiations and justification of a professional position. Resolution of conflict situations using communication strategies. Teamwork and distribution of communication roles. Preparation of analytical messages and brief reports. Use of digital platforms for business interaction. Evaluation of communication effectiveness within an organization. Development of a professional image of a specialist.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. Students complete a written examination task aimed at assessing the development of professional communication competencies, the ability to analyze business situations, and the application of effective interaction strategies in a professional environment. The examination questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical question. Assessment of knowledge of the principles of business communication, norms of business ethics, features of intercultural interaction, and the role of communication in organizational management.</li> <li>2. Analytical task. Analysis of a proposed business situation, identification of communication errors, determination of the causes of ineffective interaction, and selection of the most appropriate communication strategy.</li> <li>3. Practice-oriented task / case. Development of a business message, presentation structure, negotiation plan, or solution to a conflict situation with justification of the proposed actions.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Bridgeford Tracy. Teaching Content Management in Technical and Professional Communication. Abingdon.: Routledge, 2020. – 248 p.</li> <li>2. Getto Giuseppe, Labriola J.T., Ruskiewicz S. Content Strategy: A How-to Guide. Routledge, 2023. – 227 p.</li> <li>3. Goldberg Danny M. People-Centric Skills: Interpersonal and Communication Skills for Financial Professionals. Wiley, 2020. – 208 p.</li> <li>4. Konovalenko M.Yu. Business Communications: Textbook and Practicum for Universities. 2nd ed., revised and expanded. Moscow: Yurait, 2021. – 466 p. (In Russian)</li> <li>5. Lukashenko M.A., Radchenko V.S., Shavyrina A.A., Dobrovolskaya T.Yu. Business Communications of a Manager. Master Class: Study Guide. Edited by Lukashenko M.A. Moscow: Synergy University, 2021. – 216 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 22. Industrial Practice I</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Polezhayeva Inna Sergeyevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Cycle of Profile Disciplines, Professional Practice
Workload (including contact hours and self-study):	Total: 120 hours
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Management, Educational Practice
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> acquisition of experience in the practical application of theoretical knowledge in the field of economics, organization and planning of production, analysis of production and economic activities of the enterprise for the performance of professional tasks, calculations and assessment of performance indicators, development and justification of management decisions, as well as the formation of readiness for independent professional activities in a real enterprise.</p> <p>After students have completed their internship, they know how to:</p> <ul style="list-style-type: none"> <li>- use digital communication and collaboration tools to implement projects;</li> </ul>

	<ul style="list-style-type: none"> <li>- independently plan and perform the assigned tasks in due time;</li> <li>- search, critical analysis and interpretation of scientific information;</li> <li>- use methods of statistical, econometric and analytical analysis;</li> <li>- use software tools (spreadsheets, analytical packages, AI tools) for analysis and modeling of economic processes;</li> <li>- conduct a quantitative and qualitative analysis of the company's performance indicators and the external environment;</li> <li>- use the principles of using digital tools, information systems and artificial intelligence technologies for data processing;</li> <li>- collect and systematize economic data on the resources and results of the enterprise;</li> <li>- calculate indicators of resource use and production efficiency;</li> <li>- perform factor and comparative analysis of costs, cost, profit and profitability.</li> </ul>
Content of the Module	Familiarization with the activities of the industrial practice base, study of its structure and operations, analysis of key performance indicators. Completion of individual assignments and students' research works.
Forms of Examination / Assessment	<p>Based on the results of the practice, the student draws up a report in which he reflects the research carried out at the practice bases. The student defends the report to the commission. Protection duration up to 30 minutes.</p> <p>The student answers 3 questions which include:</p> <ol style="list-style-type: none"> <li>1. Analytical assignment for production activities Comprehensive analysis of the company's (subdivision's) activities based on the collection and processing of economic data: calculation of performance indicators, factor and comparative analysis using statistical, econometric and digital tools; formulating sound conclusions.</li> <li>2. Task for information processing and modeling Interpretation and visualization of economic information using digital technologies and AI tools; modeling of processes and presentation of analysis results in analytical form with justification of selected methods.</li> <li>3. Case analysis/reflective task Analysis of the professional situation during the period of practice: independent performance of tasks using digital means of communication, assessment of the effectiveness of decisions made and determination of directions for further professional development.</li> </ol>
Requirements for Learning and Examination	During the industrial practice, students must complete all assignments in accordance with the industrial practice program and obtain a minimum of 30 and a maximum of 60 points. In the industrial practice report defense, students must achieve a minimum of 20 and a maximum of 40

	points.
Reading List	<ol style="list-style-type: none"> <li>1. Yessirkepova A.M., Polezhayeva I.S. Program for the 1<sup>st</sup> Industrial Practice of Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>2. Polezhayeva I.S., Mukhan B.S. Guidelines for Organizing and Conducting the 1<sup>st</sup> Industrial Practice of Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>3. Baryshnikova M.A., Mateush T.A., Mironov M.G. Economics of Enterprise.– Moscow: Yurait Publishing, 2023. – 185 p. (in Russian)</li> <li>4. Karlik A.E., Shukhgalter M.L. Economics of Enterprise: Textbook for Universities. – Saint Petersburg: Piter, 2023. – 480 p. (in Russian)</li> <li>5. Milkova O.I. Economics and Organization of Enterprises: Practical Guide. – Moscow: Yurait Publishing, 2024. – 294 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 23. Finance</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Kulbay Bauyrzhan Susaruly, PhD, Senior Lecturer Bekibayeva Sholpan Seitmagambetkyzy, Candidate of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Microeconomics and Macroeconomics

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> forming of students' competencies in the field of financial relations analysis at the micro and macro levels, assessment of the financial condition of economic entities and justification of economic decisions based on the acquisition of theoretical knowledge and the development of analytical skills.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the structure of the financial system and assess the impact of financial instruments on the activities of the state and enterprises;</li> <li>- interpret financial statements and performance indicators of business entities, identifying problems and reserves for improving efficiency;</li> <li>- develop financial plans, budgets and forecasts of organizations' activities, taking into account internal and external factors;</li> <li>- apply methods of financial analysis and forecasting to justify management decisions;</li> <li>- evaluate investment decisions and financial risks, justifying the choice of sources of financing and directions of resource use;</li> <li>- formulate management recommendations aimed at improving the financial stability and efficiency of the organization.</li> </ul>
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<p>Content of the Module</p>	<p><b>Lectures:</b> Finance as an economic category and its role in the functioning of the economy. The structure of the financial system of the state and its relationship with economic processes. Financial policy of the state and instruments of financial regulation. Budget system and budget process, revenues and expenditures of the state budget. The tax system and its impact on the economic activity of business entities. Enterprise finance and sources of financial resources formation. Financial statements as an information base for analyzing the organization's activities. Financial planning and budgeting at the enterprise. Methods of financial analysis and assessment of financial stability. Financial indicators forecasting and financial risk management. Investment decisions and evaluation of the efficiency of financial investments. Finance in the context of inflation, crises and global economic changes.</p> <p><b>Practical classes:</b> Analysis of the structure of the financial system and its impact on economic processes. Analysis of state budget revenues and expenditures and assessment of their dynamics. Calculation and interpretation of financial indicators of the company. Analysis of financial statements and assessment of liquidity, sustainability and profitability. Development of the company's operational and financial budget. Forecasting financial indicators based on source data. Evaluation of the investment project and calculation of performance indicators. Financial risk analysis and management decision development. Case analysis of the financial situation of the enterprise and preparation of recommendations. Comparative analysis of financial strategies of organizations.</p>
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Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and analytical question. Analysis of key concepts, categories and mechanisms of the financial system, the interrelationships between the financial policy of the state, budgetary and tax instruments and the activities of business entities. The student demonstrates the ability to interpret financial processes and explain their impact on economic development.</li> <li>2. Calculation and analytical task. Solving the problem of financial analysis or business planning. It includes calculating financial indicators (liquidity, profitability, sustainability, capital structure), interpreting results, drawing conclusions, and evaluating the effectiveness of using financial resources.</li> <li>3. Case analysis and management decision. An analysis of the practical financial situation of an enterprise or the public sector (for example, an assessment of the budget, investment project, financial risk, or cost structure). The student develops sound recommendations on financial management, predicts the consequences of decisions and argues for the choice of efficiency improvement tools.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<p><u>Block Stanley B., Hirt Geoffrey A. Foundations of Financial Management.</u> 18th ed. - McGraw-Hill, 2022. - 648 p.</p> <p>2. Berk, J., DeMarzo, P. Corporate Finance (5th Edition). - Pearson, 2023. – 1184 p.</p> <p>3. Jacque Laurent L. International Corporate Finance: Value Creation with Currency Derivatives in Global Capital Markets. 2nd Edition. - Wiley, 2020. - 831 p.</p> <p>4. Abdugarimov, I. T. Analysis of the financial condition and financial results of business structures : a textbook / I.T. Abdugarimov, M.V. Bepalov. – Moscow : INFRA-M, 2023. – 214 p. (in Russian)</p> <p>5. Finance, money circulation and credit. / D. V. Burakov [et al.]; edited by D. V. Burakov. - 3rd ed., reprint. and additional - M. : Yurait, 2023 - 303 p. (in Russian)</p> <p>6. Analysis of financial statements: textbook / edited by M.A. Vakhrushina. – 4th ed., revised and additional – Moscow : INFRA-M, 2024. – 434 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 24.1. Taxes and Taxation</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Issayeva Gulmira Kuzdeualiyevna, Candidate of Economic Science, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Finance
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of the theory and practice of taxation, to develop competencies in calculating tax liabilities, analyzing the tax burden and taking into account tax factors when making economic decisions at the micro and macro levels in accordance with the requirements of tax legislation.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the principles of formation a tax system and evaluate the role of taxes in regulating the economy;</li> <li>- calculate the tax base and tax liabilities in accordance with the current tax legislation;</li> <li>- interpret tax reports and analyze the tax burden of organizations and economic sectors;</li> <li>- apply tax analysis methods in assessing economic processes at the micro and macro levels;</li> <li>- justify the choice of tax regime and take into account tax factors when making current and long-term economic decisions of the organization;</li> <li>- use computational and analytical methods to assess the dynamics of tax revenues and possible changes in tax liabilities;</li> <li>- prepare proposals for the rational use of resources and reduction of tax risks within the framework of legislation.</li> </ul>

Content of the Module	<p><b>Lectures:</b> Taxes as an economic category and a tool for regulating the economy of the state. Principles and functions of taxation. The structure of the tax system of the Republic of Kazakhstan. The tax policy of the state and its impact on economic processes. Corporate income tax and its role in generating budget revenues. Individual income tax and social tax. Value added tax and excise taxes as instruments of indirect taxation. Property taxes: property tax, land tax and vehicle tax. Special tax regimes and their importance for business development. Peculiarities of taxation of certain types of activities and foreign persons. Fees, duties, and mandatory payments to the budget. Tax reporting and tax control. Analysis of the tax burden and the impact of taxes on economic development.</p> <p><b>Practical classes:</b> Calculation of the tax base and tax liabilities for the main types of taxes. Analysis of the structure of tax payments and assessment of the tax burden of the enterprise. Interpretation of tax statements and identification of factors of changes in tax liabilities. Comparison of tax regimes and justification of choosing a rational taxation option. Preparation of the organization's tax plan. Assessment of changes in tax payments when the volume of the company's activities changes. Analysis of tax risks and taxpayer liability. Case analysis of the company's management decisions, taking into account the tax consequences. Analysis of the structure of budget tax revenues and their dynamics. Comparative analysis of tax systems of different countries.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and analytical question. Analysis of the principles, functions and mechanisms of taxation, the structure of the tax system and the impact of tax policy on economic processes and activities of organizations. The student demonstrates the ability to interpret tax processes and explain their economic consequences.</li> <li>2. Calculation and analytical task. Solving the problem of calculating the tax base, tax liabilities, or tax burden of an enterprise. It includes performing calculations, interpreting results, and drawing conclusions about the impact of taxation on the financial performance of an organization.</li> <li>3. Case analysis and management decision. Analysis of the practical tax situation of an organization, for example, choosing a tax regime, changing the structure of income and expenses, or assessing tax risks. The student develops sound recommendations on the consideration of tax factors in making economic decisions and argues their expediency.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Genschel P., Seelkopf L. (ed.). Global taxation: How modern taxes conquered the world. – Oxford University Press, 2022. – 281 p.</li> <li>2. Ganghof S. The politics of income taxation: A comparative analysis. – ecpr Press, 2024. – 931 p.</li> <li>3. Lang M. et al. (ed.). Introduction to European tax law on direct taxation. – Spiramus Press Ltd, 2024. – 347 p.</li> <li>4. The Tax Code of the Republic of Kazakhstan (dated July 18, 2025 No. 214-VIII LRK) / <a href="https://adilet.zan.kz/rus/docs/K2500000214">https://adilet.zan.kz/rus/docs/K2500000214</a>(in Russian)</li> <li>5. Gryzunova N.V., Kiseleva I.A. et al. Evolutionary aspects of taxation and tax analysis. - Prague: Sociosféra-CZ, 2019. - 248 p.</li> <li>6. Haase F. and Kofler G. (eds.) The Oxford Handbook of International Tax Law. - Oxford University Press, 2023. - 1184 p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 24.2. Financial Markets and Intermediaries</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Issayeva Gulmira Kuzdeualiyevna, Candidate of Economic Science, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Finance

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> forming a systematic knowledge of the functioning of financial markets and intermediary institutions, developing competencies in analyzing financial instruments, assessing profitability and risks, and making informed investment decisions.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the structure of financial markets and evaluate the role of financial intermediaries in the redistribution of financial resources in the economy;</li> <li>- to characterize the regulatory framework for the functioning of financial markets and take into account regulatory requirements when analyzing financial transactions;</li> <li>- apply analytical methods to assess the profitability and risks of financial instruments and operations;</li> <li>- interpret the performance indicators of banks, insurance companies, investment funds and other financial institutions;</li> <li>- take into account the impact of financial markets and instruments when preparing economic and investment decisions;</li> <li>- use calculated and analytical approaches to assess the efficiency of financial resource allocation;</li> <li>- integrate knowledge about financial markets and intermediaries in the analysis of economic processes and the activities of business entities.</li> </ul>
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Content of the Module	<p><b>Lectures:</b> The financial market as an element of the economic system and a mechanism for the redistribution of capital. The structure of financial markets and classification of financial instruments. The money market and its instruments. The stock and debt securities market. Derivative financial instruments and their economic significance. The foreign exchange market and international financial transactions. Banks as financial intermediaries and their role in the economy. Non-bank financial institutions: insurance companies, investment funds, and pension systems. Methods for analyzing financial markets and evaluating the profitability of financial instruments. Financial risks and their classification. State regulation of financial markets and regulatory requirements. Problems and trends in the development of financial markets in Kazakhstan and foreign countries. Financial markets in the context of globalization and digitalization.</p> <p><b>Practical classes:</b> Analysis of the structure and dynamics of the financial market. Calculation of profitability of financial instruments. Assessment of the risk and volatility of financial assets. Analysis of the activities of banks and financial intermediaries. Case analysis of the activities of an insurance company and an investment fund. Formation and evaluation of the investment portfolio. Analysis of transactions with debt securities and shares. The use of derivative financial instruments for risk management. Analysis of the influence of the foreign exchange market on economic processes. Assessment of regulatory requirements and their impact on the activities of financial institutions.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and analytical question. Analysis of the structure of financial markets, the functions of financial intermediaries and the role of financial instruments in the economy. The student demonstrates an understanding of the interrelationships between financial markets and economic processes.</li> <li>2. Calculation and analytical task. Solving the problem of evaluating the profitability of a financial instrument, analyzing the risk or effectiveness of an investment decision. It includes performing calculations, interpreting results, and drawing conclusions.</li> <li>3. Case analysis and economic solution. Analysis of the practical situation in the financial market, for example, choosing a financial instrument, evaluating an investment portfolio, or analyzing the activities of a financial intermediary. The student formulates reasonable conclusions and explains their economic feasibility.</li> </ol>

Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Moloney N. EU securities and financial markets regulation. – Oxford University Press, 2023. – 911 p.</li> <li>2. Hillier D., Grinblatt M., Titman S. Financial Markets and Corporate Strategy: European Edition, 3e. – McGraw Hill, 2023. – 741 p.</li> <li>3. International Monetary Fund. Economic Outlook: Tensions from the TwoSpeed Recovery, April 2021, 192p.</li> <li>4. World Development Report 2022 Finance for an Equitable Recovery. WorldBankGroup, - 281 p.</li> <li>5. Finance, money circulation and credit. / D. V. Burakov [et al.] ; edited by D. V. Burakov. - 3rd ed., reprint. and additional - M. : Yurait, 2023 - 303 p. (in Russian)</li> <li>6. Financial markets and intermediaries. The training manual. / Ed . Sadvokasova K.Zh. - Almaty: Evero, 2020. - 420 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 25. Accounting</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Satymbekova Katira Batyrkhanovna, Candidate of Economic Sciences, Professor Ayazbekova Zhaina Sagatbekkyzy, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Higher school component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Mathematics in Economics, Economic Theory, Fundamentals of Auditing

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> to master the formation of a system of theoretical knowledge and practical skills in organizing accounting, preparing and presenting financial information for making management decisions.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- organize the collection and systematization of primary accounting data, using artificial intelligence algorithms (OCR, RPA) to automate documentation and improve the accuracy of financial reporting;</li> <li>- understand current accounting theories and financial reporting systems;</li> <li>- use specialized software (for example, 1C) to automate accounting;</li> <li>- argue to present financial information to different groups of users;</li> <li>- analyze on the basis of accounting and reporting data to develop comprehensive measures to comply with the savings regime, identify reserves for reducing costs;</li> <li>- substantiate decisions to optimize the use of material, financial and labor resources of the enterprise;</li> <li>- document business transactions and register them in accounting registers.</li> </ul>
<p>Content of the Module</p>	<p><b>Lectures:</b> Accounting in the management system and its information and analytical role. The subject and method of accounting as a system for reflecting business processes. Balance sheet and analysis of the financial position of the organization. The system of accounts and double entry as a mechanism for monitoring and summarizing data. Organization of accounting and document management as an element of internal control. Cash and investment accounting: liquidity and risk assessment. Accounts receivable accounting and turnover analysis. Inventory accounting and the impact of valuation techniques on financial performance. Long-term asset accounting and depreciation policy. Accounting for liabilities and assessing financial sustainability.</p> <p><b>Practical classes:</b> Analysis of the role of accounting information in the organization management system. Classification of accounting objects and application of accounting method in practice. Balance sheet preparation and analysis. Reflect business transactions on accounts using a double entry. Organization of document management and assessment of the internal control system. Cash accounting and liquidity calculation. Accounting of accounts receivable and analysis of its turnover. Inventory valuation and accounting with calculation of the impact on the financial result. Depreciation calculation and analysis of long-term assets efficiency. Accounting for liabilities and calculation of financial stability indicators.</p>

Forms of Examination / Assessment	<p>Final module control is carried out in the form of an exam by computer testing lasting 60 minutes and includes 40 test questions randomly formed from 300 tasks. The test aims to assess students' achievement of the following questions:</p> <ol style="list-style-type: none"> <li>1. Test of knowledge of the theoretical foundations of accounting Test understanding of fundamental accounting principles (double entry, accrual, continuity of operations), classification of assets and liabilities, and regulatory and chart of accounts structure.</li> <li>2. Verification of the ability to analyze financial statements Identification of the ability to read reporting forms (Balance Sheet, Statement of Financial Results), calculate net assets, assess the correctness of the assessment of reporting items and identify relationships between indicators of various forms.</li> <li>3. Testing the ability to apply standards and norms to practical situations Identify the ability to record business transactions on the basis of legislation, conduct an initial assessment of objects and form a professional judgment in complex practical cases.</li> </ol>
Requirements for Learning and Examination	During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Weygandt, J. J., Kimmel, P. D., &amp; Kieso, D. E. Financial Accounting with International Financial Reporting Standards (IFRS). — 5th Edition. Wiley, 2022.</li> <li>2. Elliott, B., &amp; Elliott, J. Financial Accounting and Reporting. — 20th Edition. Pearson, 2022.</li> <li>3. Alexander, D., Nobes, C., &amp; Quinlan, C. Financial Accounting: An International Introduction. — 7th Edition. Pearson, 2020.</li> <li>4. Scott, W. R., &amp; O'Brien, P. C. Financial Accounting Theory. — 8th Edition. Pearson, 2020.</li> <li>5. Kondrakov N.P. Accounting (financial and management): Textbook. - M.: INFRA-M, 2023. (in Russian)</li> <li>6. Safonova I.V. Financial accounting: Textbook and workshop for universities. - M.: Yurayt, 2024. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 26.1. Statistics</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Karibov Vagif Maksutovich, Senior Lecturer, Master
Language of instruction	Russian, Kazakh

Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Module: Economic Theory
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop knowledge and practical skills in collecting, processing, and analyzing statistical data, studying patterns and trends of mass socio-economic phenomena and processes, and applying quantitative methods to support managerial decision-making.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- apply theoretical knowledge of statistics to solve practical and professional tasks;</li> <li>- use the methodology of statistical research using mathematical and econometric methods;</li> <li>- analyze and evaluate the state of socio-economic processes, identify trends and patterns, and apply the results of analysis in managerial decision-making;</li> <li>- apply statistical and economic-mathematical methods in professional and practical activities;</li> <li>- possess skills in searching, analyzing, and interpreting regulatory and legal documents in the context of professional activity.</li> </ul>

Content of the Module	<p><b>Lectures:</b> Statistics as a science and a tool for analyzing socio-economic processes. Basic categories and indicators of statistics: population and sample, variables, variation, distribution. Methods of collecting, processing, and presenting statistical information. Descriptive statistics: averages, measures of variation, and distribution forms. Sampling methods and estimation of population parameters. Statistical methods for analyzing dynamics and structure of phenomena. Index method and its application in economic research. Correlation and regression analysis in statistics. Testing statistical hypotheses and evaluating the reliability of results. Use of modern information technologies and the Statistica software for data processing and analysis. Interpretation of statistical results and their application in managerial decision-making.</p> <p><b>Practical classes:</b> Construction and analysis of statistical tables and graphs. Calculation of averages, measures of variation, and data structure indicators. Conducting sample observations and estimating population parameters. Construction and analysis of time series. Calculation and interpretation of indices. Conducting correlation and regression analysis. Testing statistical hypotheses using goodness-of-fit and significance criteria. Data processing and visualization using Statistica software. Interpretation of statistical analysis results and preparation of analytical conclusions. Preparation of a report based on the results of statistical research.</p>
Forms of Examination / Assessment	<p>Differentiated credit is conducted in an oral form lasting 30 minutes. The student answers questions orally, demonstrating understanding of the course content and the ability to apply statistical methods to analyze data in economics and other applied fields.</p> <p>The questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical question Explanation of the main concepts, categories, and methods of statistics: sample, population, measures of central tendency and variability, probability distributions, correlation and regression analysis, as well as the importance of statistics for making informed managerial and research decisions.</li> <li>2. Analytical task Interpretation of a statistical dataset: calculation of key indicators (mean, median, mode, variance, standard deviation), construction of graphs and charts, identification of patterns and anomalies, and evaluation of the statistical significance of results.</li> <li>3. Discussion question / situational task Justification of the application of statistical methods for solving practical professional problems: forecasting, analysis of market trends, evaluation of project effectiveness, as well as discussion of limitations and errors in the interpretation of statistical data.</li> </ol>

Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. McClave J. T., Benson P. G., Sincich T. Statistics for Business &amp; Economics, 15th ed. – Pearson, 2022. – 896 p.</li> <li>2. Lind D., Marchal W., Wathen S. Statistical Techniques in Business and Economics, 19th ed. - McGraw-Hill Education, 2023. – 832 p.</li> <li>3. Jeffrey D. Camm, Michael J. Fry, David R. Anderson и др. Statistics for Business &amp; Economics, 15-е изд., Pearson, 2024. – 928 p.</li> <li>4. Dudin M. N., Lyasnikov N. V., Lezina M. L. Statistics: Textbook and Practice for Universities. – Moscow: Yurait, 2024. – 381 p. (in Russian)</li> <li>5. Eliseeva I. I. Statistics: Textbook for Universities, 6th ed., revised and expanded. – Moscow: Yurait, 2024. – 619 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 26.2. Fundamentals of Auditing</b>
Semester(s) in which the module is taught	3 <sup>rd</sup> semester
Person(s) responsible for the module	Ayazbekova Zhaina Sagatbekkyzy, Senior Lecturer, Master
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Module: Economic Theory

<p>Module Objectives / Intended Learning Outcomes</p>	<p><b>Purpose:</b> To develop students’ theoretical knowledge and practical skills in conducting professional auditing at the micro level, including the methodology, organization, and technology of audit procedures, analysis of financial statements, and identification of violations, taking into account sectoral and regional characteristics of business entities in a market economy.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- apply the methodology, techniques, and technology of conducting audit procedures at the micro level;</li> <li>- collect, systematize, and analyze financial and operational data of enterprises, identifying errors, violations, and risks;</li> <li>- assess the reliability of financial statements and calculate key financial ratios;</li> <li>- formulate conclusions and recommendations based on audit results, prepare audit reports and audit opinions;</li> <li>- apply professional auditing standards, taking into account sectoral and regional characteristics of business entities;</li> <li>- use modern information and analytical tools in conducting audit procedures.</li> </ul>
<p>Content of the Module</p>	<p><b>Lectures:</b> Auditing as a form of independent financial control and an element of market infrastructure. Legal framework of auditing activities and the system of professional audit regulation. International Standards on Auditing and their application in audit practice. Objectives, tasks, and types of auditing in the modern economy. Organization of an audit engagement and stages of the audit process. Audit planning and audit risk assessment. Audit evidence and methods of obtaining it. Audit of financial statements and verification of the reliability of financial indicators. Audit of revenues, expenses, and financial results of an enterprise. Audit of assets, liabilities, and equity. Application of information technologies and analytical tools in auditing. Auditor’s report, audit opinion, and professional responsibility.</p> <p><b>Practical classes:</b> Analysis of the regulatory framework of auditing activities and professional auditing standards. Determining the objectives and tasks of an audit engagement using an enterprise case study. Development of an audit program and planning of audit procedures. Assessment of audit risk and materiality level. Collection of audit evidence and preparation of the auditor’s working papers. Verification of the reliability of an enterprise’s financial statements. Analysis of financial ratios for audit purposes. Identification of errors and violations in financial statements. Application of analytical procedures in auditing. Use of digital tools and spreadsheets for analyzing audit data. Formulation of conclusions based on audit results. Preparation of an auditor’s report and audit opinion.</p>

Forms of Examination / Assessment	<p>Differentiated credit is conducted in an oral form lasting 30 minutes. The student answers questions orally, demonstrating basic theoretical knowledge and practical skills in auditing necessary for solving typical professional tasks.</p> <p>The questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical question. Explanation of the essence of auditing, its goals and objectives, types of auditing, principles of independence and professional ethics, the regulatory framework of auditing activities, and the role of auditing in ensuring the reliability of financial statements.</li> <li>2. Analytical task. Analysis of a practical situation (a fragment of financial statements or a description of a business transaction) in order to identify risks of material misstatement, select appropriate audit procedures, and formulate a well-reasoned professional conclusion.</li> <li>3. Discussion question / situational task. Justification of the importance of auditing in ensuring the financial transparency of an organization, protecting the interests of owners and investors, and explaining the role of the auditor in building trust in financial information.</li> </ol>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Hayes R., Wallage P., Eimers P. Principles of International Auditing and Assurance, 5th ed. - Routledge, 2021/2022. – 496 p.</li> <li>1. Hamdamov B. K. International Standards on Auditing: Textbook- Tashkent Institute of Finance, 2020. – 256 p.</li> <li>2. Arens, A. A., Elder, R. J., Beasley, M. S. Auditing and Assurance Services: An Integrated Approach, 17th ed. - Pearson, 2020. – 768 p.</li> <li>3. Andreev V. D. Comprehensive Audit of the Economic Security of Business Entities: Textbook and Practicum. – Moscow: Magistr; INFRA-M, 2024. – 392 p. (in Russian)</li> <li>4. Suglobov A. E., Zharylgasova B. T., Savin V. Yu. et al. Auditing: Textbook for Bachelor's Degree, 5th ed., revised and expanded. – Moscow: Dashkov &amp; Co., 2022. – 373 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 27.1. International Economy</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Aidarova Aina Bailarovna, Candidate of Economic Sciences, Professor Alzhanova Aigul Alibekovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English

Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Microeconomics and Macroeconomics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of the patterns of the world economy, international trade and the movement of factors of production, developing competencies in analyzing global economic processes and assessing their impact on the national economy and business entities.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the main theoretical models of international trade and international finance;</li> <li>- interpret the mechanisms of foreign trade policy, monetary relations and economic integration;</li> <li>- analyze current trends in international economic relations and their impact on the national economy;</li> <li>- apply methods of economic analysis and data processing to assess the processes of the global economy;</li> <li>- use calculated and analytical models to assess international trade, capital movements, and exchange rates;</li> <li>- to assess the position of the national economy in the system of the international division of labor and the factors of its competitiveness;</li> <li>- take into account international economic conditions when preparing economic decisions and analyzing the activities of business entities.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Introduction to International Economy: subject, structure and main categories. Classical and neoclassical theories of international trade. Theory of factors of production and distribution of benefits from trade. Modern and alternative theories of international trade. The foreign trade policy of the state and its instruments. International capital movement and the role of multinational corporations. International labor mobility. International economic integration and regional associations. National income, foreign trade, and balance of payments. The international monetary system and exchange rates. Global financial flows and financial globalization. International economic crises and global imbalances. The impact of international economic processes on the national economy.</p> <p><b>Practical classes:</b> Analysis of theoretical models of international trade and their applicability. Analysis of the structure and dynamics of world trade. Calculation of foreign trade indicators and their interpretation. Assessment of the country's competitiveness in the global economy. Analysis of international capital flows and foreign direct investment.</p>

	<p>Comparative analysis of integration processes and their impact on the national economy. Interpretation of the balance of payments and its macroeconomic significance. Analysis of the impact of exchange rates on foreign economic activity. Analysis of global economic trends and their impact on economic sectors. Preparation of conclusions on the influence of international factors on the development of the national economy.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual issue. The disclosure of the essence and interrelationships of the main categories of the international economy, including theories of international trade, international movement of capital and labor, the international monetary system, economic integration and globalization. An explanation of the mechanisms of formation of international economic relations and the role of foreign economic factors in the development of the national economy.</li> <li>2. The task of interpreting international economic indicators. Analysis of statistical data on world trade, capital movements, balance of payments or exchange rates. Identification of trends in international economic processes, identification of factors of their change and assessment of the impact of external economic conditions on the development of the national economy.</li> <li>3. Assignment to analyze the situation of the international economy. Analysis of the practical economic situation related to international trade, integration processes, changing currency conditions or global economic trends. Identification of key factors influencing economic processes and assessment of possible consequences for the country, industry or business entities.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Herdegen M. Principles of international economic law. – Oxford University Press, 2024. – 597 p.</li> <li>2. Oatley T. International political economy. – Routledge, 2022. – 409 p.</li> <li>3. Shenkar O., Luo Y., Chi T. International business. – Routledge, 2021. – 727 p.</li> <li>4. Krugman Paul R., Obstfeld Maurice, Melitz Marc J. International Economics. Theory and Policy. 1th ed. — Pearson, 2018. - 803 p.</li> </ol>

	<p>5. Robert J. Carbaugh. International Economics, Seventeenth edition. - Cengage Learning, Inc., 2019. – 580p.</p> <p>6. Kuznetsova, G. V. International trgovlya loaders and services: textbook and practicum for universities / d. V. Kuznetsova, G. V. The picker. - 3rd ed. - M: Jurit, 2023. - 720p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 27.2. Foreign Economic Activity of Enterprises</b>
Semester(s) in which the module is taught	4 <sup>th</sup> semester
Person(s) responsible for the module	Mukhan Bakhytzhhan Sabitullayevich, PhD, Senior Lecturer Beknazarov Bakyt Doktyrbayevich, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Microeconomics and Macroeconomics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of the mechanisms of the company's foreign economic activity, developing competencies in analyzing export-import operations, assessing their efficiency and taking into account international conditions and risks when making management decisions.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the forms and organizational models of the company's foreign economic activity;</li> <li>- interpret the legal and economic terms of international transactions;</li> <li>- evaluate the economic efficiency of export-import operations;</li> <li>- take into account currency, logistics and customs factors when analyzing foreign economic activity;</li> <li>- participate in the preparation of management decisions on the organization of foreign trade operations;</li> <li>- use analytical approaches to assess the risks of foreign economic activity;</li> <li>- process and analyze data on the company's international operations.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The essence and types of foreign economic activity of the enterprise. Organization of foreign economic activity management at the state and enterprise levels. Forms of the company's entry into the international market. International commercial transactions and their classification. Foreign trade contracts and their structure. Pricing and forms of settlements in foreign trade. Customs regulation and tariff policy. Currency</p>

	<p>relations and currency risks in foreign economic activity. Logistics and transport support of foreign trade operations. Financial efficiency of export-import operations. Marketing and competitiveness in foreign markets. Risks of foreign economic activity and methods of their reduction.</p> <p><b>Practical classes:</b> Analysis of the company's foreign trade activities. Assessment of the effectiveness of export-import operations. Calculation of the effect of exchange rates on the exporter's profit. Development of the structure of the foreign trade contract. Analysis of logistics and customs decisions in foreign trade. Assessment of the risks of the company's foreign economic activity. Analysis of the competitiveness of products in the foreign market. Preparation of proposals to improve the efficiency of foreign economic operations.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual issue. Disclosure of the essence of the company's foreign economic activity, types of foreign trade operations, organizational forms, legal and economic conditions of international transactions.</li> <li>2. Assignment for the analysis of foreign economic transactions. Assessment of the effectiveness of export-import transactions, selection of payment forms, logistics schemes and contract terms, taking into account risk factors and international requirements.</li> <li>3. Assignment to analyze the situation of the company's foreign economic activity. Analysis of the practical situation of the enterprise in the foreign market, identification of risk factors, assessment of possible consequences of decisions and identification of areas for improving the efficiency of foreign economic activity.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Loginova, U.Anikina. Foreign economic activities. Textbook. - Krasnoyarsk: Reshetnev University, 2021. - 88 p.</li> <li>2. Duval Antoine, Kassoti Eva (eds.). The Legality of Economic Activities in Occupied Territories: International, EU Law and Business and Human Rights Perspectives. - Routledge, 2020. - 270 p.</li> <li>3. Trade Policy Review: Cabo Verde 2025. - World Trade Organization, 2025. – 139p.</li> <li>4. Turner C. International business: Themes and issues in the modern global economy. – Routledge, 2024. – 540 p.</li> <li>5. Foreign economic activity of organizations : a textbook for</li> </ol>

	universities / executive editor M. F. Tkachenko. - Moscow: Yurait, 2025. - 462 p. (in Russian) 6. Senotrusova, S.V. Foreign economic activity of an organization: a textbook for universities / S. V. Senotrusova. - Moscow: Yurait, 2024. - 198 p. (in Russian)
Date of update	28.08.25

Module Title	<b>M 28.1. Sustainable Development of the Regional Economy</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Tulemetova Aigul Sainovna, Candidate of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Microeconomics and Macroeconomics, Statistics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming students' systemic knowledge about the patterns of sustainable development of the regional economy, developing competencies in analyzing socio-economic and environmental processes in the region and assessing the sustainability factors of territorial systems.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the principles and models of sustainable development of the regional economy;</li> <li>- interpret statistical indicators of socio-economic and environmental development of the region;</li> <li>- apply indicators and analysis methods to assess the sustainability of the regional economy;</li> <li>- use statistical data and simple forecasting models to assess the dynamics of the region's development;</li> <li>- take into account the factors of sustainable development when analyzing investment and innovation projects of territories;</li> <li>- identify reserves for improving the efficiency of using the region's resources;</li> <li>- assess the competitiveness of the regional economy and the sustainability of socio-economic processes.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Concepts of sustainable development and their application in the regional economy. Economic, social and environmental factors of sustainability of territories. Indicators of sustainable development of regions and methods of their assessment. Regional differences and the spatial structure of the economy. The resource potential of the region and the effectiveness of its use. Investments and innovations as factors</p>

	<p>of sustainable development of territories. Regional competitiveness and the factors of its formation. State regional policy and instruments of sustainable development. Programs and strategies of socio-economic development of the regions. International approaches to sustainable regional development. Global challenges and the sustainability of regional economic systems. Methods of forecasting regional development.</p> <p><b>Practical classes:</b> Analysis of statistical indicators of socio-economic development of the region. Assessment of the resource potential and structure of the regional economy. Calculation of indicators of sustainability of regional development. Analysis of regional socio-economic development programs. Assessment of investment projects from the perspective of sustainable development of the region. Analysis of the factors of competitiveness of the regional economy. Forecasting the dynamics of regional indicators. Assessment of the impact of external factors on the stability of the regional economy.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual issue. Disclosure of the main categories of sustainable development of the regional economy, including economic, social and environmental factors of sustainability of territories, indicators of regional development and the role of public policy in ensuring the sustainability of regional systems.</li> <li>2. Task for the analysis of regional economic indicators. Analysis of statistical data on the socio-economic development of the region, calculation of sustainability indicators and assessment of factors affecting the development of the territorial economy.</li> <li>3. Task for the analysis the regional development situation. Analysis of the practical situation of the region's development, identification of factors affecting the sustainability of socio-economic processes, and assessment of possible directions for improving the efficiency of the regional economy.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Edgar M. Hoover, Frank Giarratani. An Introduction to Regional Economics. - WVU Research Repository, 2020. – 304p.</li> <li>2. Zheng Q., Bao C. Regional Innovation Evolution: An Emerging Economy Perspective. - Springer, 2022. - 153 p.</li> <li>3. Kristyn Noeth. The ESG and Sustainability Deskbook for Business: A Guide to Policy, Regulation, and Practice. –</li> </ol>

	<p>Apress, 2024. – 528p.</p> <p>4. Bobylev S.N. Economics of sustainable development: textbook / C.N. Bobylev-Moscow: KNORUS, 2021. – 672c. (in Russian)</p> <p>5 Ugrumova, A. A. Regional economics and management : textbook and practicum. A. Ugrumova, E. V. Erokhina, M. V. Savelyeva. - 2nd ed. - M. Jurit, 2021. - 477 p. (in Russian)</p> <p>6. Regional economics: textbook for universities / E. L. Plisetsky [etc.]; edited. L. Plisetsky. - 3rd ed. - M.: Jurite, 2021. - 532 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 28.2. Economy of City</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Tulemetova Aigul Sainovna, Candidate of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Microeconomics and Macroeconomics, Statistics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming students' systemic knowledge about the functioning of the urban economy, developing competencies in analyzing the socio-economic processes of the city, assessing the efficiency of resource use and factors of competitiveness of the urban area.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- use modern methods of diagnostics, analysis, and solving socio-economic and political problems, apply decision-making methods and implement them in practice;</li> <li>- analyze the effectiveness of housing policy instruments within the context of a specific municipality, and forecast the outcomes of such policies for different population groups;</li> <li>- understand the characteristics of the economy and management organization of key sectors of municipal infrastructure (housing and public utilities, public transport management, etc.);</li> <li>- demonstrate skills in analyzing the socio-economic situation of a city.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The city's economy as an object of economic and spatial analysis. Urbanization and the role of cities in the economy. Models of urban growth and development. A city in the system of local government and municipal economy. The sectoral</p>

	<p>structure of the economy of a modern city. The location of economic activity and the spatial organization of the city. Financial and economic foundations of urban economy functioning. The city's budget and the mechanisms of its formation. Housing and communal services as an element of the urban economy. The transport complex and its impact on the economic activity of the city. Investments and infrastructural development of the urban area. Planning of the socio-economic development of the city. The competitiveness of the city and the sustainability factors of the urban economy.</p> <p><b>Practical classes:</b> Comparative analysis of types of cities and models of urbanization. Analysis of socio-economic indicators of the city. Assessment of the sectoral structure of the urban economy. Analysis of spatial distribution of economic activity. Interpretation of city budget revenues and expenditures. Forecasting of employment, investments and economic activity of the city. Assessment of the efficiency of urban infrastructure and the use of resources. Analysis of the factors of competitiveness of the urban economy. Preparation of conclusions on the prospects for the development of the urban area.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual issue. Disclosure of the content of the main categories and patterns of the urban economy, factors of urbanization, the sectoral structure of the city, the role of infrastructure and spatial organization of economic activity.</li> <li>2. Analytical task on socio-economic indicators of the city. Interpretation of statistical data on the development of the city, assessment of employment dynamics, investments, budget parameters or industry structure, identification of factors of economic development of the urban area.</li> <li>3. A case study on the development of the urban economy. Analysis of the practical situation of the development of a city or urban infrastructure, identification of problems in the use of resources, assessment of factors of competitiveness and sustainability of the urban economy, formulation of directions for the development of the urban area..</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Matthew E. Kahn An Introduction to Urban Economics. – Los Angeles: University of Southern California. – 2023. – 295 p.</li> <li>2. Redding S. J. The economics of cities: from theory to data. – 2023. – Princeton: Princeton University, NBER and CEPR, 2023. – 40 p.</li> <li>3. Kumar Ashok, Meshram D.S. (eds.) Future of Cities:</li> </ol>

	<p>Planning, Infrastructure, and Development - Routledge, 2022. - 275 p.</p> <p>4. Urban studies. Urban economics, development and management : textbook and workshop for universities / L. E. Limonov [et al.]; edited by L. E. Limonov. - Moscow : Yurait Publishing House, 2023. - 822 p. (in Russian)</p> <p>5. Management of the largest cities: textbook and workshop for universities / S. E. Prokofiev [et al.]; edited by S. E. Prokofiev, I. A. Rozhdestvenskaya, N. N. Musinova. Moscow : Yurait Publishing House, 2023. 322 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 29.1. Planning of Enterprise Activity</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Abdikerimova Gulzhanar Imanbayevna, Candidate of Economic Sciences, Professor Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Management
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of enterprise planning methods, developing competencies in formation of strategic, production and financial plans, assessing resource efficiency and making economically reasonable management decisions.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the principles and methods of strategic, current and operational planning of the company's activities;</li> <li>- analyze the internal and external environment of the enterprise when developing plans;</li> <li>- develop strategic and functional plans for the development of the enterprise;</li> <li>- to form a production program and a product sales plan;</li> <li>- calculate the key indicators of the company's business plan and assess their economic validity;</li> <li>- plan the company's need for resources, including labor, material and financial;</li> <li>- apply methods of economic analysis and forecasting in the development of enterprise plans;</li> <li>- evaluate the efficiency of plans and identify reserves for improving the effectiveness of the company.</li> <li>- apply economic and mathematical methods and digital</li> </ul>

	analytical tools when developing business plans.
Content of the Module	<p><b>Lectures:</b> Enterprise activity planning as a management function. The system of enterprise plans and their interrelation. Analysis of the internal and external environment of the enterprise in the planning process. Methods of strategic planning. Planning the development of the enterprise's potential. Production planning and the formation of a product release program. Planning of the company's product sales and revenue. Planning of costs and production costs. Workforce and payroll planning. Financial planning and budgeting of the enterprise. Economic and mathematical methods, predictive models and digital tools for enterprise planning. Assessment of the efficiency of enterprise plans..</p> <p><b>Practical classes:</b> Analysis of the factors of the external and internal environment of the enterprise. Development of a strategic enterprise development plan. Formation of the company's production program. Calculation of indicators of production volume, costs and profit. Planning the number of staff and payroll. Development of the enterprise budget. Forecasting the company's performance indicators using computational models and digital tools. Calculation of the economic efficiency of plans using analytical models. Analysis of reserves for improving the efficiency of the enterprise.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. A theoretical task for planning the company's activities. Disclosure of the content of the goals, principles and methods of enterprise planning, characteristics of the system of strategic, current and operational plans, as well as justification of the role of planning in ensuring efficient use of resources and sustainable development of the enterprise.</li> <li>2. Calculation and analytical task. Calculation of planned performance indicators of an enterprise, interpretation of results and assessment of the economic validity of plans using analytical and computational models.</li> <li>3. Practice-oriented case assignment. Analysis of the practical situation of the enterprise, selection of planning methods, assessment of resource use and identification of ways to improve the efficiency of the enterprise.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Thomas F. Wallace Michael H. Kremzar. ERP: Making It Happen The Implementers' Guide to Success with Enterprise Resource Planning. Published by John Wiley &amp; Sons, Inc.,</li> </ol>

	<p>2021. – 385p.</p> <p>2. Enterprise Planning System A Complete Guide - 2020 Edition. Mar 08, 2021, 5starcooks, 5STARCOOKS paperback. - 306p.</p> <p>3. Thakkar J. J. Project Management: Strategic and Operational Planning. – Springer Nature, 2022. – 417 p.</p> <p>4. Gumb H. M. Enterprise planning in the construction industry. - Moscow: Yurayt, 2024. - 254 p. (in Russian)</p> <p>5. Zhigalova V. N. Enterprise planning: a textbook / V. N. Zhigalova. - Tomsk : FDO, TUSUR, 2021. -164 p. (in Russian)</p> <p>6. Budovich L. S. Business planning in entrepreneurial activity. Textbook for universities, 2nd ed.- Moscow: Lan, 2023. - 180 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 29.2. Economic Strategy of Enterprise</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Bekmanova Gulzhan Usenovna , Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Management, Marketing
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of the principles and methods of developing an economic strategy of an enterprise, developing of competencies in strategic analysis, the choice of development directions and the justification of strategic decisions aimed at improving the competitiveness and efficiency of using enterprise resources.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the external and internal environment of the enterprise when forming a strategy;</li> <li>- apply methods of strategic analysis to assess the company's position in the market;</li> <li>- to develop the general and functional strategies of the enterprise;</li> <li>- substantiate strategic decisions taking into account resource constraints and market competition;</li> <li>- evaluate the efficiency of strategic enterprise development options;</li> <li>- use analytical methods and digital tools in strategic analysis;</li> <li>- to determine the directions of increasing the competitiveness of</li> </ul>

	the enterprise and the efficiency of resource use.
Content of the Module	<p><b>Lectures:</b> The economic strategy of the enterprise as an element of development management. The external and internal environment of the enterprise and their impact on the strategy. Methods of strategic analysis and diagnostics of the company's position. Competitive strategies and sources of competitive advantage. The company's product and market strategy. Pricing and revenue management strategy. The company's production strategy. Financial strategy and investment decisions of the company. Innovative strategy and technological development of the enterprise. Resource and cost management strategy. The strategy of personnel management and organizational development. Coordination of functional strategies of the enterprise. Assessment of the efficiency of the company's economic strategy.</p> <p><b>Practical classes:</b> Analysis of the external and internal environment of the enterprise. Application of methods of strategic analysis of the enterprise. Determination of the company's competitive position. Development of a product and competitive strategy. Formation of the company's pricing strategy. Development of the company's investment strategy. Assessment of strategic alternatives for enterprise development. Scenario analysis of enterprise development in conditions of uncertainty. Evaluation of the efficiency of strategic decisions. Formation of recommendations for increasing the competitiveness of the enterprise.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical task on the economic strategy of the enterprise. Disclosure of the essence of strategic enterprise management, methods of strategic analysis, types of strategies and factors influencing the choice of the strategic direction of enterprise development.</li> <li>2. Analytical task. Assessment of the company's position based on the proposed economic indicators and environmental factors, identification of strategic problems and development opportunities.</li> <li>3. A case study for the development of an enterprise strategy. Analyzing the practical situation of the enterprise, choosing a strategic direction for development and formulating proposals to increase competitiveness and resource efficiency.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<p>1. Argus D., Samson D. Strategic Leadership for Business Value Creation: Principles and Case Studies. - Palgrave Macmillan, 2021. - 504 p.</p>

	<p>2. Aliekperov Adyl. Creating Business and Corporate Strategy: An Integrated Strategic System. - Routledge, 2021. - 133 p.</p> <p>3. Ansoff H.I. et al. Implanting Strategic Management. 3rd ed. - Springer, 2019. -592 p.</p> <p>4. Korshunova E.D., Popova O.V., Dorozhkin I.N., et al. Economics, Organization and Management of an Industrial Enterprise: Textbook. – Moscow: KURS: INFRA-M, 2023. – 272 p. (in Russian)</p> <p>5. Rozanova, N.M. Competitive strategies of a modern firm: textbook and practice for universities/ N.M.Rozanova. - Moscow: Yurait, 2025. - 343 p. (in Russian)</p> <p>. 6. Goremykin, V. A. Economic strategy of the enterprise [Text] : textbook / V. A. Goremykin. - M.: Yurait, 2021. - 506 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 30.1. Planning and Forecasting of Economy</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Abdikerimova Gulzhanar Imanbayevna, Candidate of Economic Sciences, Professor Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Independent study – 67.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Microeconomics and Macroeconomics, Planning of Enterprise Activity, Sustainable Development of the Regional Economy
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students’ systematic knowledge and practical skills in planning and forecasting socio-economic processes at the levels of the enterprise, industry, and national economy, as well as to enhance their ability to apply data analysis methods, economic-mathematical modeling, and strategic planning tools to justify managerial decisions and improve the efficiency of resource utilization.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the principles and methods of economic planning and forecasting at the micro- and macroeconomic levels;</li> <li>- analyze socio-economic processes and identify factors influencing the dynamics of economic system development;</li> <li>- collect, systematize, and process data for the preparation of forecasts and planning calculations;</li> <li>- apply methods of economic-mathematical modeling and forecasting to evaluate scenarios of economic development;</li> <li>- develop strategic and operational plans for the development of enterprises, industries, or regions;</li> </ul>

	<ul style="list-style-type: none"> <li>- justify managerial decisions based on forecast calculations and analysis of alternatives;</li> <li>- assess the efficiency of resource utilization and identify reserves for improving the effectiveness of economic activity;</li> <li>- use digital tools and analytical technologies in the preparation of forecasts and planning documents.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Economic planning as a tool for managing economic development. System of forecasting socio-economic processes. Methods for analyzing initial data for planning and forecasting. Balance methods and macroeconomic proportions. Normative and program-target methods of planning. Economic and mathematical methods of forecasting. Extrapolation and regression models in forecasting. Scenario forecasting and risk assessment of economic development. Strategic planning for the development of enterprises and industries. Forecasting of macroeconomic indicators. Planning of resource utilization and improvement of efficiency. Digital technologies and analytical tools for forecasting.</p> <p><b>Practical classes:</b> Analysis of initial data for economic planning. Calculation of indicators of dynamics and trends in economic processes. Forecasting using extrapolation methods. Application of regression models for forecasting. Development of scenarios for socio-economic development. Calculation of resource requirements and balance indicators. Evaluation of the effectiveness of planning decisions. Development of a strategic development plan for an enterprise. Analysis and interpretation of macroeconomic forecasts. Use of digital tools for economic forecasting.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. Students complete a written examination task aimed at assessing their ability to apply methods of economic planning and forecasting for the analysis and justification of managerial decisions. The examination tasks include:</p> <ol style="list-style-type: none"> <li>1. Question on theoretical foundations. Assessment of knowledge of economic planning and forecasting methods, principles of strategy formation, and evaluation of factors influencing economic development.</li> <li>2. Task on the application of analytical methods. Calculation or interpretation of indicators of dynamics, trends, or forecast values of economic indicators, analysis of development factors, and evaluation of alternative scenarios.</li> <li>3. Practice-oriented task. Development of a fragment of a socio-economic development plan or forecast, justification of a managerial decision, or evaluation of the efficiency of resource utilization.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum</p>

	of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Brownlee J. Introduction to Time Series Forecasting with Python: How to Prepare Data and Develop Models to Predict the Future. Machine Learning Masery, 2020. – 365 p.</li> <li>2. Gilliland M., Tashman L., Sglavo U. Business Forecasting: The Emerging Role of Artificial Intelligence and Machine Learning. Wiley, 2021. – 435 p.</li> <li>3. Jones Martin. Cities and regions in crisis: The political economy of sub-national economic development. Edward Elgar Publishing, 2019. – 311 p.</li> <li>4. Palma-Ruiz Jesús Manuel. Handbook of Research on Smart Territories and Entrepreneurial Ecosystems for Social Innovation and Sustainable Growth. Business Science Reference, 2019. – 520 p.</li> <li>5. Improving the Legal Environment for Business and Investment in Central Asia 2023. Analytical report. – Paris: Organisation for Economic Cooperation and Development, 2021. – 128 p.</li> <li>6. Zhuravlev V.A. Forecasting and Planning in the Economy: Teaching and Methodological Guide. Minsk: Belarusian State University of Informatics and Radioelectronics, 2022. (In Russian)</li> <li>7. Nevskaya N.A. Planning and Forecasting of Socio-Economic Processes: Textbook and Practicum for Universities. 3rd ed. Moscow: Yurait, 2023. – 297 p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 30.2. Public Economics</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Baineyeva Parida Turgunbayevna, Candidate of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Microeconomics and Macroeconomics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' competencies in the economic analysis of the public sector, evaluation of the efficiency of public resource utilization, and application of tools of economic planning, budgeting, and optimization to support decision-making in a market economy.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic nature of the public sector and the specific</li> </ul>

	<p>features of its functioning;</p> <ul style="list-style-type: none"> <li>- analyze the causes of the emergence of public goods, externalities, and market failures;</li> <li>- evaluate the efficiency of the use of public resources and budget funds;</li> <li>- analyze fiscal indicators and their impact on economic processes;</li> <li>- interpret statistical data characterizing the development of the public sector;</li> <li>- justify economic decisions aimed at improving the efficiency of public expenditures;</li> <li>- identify directions for optimizing the allocation of public resources;</li> <li>- formulate analytical conclusions on issues of economic policy and public welfare.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The concept, boundaries, and scale of the public sector economy. The role of the public sector in a market economy and its interaction with the market. Main types of activities and public goods. Economic institutions of the public sector and their influence on resource allocation. Public choice and the economic aspects of collective decision-making. Pricing mechanisms in the public sector. Income redistribution and public welfare. The role of non-profit organizations in the public sector economy. Methods for evaluating the efficiency of the public sector and social programs.</p> <p><b>Practical classes:</b> Comparison of different forms of government participation in the economy and assessment of their economic effects. Analysis of the distribution of expenditures on education, healthcare, and social protection. Calculation of social benefits and evaluation of the effectiveness of pension programs. Assessment of the impact of the public sector on the accessibility and quality of educational services. Analysis of the allocation of budget funds with the identification of economic inefficiencies. Analysis of the healthcare services market and economic evaluation of regulatory measures. Case study analysis to justify economic decisions in the public sector.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. The exam is aimed at assessing students' understanding of the economic mechanisms of the public sector, their ability to analyze the efficiency of public resource utilization, and their capacity to interpret the economic consequences of policy decisions. The examination tasks include:</p> <ol style="list-style-type: none"> <li>1. Conceptual and theoretical question. Assessment of knowledge of the economic nature of the public sector, public goods, income redistribution, and the factors influencing the efficiency of public expenditures.</li> <li>2. Analytical and interpretative task. Analysis of budgetary or social indicators, identification of the economic consequences of resource allocation, and evaluation of the efficiency of public spending.</li> <li>3. Situational economic task.</li> </ol>

	Evaluation of a proposed measure in the public sector, selection of an economically justified decision, and formulation of conclusions regarding its implications for efficiency and public welfare.
Requirements for Learning and Examination	Continuous assessment: Colloquia, written tests, and oral examinations. During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Ben David-Hadar Iris (ed.) Education Finance, Equality, and Equity. Springer, 2018. – 309 p.</li> <li>2. Wendt Karen (Ed.). Green and Social Economy Finance. CRC Press, 2021. – 337 p.</li> <li>3. Alinezhad A., Khalili J. New Methods and Applications in Multiple Attribute Decision Making (MADM). Springer, 2019. – 236 p.</li> <li>4. Voskolovich N.A., Zhiltsov E.N., Enikeeva S.D. Economics of the Public Sector. Moscow: Yurait, 2024. – 235 p. (In Russian)</li> <li>5. Novikova T.S. Economics of the Public Sector: Textbook for Universities with Contemporary Examples of Government Regulation and Social Policy. Saint Petersburg: Lan, 2023. – 234 p.</li> </ol>
Date of update	28.08.25

Module Title	<b>M 31. Industrial Practice II</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Polezhayeva Inna Sergeyevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Cycle of Profile Disciplines, Professional Practice
Workload (including contact hours and self-study):	Total: 180 hours
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Planning of Enterprise Activity, Industrial Practice I
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> to ensure the development of experience in independent performance of professional tasks in the conditions of real organizations and enterprises, the use of methods of economic analysis, planning and management to assess the activities of departments, develop and substantiate management decisions, prepare analytical and reporting materials, as well as the formation of readiness for professional activities in state and non-state structures.</p> <p>After students have completed their internship, they know how to:</p> <ul style="list-style-type: none"> <li>- organize the workplace and work regime taking into account the</li> </ul>

	<p>requirements of health, safety and prevention of occupational risks;</p> <ul style="list-style-type: none"> <li>- collect and analyze initial data on enterprise activity and market state;</li> <li>- perform calculations of production, financial and commercial indicators (costs, revenue, profit, profitability, budget, cash flows);</li> <li>- develop current and future work plans of the enterprise and its divisions;</li> <li>- form business plans and investment projects with economic justification;</li> <li>- analyze problem situations in the organization's activities and identify the causes of their occurrence;</li> <li>- develop alternative solutions using economic and organizational methods;</li> <li>- collect and interpret the data required to prepare management decisions;</li> <li>- formulate and substantiate management and expert decisions based on the obtained data;</li> <li>- draw up analytical and expert opinions in accordance with professional standards.</li> </ul>
Content of the Module	<p>Familiarization with the activities of the industrial practice base, study of its structure and operations, analysis of key performance indicators. Completion of individual assignments and students' research works.</p>
Forms of Examination / Assessment	<p>Based on the results of the practice, the student draws up a report in which he reflects the research carried out at the practice bases. The student defends the report to the commission. Protection duration up to 30 minutes.</p> <p>The student answers 3 questions which include:</p> <ol style="list-style-type: none"> <li>1. Solution of calculation and analytical tasks Solving the tasks of calculating production, financial and commercial indicators of the enterprise (costs, revenue, profit, profitability, budget, cash flows) and analyzing the efficiency of resource use with justification of management decisions.</li> <li>2. Analytical and planning and economic task Analysis of the company's activities and market environment, development of current and future plans, formation of a business plan or investment project with economic justification and presentation of results in a calculation and analytical form.</li> <li>3. Case analysis/Open questions Analysis of the problematic management situation, development and substantiation of alternative solutions based on economic data with the preparation of a reasoned analytical conclusion.</li> </ol>
Requirements for Learning and Examination	<p>During the industrial practice, students must complete all assignments in accordance with the industrial practice program and obtain a minimum of 30 and a maximum of 60 points. In the industrial practice report defense, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<p>1. Yessirkepova A.M., Polezhayeva I.S. Program for the 2<sup>nd</sup> Industrial Practice of Students of the Study Programme 6B04110 "Economics", 2025. (in Russian)</p>

	<p>2. Yessirkepova A.M., Polezhayeva I.S. Guidelines for Organizing and Conducting the 2<sup>nd</sup> Industrial Practice of Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</p> <p>3. Chaldaeava L.A. Economics of Enterprise. – Moscow: Yurait Publishing, 2023. – 436 p. (in Russian)</p> <p>4. Morozov G.B. Entrepreneurial Activity. – Moscow: Yurait Publishing, 2023. – 458 p. (in Russian)</p> <p>5. Ryzhikov S.N. Fundamentals of Commercial Activity: Study Guide. – Moscow: Feniks, 2022. – 347 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 32.1. Economy of Industry</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Aidarova Aina Bailarovna , Candidate of Economic Sciences, Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise
Module Objectives / Intended Learning Outcomes	<p>Purpose: To develop a systematic understanding of economic processes in the industrial sector, including production, distribution, and consumption of goods, as well as analytical, research, and managerial competencies required for informed analysis of industrial production, strategic planning, and managerial decision-making in the industrial sphere.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main economic theories, models, and principles governing the industrial sector;</li> <li>- analyze production processes, industry structure, competitive environment, and macro- and microeconomic indicators;</li> <li>- evaluate economic processes and strategic decisions based on the analysis of statistical and financial data;</li> <li>- apply methods of economic analysis, planning, forecasting, and modeling in industrial settings;</li> <li>- present analysis and planning results in oral and written form, adhering to academic integrity and professional communication standards.</li> </ul>
Content of the Module	Lectures: Industrial Economics: subject, functions, and role in the economy. Production processes and industry structure. Market

	<p>mechanisms and competitive environment in the industrial sector. Costs, pricing, and cost analysis in industry. Production resources and factors of production. Investment and innovation in industry. Economic analysis of industrial enterprises. Forecasting and strategic planning. Digital tools in industrial economics. Ethical aspects and standards of professional communication.</p> <p>Practical Classes: Analysis of production processes and industry structure. Calculation of costs and product cost price. Pricing and competitiveness analysis. Investment and innovation analysis of enterprises. Forecasting and strategic planning based on economic data. Use of digital tools for industrial economic analysis. Case studies: development of managerial solutions for industrial enterprises. Preparation of analytical reports and presentations.</p>
Forms of Examination / Assessment	<p>Computer-based testing lasting 60 minutes. The exam includes 40 multiple-choice questions, randomly selected from a question bank of 300 items, ensuring objective assessment and balanced coverage of all course topics. The exam questions include:</p> <ol style="list-style-type: none"> <li>1. Theoretical questions Assessment of knowledge of industrial economics concepts, sector structures, market models, firm behavior, competitive strategies, pricing mechanisms, market regulation, and corporate strategy.</li> <li>2. Analytical tasks Analysis of industry and market data, identification of factors affecting enterprise efficiency, evaluation of production and financial indicators, forecasting consequences of managerial decisions, and selection of optimal strategies to enhance competitiveness and sector sustainability.</li> <li>3. Situational tests / Case questions Simulated real industrial and market scenarios (e.g., price changes, innovation adoption, market entry of a new competitor), requiring optimal decisions based on industry data, firm behavior, and production resource management strategies.</li> </ol>
Requirements for Learning and Examination	<p>Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Don E. Waldman, Elizabeth J. Jensen Industrial Organization: Theory and Practice - Pearson, 2022. – 816 p.</li> <li>2. Elangovan U. Industry 5.0: The Future of the Industrial Economy. - CRC Press, 2024. – 296 p.</li> <li>3. OECD. Industrial Policy for Sustainable Development. - OECD Publishing, 2023. – 148 p.</li> <li>4. Sycheva I.V., Abramkina N.G., Sycheva N.A. Economics of Industrial Enterprise. – Moscow: Yurayt, 2025. – 512 p. (in Russian)</li> <li>5. Kondratiev V.B. Industrial Policy and Industrial Development in Modern Conditions. – Moscow: Yurayt, 2023. – 384 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 32.2. Economy of Agriculture</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Abdikerimova Gulzhanar Imanbayevna , Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop a systematic understanding of economic processes in the agricultural sector, features of agricultural production, agricultural policy, and market mechanisms, as well as analytical and managerial competencies for making informed decisions in agribusiness and agricultural production.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic principles of agriculture, its sectoral structure, and specifics of agro-production.</li> <li>- analyze production, financial, and resource indicators of agricultural enterprises considering natural, climatic, and market factors.</li> <li>- assess the efficiency of land, labor, and material resource use, identify reserves for improving profitability and competitiveness of agricultural production.</li> <li>- apply methods of economic analysis, planning, and forecasting in agriculture.</li> <li>- develop justified management decisions in agribusiness and present analysis results orally and in writing, adhering to professional standards and academic integrity.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Agricultural Economics: subject, functions, role in the economy. Sectoral and structural composition of agro-production. Land, labor, and financial resources in agriculture. Production indicators and efficiency evaluation of agricultural enterprises. Market mechanisms, pricing, and distribution of agricultural products. Agricultural policy and government regulation. Methods of economic analysis and forecasting in the agro-sector. Economic-mathematical modeling in the agro-industrial complex. Innovations and digitalization in agriculture. Socio-ethical and managerial aspects of agroeconomics.</p> <p><b>Practical Classes:</b> Analysis of agro-production structure and sectoral composition. Calculation of economic indicators for agricultural enterprises. Assessment of yield, profitability, and cost of production. Forecasting economic indicators based on statistical data. Development of management solutions to optimize resources. Application of digital and statistical tools in agro-analysis. Case study: strategies to improve enterprise efficiency.</p>

	Preparation of analytical reports and presentations.
Forms of Examination / Assessment	<p>The exam is conducted in written form and lasts 60 minutes. The student completes 3 examination tasks in writing. Each task includes the following types of questions:</p> <ol style="list-style-type: none"> <li>1. Solution of a calculation-analytical problem Analysis of economic indicators of an agricultural enterprise or sector: calculation of yield, production cost, profitability; conducting horizontal and vertical data analysis; interpretation of results; identification of problems and potential areas for improving production efficiency.</li> <li>2. Task on the study of economic processes in agriculture Application of quantitative and qualitative research methods (statistical analysis, comparative tables) to assess the efficiency of agricultural production, cost structure, pricing policy, and the impact of external factors on farm economics.</li> <li>3. Situational task / agroeconomic case study Analysis of a specific situation in an agricultural enterprise or region (for example, reduced yield, increased production costs, or changes in market demand). Formulation of conclusions and development of recommendations to improve economic efficiency, optimize resources, and enhance management of agricultural production.</li> </ol>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Kumbhakar S.C., Lien G., Hardaker J.B. Stochastic Frontier Analysis of Agricultural Economics: New Developments and Applications. - Springer, 2023. – 392 p.</li> <li>2. Trostle R. The Role of Agriculture in the Global Economy: Policies and Market Developments. - Wiley-Blackwell, 2022. – 264 p.</li> <li>3. Lü Y., Lin B., Zhang X. Agricultural Economics and Agribusiness: Advances in Theory and Practice. - Routledge, 2024. – 408 p.</li> <li>4. Kovalenko N.Ya. Agricultural Economics: Textbook for Universities / ed. N.Ya. Kovalenko. Moscow: Yurayt, 2023. – 406 p. (in Russian)</li> <li>5. Kondratyeva I.V. Agricultural Economics: Textbook for Universities. Moscow: Lan, 2023. – 272 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 33.1. Fundamentals of Behavioral Economics</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Yessirkepova Altyn Makhmudovna , Doctor of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes

Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Marketing, Economy of Enterprise
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> forming a systematic knowledge of the patterns of economic behavior of people and organizations, as well as the developing of competencies for analyzing behavioral factors and taking them into account when making economic, entrepreneurial and management decisions in conditions of uncertainty and risk.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the behavioral mechanisms of economic decision-making in conditions of risk and uncertainty;</li> <li>- analyze the influence of cognitive, psychological and social factors on the behavior of economic agents;</li> <li>- apply behavioral approaches in the development of entrepreneurial and managerial decisions;</li> <li>- interpret the behavioral aspects of consumer choice, financial decisions, and work motivation;</li> <li>- use data on the behavior of market participants to justify economic decisions;</li> <li>- take into account behavioral factors when developing measures to improve the efficiency of economic activities of organizations and government policy.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Behavioral economics as a field of modern economics and its difference from the neoclassical rational choice model. Limited rationality and cognitive distortions in economic decision-making. Heuristics and thinking errors: anchoring, accessibility, representativeness and their impact on market behavior. Behavioral aspects of choice in conditions of risk and uncertainty. Intertemporal choice, self-control, and hyperbolic discounting. Social preferences, norms, and trust in economic interaction. Behavioral aspects of consumer choice and marketing decisions. Behavioral finance and irrationality of investment behavior. Behavioral aspects of work, motivation, and organizational behavior. Behavioral economics in public policy and the mechanisms of "nudging". Ethical aspects of the application of behavioral tools in economics and management.</p> <p><b>Practical classes:</b> Analysis of real situations of economic decision-making taking into account cognitive limitations. Identification of behavioral distortions in consumer and financial behavior. Analysis of the impact of social norms and trust on economic interaction. The study of behavioral factors of entrepreneurial decisions. Assessment of the influence of psychological factors on investment behavior. Analysis of motivational mechanisms and their impact on labor productivity. Working with empirical data on the behavior of market participants. Development of recommendations on the use of behavioral tools in business and public policy.</p>
Forms of Examination /	The exam is conducted in the form of a written exam lasting 60

Assessment	<p>minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. A theoretical task on behavioral economics. Revealing the essence of key concepts and models of behavioral economics, explaining the role of cognitive and social factors in economic decision-making, analyzing the differences between behavioral and rational approaches.</li> <li>2. Analytical task on economic behavior. Interpretation of the decision-making situation by an economic agent, identification of behavioral distortions, explanation of the possible consequences of the choice and justification of alternative solutions taking into account behavioral factors.</li> <li>3. Practice-oriented task. Analyzing a case study from business, financial, or government practice that requires consideration of behavioral factors and developing sound recommendations to improve the effectiveness of solutions.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Altman Morris (ed.). Handbook of Research Methods in Behavioural Economics: An Interdisciplinary Approach. - Edward Elgar Publishing, 2023. - 532 p.</li> <li>2. Angner E. A Course in Behavioral Economics. - Palgrave Macmillan, 2022. - 509 p.</li> <li>3. Earl Peter E. Principles of Behavioral Economics: Bringing Together Old, New and Evolutionary Approaches. - Cambridge University Press, 2022. - 500 p.</li> <li>4. Behavioral economics in the context of the digitalization of the economy : textbook / E. Y. Sidorova, Y. Y. Kostyukhin, G. V. Timokhova [et al.] ; edited by E. Y. Sidorova. – M.: KNORUS, 2023. – 197p. (in Russian)</li> <li>5. Litvinyuk A.A., Akhmedov F.K., Efimova M.V. Behavioral economics: textbook - Moscow: RUSAINS Publ., 2025. – 294p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 33.2. Practical Psychology and Critical Thinking</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Sultanov Serik Askarbekovich, Doctor of Political Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including	Total workload – 150 hours:

contact hours and self-study):	Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Module: Cultural Studies and Psychology
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> developing students' competencies in critical information analysis, reasoned professional communication and informed decision-making based on psychological and cognitive characteristics of human behavior in a socio-economic environment.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the psychological mechanisms of individual and group behavior that influence decision-making in the socio-economic environment;</li> <li>- analyze information from various sources, identify logical errors, manipulations and cognitive distortions in the interpretation of socio-economic processes;</li> <li>- apply the principles of critical thinking when analyzing professional situations and developing reasoned solutions.;</li> <li>- use psychological knowledge for effective communication, discussion and presentation of reasonable conclusions.;</li> <li>- work individually and as a team in solving analytical and communicative tasks, demonstrating skills of self-reflection and professional interaction;</li> <li>- take into account social and value factors of people's behavior when analyzing economic decisions and managerial situations.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Psychology of personality and human behavior in a socio-economic environment. Cognitive processes and their influence on information perception and decision-making. Emotions, motivation and values in professional activity. Social psychology of groups and mechanisms of interaction in a team. Communication and barriers to interaction in a professional environment. Fundamentals of critical thinking and argumentation logic. Cognitive distortions and information manipulation. Methods of information analysis and interpretation. Decision-making in conditions of uncertainty and limited rationality. Psychological aspects of management decisions and professional responsibility. The role of critical thinking in the professional activity of an economist.</p> <p><b>Practical classes:</b> Analysis of psychological factors of behavior of participants in economic processes. Assessment of the impact of cognitive biases on decision-making. The analysis of argumentation in economic texts and public speeches. Identification of logical errors and manipulative techniques in information. Solving problems of critical analysis of professional situations. Modeling communication in a business environment and developing a reasoned position. Group work on the analysis of conflict and management situations. Self-reflection and evaluation of personal decision-making strategies. Preparation of an analytical mini-study on a socio-professional problem.</p>
Forms of Examination /	The exam is conducted in the form of a written exam lasting 60

Assessment	<p>minutes. The student answers 3 questions of the exam assignment in writing. The questions of each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical task on psychology and critical thinking. The disclosure of the psychological mechanisms of individual and group behavior, cognitive processes that affect the perception of information, as well as the principles of critical thinking and argumentation.</li> <li>2. Analytical task on interpretation of information. Analyzing text, data, or situation descriptions to identify logical errors, cognitive distortions, manipulative techniques, and substantiate correct conclusions.</li> <li>3. Situational task on professional communication and decision-making. The analysis of the practical situation related to the interaction of people in a professional environment, the choice of a communication strategy or problem solution, and the argumentation of the proposed actions.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Diane F. Halpern, Dana S. Dunn. Thought and Knowledge: An Introduction to Critical Thinking. - Taylor &amp; Francis, 2022 г. – 428p.</li> <li>2. Shiraev E. B., Levy D. A. Cross-cultural psychology: Critical thinking and contemporary applications. – New York, Routledge, 2024. – 576 p.</li> <li>3. Gregory Bassham, William Irwin, Henry Nardone, James M. Wallace. Critical Thinking: A Student’s Introduction. -Seventh edition. - McGraw Hill LLC, 2023. – 545p.</li> <li>4. Nepryakhin N., Pashchenko T. Critical thinking: iron logic for all occasions / Nikita Nepryakhin, Taras Pashchenko. - Moscow : Alpina Publisher, 2020. - 192p. (in Russian)</li> <li>5. Brylina I.V., Pankova N.M. Logic and critical thinking skills: A textbook. - Tomsk: Publishing House of Tomsk Polytechnic University, 2020 – 91 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 34.1. "Green Economy" and Foundations of Sustainable Development</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Niyazbekova Roza Kalmanbayevna , Doctor of Economic Sciences, Professor Mukhamedkhanova Ainur Batyrkhanovna, PhD, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline

	Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Ecosystem and Law, Sustainable Development of the Regional Economy
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic understanding of the principles of sustainable development and the green economy, as well as to foster skills in analyzing environmental and economic factors of development, evaluating the efficiency of resource utilization, and justifying decisions aimed at ensuring the environmental, social, and economic sustainability of economic activities.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic essence of sustainable development and the principles of the green economy;</li> <li>- analyze the interrelationship between economic, environmental, and social factors of development;</li> <li>- assess the efficiency of the use of natural and material resources;</li> <li>- analyze environmental and economic indicators of sustainability at the enterprise and regional levels;</li> <li>- justify measures aimed at reducing the negative environmental impact of economic activities;</li> <li>- evaluate the economic effectiveness of implementing environmental and resource-saving technologies;</li> <li>- identify ways to enhance the sustainability and competitiveness of economic systems;</li> <li>- interpret statistical data and formulate conclusions on issues related to sustainable development.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Theoretical foundations of sustainable development and the green economy. Environmental, social, and economic mechanisms of sustainable development. Institutional factors of environmental and economic sustainability. Methods for assessing sustainable development and indicators of the green economy. Economic instruments for implementing the green economy. International experience in the transition to sustainable development. Implementation of the principles of the green economy in the Republic of Kazakhstan. International criteria for evaluating the green economy. Organizational and economic conditions for the transition of regions to a green economy. Economic mechanisms for minimizing environmental risks. Implementation of green technologies in the sectors of the economy of the Republic of Kazakhstan.</p> <p><b>Practical classes:</b> Analysis of the economic, environmental, and social factors of sustainable development. Study of institutional conditions for environmental and economic sustainability. Comparative analysis of international models of sustainable development. Evaluation of the implementation of the green economy in Kazakhstan based on key indicators. Development of</p>

	<p>economic proposals to improve the effectiveness of green initiatives. Assessment of the economic impact of measures aimed at reducing environmental risks. Analysis of the implementation of green technologies with the calculation of their economic and environmental efficiency.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. The exam is designed to assess students' understanding of the principles of sustainable development and the green economy, their ability to analyze economic and environmental indicators of sustainability, and their capacity to justify decisions aimed at improving the efficiency of resource utilization. The examination tasks include:</p> <ol style="list-style-type: none"> <li>1. Conceptual and theoretical question. Assessment of knowledge of the principles of sustainable development, economic mechanisms of the green economy, institutional factors of sustainability, and instruments of environmental policy.</li> <li>2. Analytical and calculation-based task. Analysis of sustainable development indicators, interpretation of environmental and economic indicators, and evaluation of the effectiveness of green technologies or programs.</li> <li>3. Situational economic task. Evaluation of a proposed economic or regional situation, selection of economically justified measures to improve sustainability, and formulation of conclusions regarding potential socio-economic consequences.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Backhouse M., Lehmann R. et al. (Eds.). Bioeconomy and Global Inequalities: Socio-Ecological Perspectives on Biomass Sourcing and Production. 2021. – 338 p.</li> <li>2. Barbier E. Natural Resources and Economic Development. 2nd edition. – Cambridge University Press, 2019. – 452 p.</li> <li>3. Ahrens C.D., Henson R. Meteorology Today: An Introduction to Weather, Climate, and the Environment. 12th Edition. – Cengage Learning, 2019. – 678 p.</li> <li>4. Brovko N.A., Borisenko N.A. (eds.). “Green” Economy and Sustainable Development of the EAEU Countries: Textbook. Bishkek: Kyrgyz-Russian Slavic University Press, 2023. – 428 p. (In Russian)</li> <li>5. Zakharov V.M., Semenov A.V., Trofimov I.E. Sustainable Development: Ecology, Economy, Society and Culture: Textbook. 2nd ed., revised and expanded. Moscow: Moscow Witte University / Center for Sustainable Development and Environmental Health of IBR RAS, 2023. – 212 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 34.2. Environmental Economy</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Module: Ecosystem and Law
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic knowledge and skills in the economic analysis of natural resource use, the evaluation of the efficiency of natural resource utilization, and the justification of decisions aimed at promoting rational resource use and reducing the environmental and economic risks of economic activity.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic foundations of natural resource use and the principles of rational utilization of natural resources;</li> <li>- analyze natural resource use processes and their impact on economic performance and environmental conditions;</li> <li>- assess the efficiency of natural resource utilization and measures aimed at improving the rational use of resources;</li> <li>- analyze economic mechanisms for regulating natural resource use;</li> <li>- justify decisions aimed at reducing the environmental and economic risks associated with natural resource use;</li> <li>- identify directions for improving the efficiency of natural resource utilization;</li> <li>- interpret economic and environmental indicators of natural resource use;</li> <li>- formulate proposals for improving the system of natural resource management.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Basic concepts and classification of natural resources. Socio-economic aspects of natural resource use. Quantitative methods for assessing natural resources and environmental quality. Economic evaluation of assimilation capacity and environmental damage. Economic mechanisms for regulating natural resource use. Instruments for managing natural resource use and environmental protection measures. Financing of rational natural resource use and evaluation of its effectiveness. Concepts of environmental and economic development: international and national experience. International cooperation and standards for the assessment of natural resource use. Economic selection of optimal environmental protection measures. Economics of land resources and environmental protection measures in the Republic of Kazakhstan.</p>

	<p>Global issues of natural resource use and environmental policy. Socio-economic development and the environmental situation in the Republic of Kazakhstan.</p> <p><b>Practical classes:</b> Analysis of the socio-economic aspects of natural resource use based on case studies. Quantitative assessment of natural resources and environmental conditions. Calculation of economic damage and environmental pollution charges. Evaluation of the effectiveness of environmental protection expenditures and measures. Selection of optimal environmental protection solutions based on environmental and economic analysis of alternatives. Collection, systematization, and processing of data for decision-making in the field of natural resource management. Preparation of an analytical report assessing the risks of natural resource use and the economic and environmental efficiency of proposed measures. Analysis of international and national experience in natural resource management with the development of recommendations for a region or industry.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. The exam is designed to evaluate students' understanding of the economic principles of natural resource use, their ability to interpret environmental and economic indicators, and their capacity to justify decisions aimed at improving the efficiency of natural resource utilization. The examination includes the following types of tasks:</p> <ol style="list-style-type: none"> <li>1. Question on the economic foundations of natural resource use. Assessment of understanding of the economic nature of natural resources, the principles of rational natural resource use, and the mechanisms for its regulation.</li> <li>2. Task on economic analysis and calculations. Interpretation of quantitative indicators of natural resource use, calculation of environmental damage, or evaluation of the effectiveness of environmental protection measures.</li> <li>3. Applied economic situation. Selection of an optimal decision in the field of natural resource management, comparison of alternatives, and formulation of conclusions regarding the implications for efficiency and sustainability.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Katz B. Nitrogen Overload: Environmental Degradation, Ramifications, and Economic Costs. American Geophysical Union – Wiley, 2020. – 255 p.</li> <li>2. Kerényi A., McIntosh R.W. Sustainable Development in Changing Complex Earth Systems. Springer, 2020. – 307 p.</li> <li>3. Bellavia A. Statistical Methods for Environmental Mixtures: A Primer in Environmental Epidemiology. Springer, 2025. – 110 p.</li> </ol>

	<p>4. Petrova E.E., Kurochkina A.A., Volotovskaya O.S. Economics of Natural Resource Use: Study Guide. Saint Petersburg: Russian State Hydrometeorological University, 2021. – 236 p. (In Russian)</p> <p>5. Karakeyan V.I. Economics of Natural Resource Use. Moscow: Yurait, 2023. – 331 p. (In Russian)</p> <p>6. Novoselov A.L., Novoselova I.Yu., Potravniy I.M., Melekhin E.S. Economics and Management of Natural Resource Use. Resource Conservation. Moscow: Yurait, 2024. – 391 p. (In Russian)</p>
Date of update	28.08.25

Module Title	<b>M 35.1. Economy of Real Estate</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economic Theory, Economy of Enterprise
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic knowledge and practical skills in the economic analysis of the real estate market, valuation of property assets, justification of investment and managerial decisions, and the application of financing instruments for the efficient use of real estate assets.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the economic nature of real estate and the legal foundations of real estate transactions;</li> <li>- apply methods for valuing real estate properties and analyze factors influencing their value;</li> <li>- analyze investment projects in the real estate sector, taking into account uncertainty and risk factors;</li> <li>- justify managerial decisions and develop strategies for the efficient use of real estate assets;</li> <li>- assess the effectiveness of mortgage lending and real estate financing instruments;</li> <li>- collect and analyze real estate market data and interpret indicators of its development;</li> <li>- formulate proposals to improve the efficiency of real estate management and enhance the investment attractiveness of properties.</li> </ul>

Content of the Module	<p><b>Lectures:</b> The real estate market: concept, functions, and role in the economy. Classification and segmentation of the real estate market. State regulation and the legal framework of the real estate market in the Republic of Kazakhstan. Trends and dynamics of real estate market development in Kazakhstan. The residential real estate market: features and development challenges. Methods for assessing the market value of real estate and the factors influencing its formation. Depreciation of real estate properties and methods for its calculation. Real estate investment and project risk assessment. Strategies for managing real estate assets and improving their efficiency. Economics of land use and efficiency of land resource utilization. Real estate lending and its impact on the market. Real estate taxation and its economic consequences.</p> <p><b>Practical classes:</b> Analysis of the dynamics of the real estate market in Kazakhstan based on statistical data. Study of the residential real estate market and identification of development challenges. Application of real estate valuation methods and calculation of property depreciation. Analysis of factors influencing the real estate market and development of economic recommendations. Evaluation of investment projects in the real estate sector taking into account risk factors. Development of strategies for managing real estate assets and justification of managerial decisions. Analysis of the efficiency of land resource utilization. Assessment of the impact of real estate lending and taxation on the real estate market.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. The examination is designed to assess students' understanding of the principles governing the real estate market, their ability to apply property valuation methods, and their capacity to justify investment and managerial decisions in the real estate sector. Structure of the examination tasks:</p> <ol style="list-style-type: none"> <li>1. Question on the economics of the real estate market. Assessment of understanding of the nature of real estate, factors determining property value, the functioning of the real estate market, and mechanisms of its regulation.</li> <li>2. Analytical and calculation-based task. Application of real estate valuation methods, calculation of property depreciation, analysis of market indicators, or interpretation of investment data.</li> <li>3. Applied task on real estate asset management. Selection of a justified strategy for the use of a real estate property, evaluation of an investment decision, or analysis of the impact of lending and taxation on the efficiency of a property.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Brueggeman W., Fisher F. Real Estate Finance &amp; Investments.</li> </ol>

	<p>17th Edition, International Student Edition. – McGraw-Hill, 2022. – 832 p.</p> <p>2. Jones Colin. Urban Economy: Real Estate Economics and Public Policy. – Routledge, 2021. – 329 p.</p> <p>3. Mourouzi-Sivitanidou Rena, Sivitanides Petros. Market Analysis for Real Estate. – Routledge, 2020. – 442 p.</p> <p>4. Kotlyarov M.A. Real Estate Economics: Textbook and Practicum for Universities. 2nd ed., revised and expanded. Moscow: Yurait, 2025. – 238 p. (In Russian)</p> <p>5. Berdnikova V.N. Real Estate Economics: Textbook and Practicum for Universities. 3rd ed., revised and expanded. Moscow: Yurait, 2025. (In Russian)</p>
Date of update	28.08.25

Module Title	<b>M 35.2. Student's Scientific Research Work</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Niyazbekova Roza Kalmanbayevna, Doctor of Economic Sciences, Professor Kolotayeva Lyudmila Petrovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Fundamentals of Academic Writing, International Economy, Sustainable Development of the Regional Economy
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' research competencies that enable them to conduct independent scientific research, analyze and synthesize theoretical and empirical data, apply modern scientific research methods and digital technologies, including artificial intelligence tools, and develop scientifically sound conclusions and practical recommendations in their professional field.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- formulate a scientific problem, the goal and objectives of the study, and justify the relevance of the chosen topic;</li> <li>- select and apply scientific research methods to analyze economic processes and phenomena;</li> <li>- collect, process, and interpret data using digital tools and artificial intelligence technologies;</li> <li>- build economic and mathematical models and use them to analyze and forecast the performance of economic entities;</li> <li>- evaluate the reliability of the results obtained and formulate substantiated conclusions;</li> <li>- present research results in the form of an analytical report or</li> </ul>

	scientific text in compliance with the requirements of academic culture.
Content of the Module	<p><b>Lectures.</b> Scientific research as a form of professional activity for an economist and the stages of scientific work. Formulating the scientific problem, goals, and objectives of the study. Methodology and methods of scientific research in economics. Selecting data sources and organizing empirical research. Data processing and visualization in economic research. Application of digital technologies and artificial intelligence tools in scientific analysis. Economic and mathematical modeling and methods of correlation and regression analysis. Forecasting economic indicators based on models. Assessing the reliability and interpretation of research results. Academic ethics and requirements for scientific publications. Preparing a scientific text and presenting research results. Using digital platforms and software in scientific work.</p> <p><b>Practical classes.</b> Formulating a research topic, setting the goal and objectives of the work. Justifying the relevance and scientific novelty of the research. Building a logical structure for the scientific work. Selecting research methods and data sources. Collecting and initially processing economic data. Using digital tools for data analysis and visualization. Building an economic and mathematical research model. Calculating model parameters and interpreting the results. Forecasting indicators based on the resulting models. Assessing the validity and limitations of the study. Preparing an analytical report based on the study results. Presenting the study results and substantiating the conclusions.</p>
Forms of Examination / Assessment	<p>The final assessment for the course "Student Research Work" is conducted in the form of a 60-minute written exam and is aimed at assessing students' development of research, analytical, and methodological competencies.</p> <p>The student completes three written assignments on the exam, each of which corresponds to key stages of scientific research.</p> <p>1. Theoretical and Methodological Assignment. Formulating the scientific problem and research objective, justifying the relevance of the topic, selecting research methods, and developing a logical structure for the research paper.</p> <p>2. Analytical and Empirical Assignment. Analyzing the provided economic data, identifying factors affecting the indicators, interpreting the identified trends, and formulating conclusions.</p> <p>3. Modeling Assignment. Constructing a simple economic and mathematical model or forecast based on the provided data, explaining the results, and formulating practical recommendations.</p>
Requirements for Learning and Examination	Mastering this course requires students to actively participate in classes, complete assignments for the stages of scientific research, independently work with scientific sources and economic data, and use digital tools for analysis and modeling. During the course, students complete assignments on formulating a research topic, selecting methods, analyzing data, constructing models, and preparing analytical conclusions. Independent work is aimed at developing skills in scientific research, information processing, and

	preparing research materials. Ongoing assessment includes completing practical assignments, preparing analytical materials, writing an article, participating in discussions of research results, and presenting interim results. Over the course of the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.
Reading List	<p>1. Research Methods: A Practical Guide for Students and Researchers. Willie Tan. 2022. 312 p.</p> <p>2. The Craft of Research. Publisher. Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams, Joseph Bizup, and William T. Fitzgerald. University of Chicago Press 2024. 368p.</p> <p>3. The Ultimate Student's Guide to Scientific Research. Samuel J. S. Rubin, Nir Qvit. 2024. 150 p.</p> <p>4. Ponkin I.V., Lapteva A.I. Methodology of Scientific Research and Applied Analytics: Textbook. 3rd edition, supplemented and revised / Consortium "Analytics. Law. Digital" - Moscow: Buki Vedi, 2022. - 754 p. (in Russian )</p> <p>5. Zhmud, V.A. Methods of Scientific Research: a textbook / V.A. Zhmud - Moscow: AiPiArMedia, 2024.-344 p. (in Russian )</p> <p>6. Dorzhu Z.Yu., Seden A.V. Fundamentals of Scientific Research Work / a teaching aid; Tuva State University. - Kyzyl .: TuvSU Publishing House, 2024. - 79 p. (in Russian )</p>
Date of update	28.08.25

Module Title	<b>M 36.1. Risks in Entrepreneurial Activity</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Koldasova Lazzat Saparovna, Senior Lecturer, Master Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Entrepreneurship and Financial Literacy, Economy of Enterprise, Management, Statistics, Economic Analysis
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' ability to identify, analyze, and assess business risks, apply qualitative and quantitative analysis methods, and make informed management decisions, developing professional competence in risk management and sustainable business development.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- identify and classify business risks using various information sources;</li> <li>- conduct qualitative and quantitative risk assessments using</li> </ul>

	<p>sensitivity analysis, scenario analysis, and decision trees;</p> <ul style="list-style-type: none"> <li>- evaluate the effectiveness of investment and management decisions, taking into account uncertainty and risk factors;</li> <li>- model the possible consequences of risk situations and predict their impact on company operations;</li> <li>- develop informed management decisions and measures to mitigate risks and improve business resilience;</li> <li>- - justify proposed decisions and present the results of risk analysis in a professional manner.</li> </ul>
Content of the Module	<p><b>Lectures.</b> Entrepreneurship under uncertainty and the role of risk management. The concept of risk, its classification, and its sources. Modern concepts and standards of risk management in companies. Methods of risk identification and risk register creation. Qualitative risk analysis and determination of their significance. Quantitative risk assessment methods and probabilistic approaches. Evaluation of investment decisions taking into account risk factors. Risk response methods and selection of risk management strategies. Integrating risk management into the company's management system. Modeling the development of risk situations and predicting consequences. Using digital tools and analytical data in risk management. Developing a risk-oriented culture and management responsibility.</p> <p><b>Practical classes.</b> Identifying enterprise risks and creating a risk register. Using SWOT and PESTEL analyses to identify external and internal risks. Conducting a qualitative risk assessment and creating a risk matrix. Calculating quantitative risk indicators and analyzing project sensitivity. Building a decision tree and scenario analysis. Evaluating an investment project taking into account risk and uncertainty. Developing risk mitigation measures and selecting a response strategy. Crisis simulation and analysis of the consequences for the enterprise. Development of a company risk management policy. Comprehensive assessment of enterprise risks and preparation of management recommendations. Presentation of risk analysis results and justification of proposed solutions.</p>
Forms of Examination / Assessment	<p>The final assessment is a 60-minute written exam designed to test students' ability to identify, assess, and manage business risks. Students complete three written assignments on the exam, each corresponding to key stages of risk management.</p> <ol style="list-style-type: none"> <li>1. Analytical and Identification Assignment. Identifying and classifying the risks of a given business situation, identifying the factors that cause them, and assessing the potential consequences for the company's operations.</li> <li>2. Calculation and Evaluation Assignment. Calculating quantitative risk indicators for an investment or management decision using sensitivity analysis, scenario analysis, or decision trees, and interpreting the results.</li> <li>3. Management Case Assignment. Developing sound risk mitigation measures, selecting a response strategy, and formulating management recommendations to improve the company's resilience and efficiency.</li> </ol>

Requirements for Learning and Examination	Ongoing assessment: colloquiums, written tests, and written and oral quizzes. During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.
Reading List	<ol style="list-style-type: none"> <li>1. Michel Crouhy, Dan Galai, Robert Mark. The Essentials of Risk Management, Third Edition. - McGraw Hill, 2023.640p.</li> <li>2. Enterprise Risk Management. Stefan Hunziker. Textbook.2025. 257p.</li> <li>3. Zero Risk Startup: The Ultimate Entrepreneur's Guide to Mitigating Risks. When Starting or Growing a Business. Paulo Andrez (Author), David S. Rose (Foreword).2024.247p.</li> <li>4. Kasyanenko, T.G. Analysis and Assessment of Risks in Business: A Textbook and Workshop for Secondary Vocational Education / T.G. Kasyanenko. - 3rd ed., revised and enlarged. - Moscow: Yurait Publishing House, 2025. - 456 p. (in Russian )</li> <li>5. Sinyavsky, N.G., Dadalko, V.A. Entrepreneurial Risks. Publ.: INFRA-M. 2025. - 177 p. (in Russian )</li> <li>6. Kazakova, N.A. Financial Environment of Entrepreneurship and Entrepreneurial Risks. Publisher: INFRA-M., 2024. - 258 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 36.2. Economic Security of Enterprise</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Person(s) responsible for the module	Kolotayeva Lyudmila Petrovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 120 hours: Lectures – 30 hrs; Practical classes – 15 hrs; Current independent study (self-study) – 50 hrs; Intermediate independent study – 10 hrs; Guided self-study – 15 hrs.
Number of credits	4 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Economy of Industry
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' ability to identify and analyze internal and external threats to enterprise operations, assess its level of economic security, and develop sound management decisions aimed at ensuring sustainability and protecting the organization's economic interests.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- identify internal and external threats to an enterprise's economic security and classify them by type and source;</li> <li>- assess the financial stability and economic condition of an</li> </ul>

	<p>enterprise using analytical indicators and diagnostic methods;</p> <ul style="list-style-type: none"> <li>- analyze contractual relationships and identify economic risks that could impact the sustainability of an enterprise;</li> <li>- develop measures to prevent threats and strengthen the enterprise's economic security;</li> <li>- model the consequences of negative economic factors and predict their impact on the organization's operations;</li> <li>- - justify management decisions to ensure sustainability and protect the economic interests of an enterprise.</li> </ul>
Content of the Module	<p><b>Lectures.</b> Enterprise economic security as an element of sustainable development and its place in the management system. Internal and external threats to enterprise economic security and their classification. Regulatory framework for ensuring the economic security of business entities. Methods for diagnosing the financial stability and likelihood of enterprise bankruptcy. Contractual relations and their role in ensuring the economic security of an enterprise. Economic and legal risks in contractual activities. Methods for analyzing the business environment and foreign economic threats. A threat monitoring system and indicators of enterprise economic security. Crisis management and mechanisms for restoring enterprise stability. Information and digital security of business entities. The use of analytical data and digital tools in economic security management. Formation of an enterprise economic security management system and management responsibility.</p> <p><b>Practical classes.</b> Analysis of real-life threats to enterprise economic security and identification of key risk factors. Assessment of enterprise financial stability based on financial reporting data and interpretation of the results. Calculation of liquidity, solvency, and bankruptcy probability indicators. Analysis of a standard contract for economic risks and preparation of proposals for their mitigation. Development of an enterprise threat map and prioritization. Preparation of a crisis management program and measures to stabilize enterprise operations. Analysis of foreign economic risks and their impact on enterprise sustainability. Development of a system for monitoring threats and economic security indicators. Preparation of an analytical report for enterprise management. Development of a set of measures to strengthen the enterprise's economic security. Presentation of threat analysis results and justification of management decisions.</p>
Forms of Examination / Assessment	<p>The final assessment for the course "Economic Security of an Enterprise" is a 60-minute written exam designed to test students' ability to identify threats to an enterprise's operations, assess its level of economic security, and develop sound management decisions.</p> <p>Students complete three written assignments on the exam, each of which corresponds to key elements of an enterprise's economic security system.</p> <p>1. Analytical and Diagnostic Assignment. Analysis of the enterprise's financial and organizational data, identification of indicators of economic security threats, and assessment of the company's sustainability.</p>

	<p>2. Calculation and Evaluation Assignment. Calculation of indicators of financial stability, liquidity, or bankruptcy probability of an enterprise, interpretation of the results, and formulation of conclusions regarding the state of economic security.</p> <p>3. Management Case Assignment. Development of a set of measures to strengthen the enterprise's economic security, including proposals for contractual, financial, or organizational protection of the company's interests and justification for the chosen solutions.</p>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.</p>
Reading List	<p>1. Fernando Luis Munoz Andrade, Anna Kulik. Economic security of the enterprise from the position of economic growth: Collective monograph Paperback. 2024. 80p.</p> <p>2. Bob Chaput. Enterprise Cyber Risk Management as a Value Creator. Leverage Cybersecurity for Competitive Advantage Book.2024.187p.</p> <p>3. Halis Kiral. Rethinking Enterprise Risk Management.Book.2024. - 276p.</p> <p>4. Sergeev, A.A. Economic Security of the Enterprise: Textbook and Workshop for Universities /A.A. Sergeev. - 3rd ed. - Moscow: Yurait Publishing House, 2025. - 275 p. (in Russian)</p> <p>5. Elkina, O.S. Economic Security of the Enterprise (Organization): Textbook / Elkina, O.S. - Moscow: IPR Media, 2022. - 313 p. (in Russian )</p> <p>6. Economic Security of the Organization (Enterprise). RIOR Publishing House. Kormishkina, L.A. Kormishkin, E.D., Ilyakova, I.E. 2026. - 293 p. (in Russian )</p>
Date of update	28.08.25

Module Title	<b>M 37.1. Economic Analysis</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Koldasova Lazzat Saparovna, Senior Lecturer, Master Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes, course work
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 30 hrs; Practical classes – 45 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and	Modules: Economy of Enterprise, Statistics

recommended)	
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' methodological foundation and tools of economic analysis necessary for evaluating enterprise performance and supporting managerial decision-making. After completing this course, students are able to:</p> <ul style="list-style-type: none"> <li>- analyze the role of economic analysis in enterprise management and sustainable business development.</li> <li>- apply horizontal, vertical, index, factor, and correlation-regression analysis to assess enterprise performance.</li> <li>- collect, systematize, and process economic data using digital analysis tools.</li> <li>- conduct deterministic and stochastic factor analysis and interpret the results.</li> <li>- develop reasoned managerial decisions based on analytical results.</li> <li>- apply econometric and mathematical modeling and forecasting methods (cvp analysis, trend models, regression) to support decision-making.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Economic analysis as a function of enterprise management. Subject, objectives, principles, and types of economic analysis. Methodology and methods of economic analysis. Information base for analysis and organization of analytical work. Comparative and structural methods for indicator evaluation. Index and factor models for economic process analysis. Methods of identifying relationships: correlation and regression. Econometric modeling and forecasting of indicators. Production volume and sales: evaluation of dynamics and structure. Fixed assets: condition and efficiency of use. Material resources and their role in cost formation. Labor resources and productivity. Cost formation and structure. Profit formation and profitability indicators. Solvency, financial stability, and business activity.</p> <p><b>Practical Classes:</b> Comparative evaluation of reporting indicators (horizontal and structural approach). Calculation of relative and average values. Construction and interpretation of index models. Factor analysis in deterministic models. Identification of statistical relationships between indicators. Regression modeling and interpretation of results. Assessment of production and sales dynamics. Evaluation of fixed asset usage. Calculation of material intensity and productivity. Calculation of labor productivity indicators. Determination of break-even point and financial safety margin. Profitability assessment. Liquidity and financial stability evaluation. Application of econometric methods in enterprise activity analysis (CVP analysis, trend models, forecasting).</p> <p><b>Sample Topics for Course Work:</b></p> <ol style="list-style-type: none"> <li>1. Production and sales analysis of an enterprise</li> <li>2. Ways to improve product competitiveness</li> <li>3. Analysis of the enterprise wage fund</li> <li>4. Analysis of profitability and ways to improve it</li> <li>5. Analysis of cost structure and dynamics</li> <li>6. Analysis of efficiency in the use of fixed assets</li> <li>7. Comprehensive economic analysis of an investment project</li> <li>8. Analysis of material resource usage</li> </ol>

	9. Analysis of business activity 10. Analysis of labor resource efficiency
Forms of Examination / Assessment	The exam is conducted in written form and lasts 60 minutes. The student answers three examination questions in writing. Each examination task includes the following components: 1. Solution of a calculation and analytical problem Calculation of key economic indicators of an enterprise (revenue, profit, profitability, cost of production, expenses) or an industry, with identification of problems related to efficiency, financial stability, and the competitiveness of the enterprise. 2. Task on methods of economic activity analysis Application of economic analysis methods: evaluation of financial ratios; analysis of costs, profit, and profitability; assessment of the structure of revenues and expenses; identification of reserves for improving efficiency. Explanation of the economic meaning of the identified patterns and their impact on managerial decision-making. 3. Situational task / management case Analysis of the economic situation of an enterprise, identification of existing problems, formulation of well-grounded conclusions, and development of recommendations aimed at improving financial stability, efficiency, and competitiveness of the enterprise.
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	1. John Komlos Foundations of Real-World Economics: What Every Economics Student Needs to Know - Routledge, 3rd ed. 2023. - 396 c. 2. Martin S. Fridson, Fernando Alvarez. Financial Statement Analysis: A Practitioner's Guide. Fifth Edition. - Published by John Wiley & Sons, Inc., Hoboken, New Jersey, 2022. – 640 p. 3. Palepu, K., Healy, P. Business Analysis and Valuation: Using Financial Statements. 6th ed. Boston: Cengage Learning, 2022. – 944 p. 4. Shevchenko I.I., Zhantasova D.M., Economic Analysis, Shymkent: SKU named after Auezov, 2023 – 296 p. (in Russian) 5. Savitskaya G.V., Economic Analysis, 15th ed., corrected and supplemented, Moscow: InfraM, 2023 – 585 p. (in Russian)
Date of update	28.08.25

Module Title	<b>M 37.2. Analysis and Diagnostics of the Financial and Economic Activities of an Enterprise</b>
Semester(s) in which the module is taught	5 <sup>th</sup> semester
Person(s) responsible for the module	Koldasova Lazzat Saparovna, Senior Lecturer, Master Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component

Teaching methods	Lectures, practical classes, course work
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 30 hrs; Practical classes – 45 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Statistics
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' ability to conduct a comprehensive analysis and diagnostics of the financial and economic activities of an enterprise based on modern methods of financial, factor, and economic-mathematical analysis for substantiating managerial decisions, taking into account social and professional responsibility.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- apply modern financial analysis methods to assess the financial condition and performance of an enterprise, taking into account principles of professional and social responsibility;</li> <li>- collect, systematize, and analyze enterprise performance data using modern tools, including AI-based technologies, identify problems and propose solutions;</li> <li>- conduct factor analysis (deterministic and stochastic) to determine the influence of internal and external factors on performance indicators;</li> <li>- apply economic-mathematical methods and CVP modeling to analyze, forecast key financial indicators, and support planning;</li> <li>- develop managerial measures aimed at optimal resource use, increasing profitability, and improving enterprise efficiency by identifying internal reserves;</li> <li>- evaluate the effectiveness of managerial decisions and justify recommendations based on comprehensive enterprise diagnostics.</li> </ul>

Content of the Module	<p><b>Lectures:</b> Concept, objectives, and tasks of financial and economic activity analysis of an enterprise. Methodology of financial analysis: horizontal, vertical, and factor analysis. Key financial indicators: liquidity, solvency, profitability, and asset turnover. Diagnostics of financial stability and identification of risk factors. Analysis of the structure of assets, liabilities, and equity capital. Analysis of revenues, expenses, and financial results. Application of ratio analysis to assess enterprise performance. Interpretation of accounting and management reporting data for analytical purposes. Use of information technologies and software tools (Excel, Project Expert 8, specialized financial packages) for financial analysis. Formulation of conclusions and preparation of recommendations for managerial decision-making.</p> <p><b>Practical Classes:</b> Collection and systematization of accounting and management reporting data. Calculation of key financial ratios and performance indicators. Horizontal, vertical, and factor analysis of financial results and balance sheets. Assessment of liquidity, solvency, profitability, and financial stability. Diagnostics of financial risks and identification of problematic areas in enterprise activity. Application of digital tools for financial statement analysis and visualization (charts and diagrams). Development of recommendations for optimizing financial activity and improving enterprise efficiency. Preparation of an analytical report and presentation of results for managerial decision-making.</p> <p><b>Sample Topics for Course Work:</b></p> <ol style="list-style-type: none"> <li>1. Diagnosis of enterprise financial risks and development of risk minimization measures.</li> <li>2. Analysis and diagnostics of enterprise solvency under conditions of economic instability.</li> <li>3. Diagnosis of bankruptcy threats using forecasting methods.</li> <li>4. Analysis and assessment of enterprise creditworthiness for attracting borrowed capital.</li> <li>5. Analysis of working capital management efficiency.</li> <li>6. Analysis and diagnostics of structural changes in enterprise assets and liabilities.</li> <li>7. Identification and evaluation of internal reserves for improving enterprise financial and economic performance.</li> <li>8. Analysis of enterprise financial results using modern indicator systems.</li> <li>9. Analysis and diagnostics of financial stability violations and development of corrective measures.</li> <li>10. Diagnosis of enterprise investment attractiveness based on comprehensive assessment.</li> </ol>
Forms of Examination / Assessment	<p>The exam is conducted in written form and lasts 60 minutes. The student answers three examination questions in writing. Each examination task includes the following components:</p> <ol style="list-style-type: none"> <li>1. Calculation and analytical task</li> </ol> <p>Calculation of enterprise financial indicators (liquidity, profitability, asset turnover, capital structure) using software tools, analysis and interpretation of results, and identification of</p>

	<p>financial and economic performance problems.</p> <p>2. Task on methods of financial and economic activity analysis Application of methods for diagnosing financial stability, business activity, solvency, and profitability using Project Expert 8 and digital analytical tools, with explanation of the economic meaning of identified relationships and risks for managerial decision-making.</p> <p>3. Situational task / management case Analysis of a financial and economic situation in an enterprise (for example, declining profitability, increasing debt, or deteriorating liquidity), formulation of reasoned conclusions, and development of recommendations aimed at improving efficiency and financial stability using digital tools for modeling and forecasting.</p>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Brealey R.A., Myers S.C., Allen F. - Principles of Corporate Finance, 14th ed., 2022. – 1280 p.</li> <li>2. Subramanyam, K. R. Financial Statement Analysis. 11th ed. New York: McGraw-Hill Education, 2023. – 768 p.</li> <li>3. Jacek Welc Evaluating Corporate Financial Performance: Tools and Applications- Springer Nature Switzerland AG, <b>2022</b>. – <b>324 p.</b></li> <li>4. Efimova O.V. Financial Analysis: Tools for Economic Decision-Making, Moscow: KnoRus, 2023 – 320 p. (in Russian)</li> <li>5. Savitskaya G.V. Comprehensive Analysis of Enterprise Economic Activity, 7th ed., Moscow: Infra-M, 2024 – 607 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 38.1. Competitiveness of Enterprise</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Koldasova Lazzat Saparovna, Senior Lecturer, Master Bekmanova Gulzhan Usenovna , Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Marketing, Economic Strategy of Enterprise
Module Objectives / Intended Learning	<b>Purpose:</b> to form a systematic understanding among students of the factors and mechanisms to ensure the competitiveness of the

Outcomes	<p>organization, to develop skills in analyzing market position, assessing strategic and operational decisions, as well as the ability to develop effective competitive strategies for the sustainable development of the enterprise in a dynamic external environment.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- the ability to develop comprehensive measures to ensure the economy and design schemes for the optimal direction of material, financial and technical resources to increase operational efficiency and strengthen the competitive position of the enterprise in the segment of automated systems;</li> <li>- monitor market indicators and systematize the obtained information in analytical reports (competitor profiles, positioning matrices);</li> <li>- organize the process of collecting and systematizing industry data in order to monitor the dynamics of the competitive environment and assess the effectiveness of the strategies used.</li> <li>- use marketing, management, and financial integration to create a unique value proposition.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The current state of competition theory and competitive relations. Evolution of competition theories. Theoretical basis of company and product competitiveness management. Competitive advantage management. Competitive analysis. Competitiveness of the national economy, region, industry, enterprise, goods (services). Methods of ensuring the company's competitiveness. Formation of competition and competitiveness strategy. Forecasting, planning and promotion of increasing the competitiveness of the organization and products. State regulation of the competitive environment and creation of conditions for increasing the competitiveness of enterprises.</p> <p><b>Practical classes:</b> Analysis of competition paradigms and mechanisms of interaction in the digital environment. Systematization of the evolution of competition theories and their modern adaptation. Assessment of the relationship between product quality and market stability of the enterprise. Rationale for benchmarking and outsourcing in competition. Reasoning for choosing a basic strategy depending on the type of industry. Modeling of development scenarios and development of competitiveness KPIs. Evaluation of antitrust regulation and innovation support measures. Assessment of the relationship between product quality and market stability of the enterprise.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The master student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Solution of design and analytical tasks (Resource efficiency and positions)</li> </ol> <p>Calculation of operational efficiency indicators (cost effectiveness, resource efficiency). Develop a quantifiable plan for the savings regime, identifying the necessary release of financial resources to strengthen the competitive position. Calculate an integral indicator of product competitiveness in comparison with the main market analogues.</p>

	<p>2. Graphic analysis task Build competitive positioning matrix (e.g. Price - Quality or Boston Consulting Group Matrix) and competitor profile. Graphically show the dynamics of the company's market share change when implementing various strategies. Build a "Competitive Polygon" to visualize enterprise strengths and weaknesses in the automated systems segment.</p> <p>3. Case analysis/Open questions Analysis of the case of a company losing ground due to aggressive policies of competitors in the high-tech industry. Justify the choice of strategy (differentiation, cost leadership or niche strategy) and propose a scheme for the optimal redistribution of resources for its implementation.</p>
Requirements for Learning and Examination	During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. <u>Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson.</u> Strategic Management: Concepts: Competitiveness and Globalization. 12th Edition. - Cengage Learning, January 14, 2016. - 480 pages</li> <li>2. Johnson, G., Whittington, R., Scholes, K., Angwin, D., &amp; Regnér, P. (2020). Exploring Strategy: Text and Cases. 12th Edition. Harlow: Pearson Education.</li> <li>3. Trigeorgis, L., &amp; Chevalier-Roignant, B. (2023). Competitive Strategy: Options and Games. Cambridge, MA: MIT Press.</li> <li>4. Competitiveness management: textbook for universities/edited by E. A. Gorbashko, I. A. Maksimtsev. - 3rd ed., Rev. and add. - Moscow: Yurayt Publishing House, 2025. - 427 p. (in Russian)</li> <li>5. Eremeeva, N.V. Competitiveness of goods and services: textbook and workshop for universities/N.V. Eremeeva. - 2nd ed., Rev. and add. - Moscow: Yurayt Publishing House, 2025. - 242 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 38.2. Business Logistics</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Polezhayeva Inna Sergeyevna , Candidate of Economic Sciences, Associate Professor Shevchenko Irina Ivanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profilediscipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS

Prerequisites (required and recommended)	Modules: Economy of Enterprise, Entrepreneurship and Financial Literacy, Business communications
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> to develop a student's systematic strategic thinking and practical skills in managing material, information and financial flows to optimize business processes and increase the value of the product for the end user.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- justify the selection of logistics strategies based on systematic analysis of supply chain performance indicators;</li> <li>- estimate material and financial costs of logistics organization;</li> <li>- to optimize material and related flows in business structures, taking into account the integrated use of resources and resource saving;</li> <li>- to make sound management decisions taking into account logistics strategies, modern technologies for building supply chains;</li> <li>- solve tasks in the field of logistics individually and in a team</li> </ul>
Content of the Module	<p><b>Lectures:</b> Conceptual foundations and evolution of logistics. Global logistics environment. Logistics Management Organization Methodology. Economics of logistics solutions. Economics of logistics solutions. Procurement logistics and sourcing. Procurement logistics and sourcing. Production logistics in the concept of lean manufacturing. Distribution management and sales policy. Mathematical models of inventory management. Warehouse logistics and terminal management. Logistics transportation support. Digital transformation of logistics. Logistics service and consumer orientation.</p> <p><b>Practical classes:</b> Analysis of the evolution of logistics and differentiation of the structure of supply chains in various industries. Modeling macrological systems and assessing the impact of global chains on regional business. Design of organizational structures and systematization of functionality of logistics process participants. Logistics Cost Analysis (LCA) and Benchmarking Framework (KPI) Multi-criteria evaluation of suppliers and justification of Make-or-Buy strategy. Optimization of production flows based on Lean and Just-in-Time (JIT) concepts. Design of distribution channels and rationale for selection of sales strategy. Inventory Systematization (ABC-XYZ) and EOQ calculation. Design of storage areas and assessment of efficiency of capacity and equipment use. Technical and economic comparison of transport and optimization of delivery routes. Analysis of information systems (ERP, WMS, TMS) and assessment of the risks of digitalization of flows. Service standards modeling and service level assessment for the consumer.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written exam lasting 60 minutes. The master student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual analysis</li> </ol> <p>Disclosure of basic concepts, categories and principles of business logistics and supply chain management. Rationale for the role of</p>

	<p>logistics strategies in ensuring business efficiency and competitiveness.</p> <p>2. Analytical analysis of logistics systems Analysis of performance indicators of logistics processes and strategies. Assessment of material and financial costs, justification of the choice of optimal solutions taking into account resource saving and modern supply chain management technologies.</p> <p>3. Case analysis/management decisions Consideration of the practical situation in the field of logistics in order to optimize flows and make informed management decisions. Argumentation of the proposed strategy taking into account the system approach and teamwork.</p>
Requirements for Learning and Examination	During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Mangan, J., Lalwani, C., &amp; Calatayud, A. (2020). Global Logistics and Supply Chain Management. 4th ed. John Wiley &amp; Sons.</li> <li>2. Harrison, A., Van Hoek, R., Skipworth, H., &amp; Aitken, J. (2019). Logistics Management and Strategy: Competing Through the Supply Chain. 6th ed. Pearson UK.</li> <li>3. Raimbekov, Zh. S. Fundamentals of logistics: textbook/Zh. S. Raimbekov, B. U. Syzdykbaeva. - Almaty: Lantar Trade LLP, 2019. - 195 s. (in Russian)</li> <li>4. Grigorenko O.V. Business logistics [Electronic resource]: Textbook/Grigorenko O.V., Beketova O.N. - M.: MIREA - Russian Technological University, 2023. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 39.1. Innovative Economy</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Apsenbetova Gulnara Tursynbekovna, Candidate of Economic Sciences, Senior Lecturer
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Risks in Entrepreneurial Activity, Competitiveness of Enterprise
Module Objectives /	<b>Purpose:</b> To develop students' competencies in the analysis,

Intended Learning Outcomes	<p>evaluation, and management of innovation processes, investment and technological projects, as well as to enhance their ability to make well-reasoned managerial decisions under conditions of uncertainty and changes in the market and technological environment.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- apply the theoretical foundations of innovation economics and economic-statistical methods to analyze innovation processes and the level of innovative development;</li> <li>- analyze innovation processes, factors of innovation-driven growth, and indicators of innovation activity;</li> <li>- identify and assess opportunities for the innovative development of organizations and analyze the risks of innovation activities under conditions of uncertainty;</li> <li>- evaluate the effectiveness of innovation and technological projects;</li> <li>- make managerial decisions regarding the implementation of innovations and the optimization of resource utilization;</li> <li>- apply methods of economic-mathematical modeling and forecasting to analyze innovation processes;</li> <li>- interpret indicators of innovation activity, competitiveness, and technological development;</li> <li>- formulate proposals aimed at developing innovation activities and improving organizational performance.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Introduction to innovation economics: objectives, tasks, and objects of study. Theories of innovation and models of innovation processes. The innovation environment and the national innovation system. Intellectual property and its role in innovation activities. Technology transfer and the commercialization of innovative products. Human capital and the management of innovation projects. Financing of innovations and methods for evaluating project effectiveness. Risks and uncertainty in innovation activities. Strategies for innovation management and improving organizational performance. Government innovation policy and instruments for supporting innovative business.</p> <p><b>Practical classes:</b> Analysis of the concepts and stages of the development of innovation theory. Study of innovation processes and the functioning of the national innovation system. Management of intellectual property in innovation activities. Analysis of the venture capital market and sources of innovation financing. Evaluation of the effectiveness of innovation projects using economic and statistical methods. Development of managerial strategies for innovation projects considering risks and uncertainty. Identification of reserves for improving the effectiveness of an organization's innovation activities. Analysis of instruments of government innovation policy in the context of sustainable development.</p>
Forms of Examination / Assessment	<p>Final Examination. The examination is conducted in the form of a written exam with a duration of 60 minutes. The examination is designed to assess students' understanding of the principles of innovative economic development, their ability to analyze</p>

	<p>innovation processes, and their capacity to justify managerial decisions related to the implementation of innovation projects. The examination consists of the following components:</p> <ol style="list-style-type: none"> <li>1. Question on the theoretical foundations of innovation economics. Assessment of understanding of the nature of innovations, models of innovation processes, the role of intellectual property, and factors influencing innovation-driven development.</li> <li>2. Analytical and calculation-based task. Evaluation of the effectiveness of an innovation project, analysis of indicators of innovation activity, or interpretation of investment and financial data.</li> <li>3. Applied managerial task. Selection of a justified strategy for implementing an innovation project, assessment of risks, and formulation of decisions aimed at improving the effectiveness of innovation activities.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Adachi H., Inagaki K., Nakamura T., Osumi Y. Technological Progress, Income Distribution, and Unemployment: Theory and Empirics. Springer, 2019. – 99 p.</li> <li>2. Aldieri Luigi (ed.) Innovation, Research and Development and Capital Evaluation. ITeXLi, 2022. – 132 p.</li> <li>3. Aldieri Luigi, Choudhry Taufiq (eds.) Innovation: Research and Development for Human, Economic and Institutional Growth. ITeXLi, 2024. – 472 p.</li> <li>4. Sidorova E.Yu. (ed.). Innovation Economics: Textbook for Universities. Moscow: Yurait, 2025. – 334 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 39.2. Economy and Management of Innovation Activities of Enterprises</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Ilasheva Saule Ashurovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.

Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Management, Economy of Enterprise, Competitiveness of Enterprise
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop competencies in managing the innovation activities of an enterprise, evaluating the economic feasibility and risks of innovation projects, and designing organizational and managerial decisions and enterprise strategies considering resource constraints and market uncertainty.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze the innovation potential of an enterprise and the conditions for its implementation within the internal and external environment;</li> <li>- evaluate enterprise innovation projects, including their economic efficiency, risks, and resource constraints;</li> <li>- develop and justify managerial decisions related to the implementation and commercialization of innovations;</li> <li>- formulate and implement an enterprise innovation strategy taking into account market uncertainty and the competitive environment;</li> <li>- apply methods of economic analysis to assess the results of innovation activities and their impact on the enterprise's competitiveness;</li> <li>- interpret indicators of innovation activity and performance of an enterprise and identify reserves for improving the efficiency of innovation activities.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Innovation activity of an enterprise as a factor of competitiveness and sustainable development. Innovation potential of an enterprise and methods for its assessment. Organization of the innovation process at the enterprise level. Management of innovation projects and enterprise resources. Economics of innovation implementation and cost management. Financial evaluation of enterprise innovation projects. Risks of innovation activity and methods for their management. Commercialization of innovations and management of implementation outcomes. Enterprise innovation strategy and its implementation. Organizational structures for innovation management. Evaluation of the effectiveness of enterprise innovation activity. Digital transformation and innovative development of enterprises.</p> <p><b>Practical classes.</b> Analysis of the innovation potential of an enterprise. Assessment of the internal and external environment of the enterprise's innovation activities. Calculation of the economic efficiency of an innovation project. Analysis of costs and financial results of innovation implementation. Evaluation of the risks associated with enterprise innovation activities. Development of managerial decisions for the implementation of innovations. Formulation of an enterprise innovation strategy. Assessment of enterprise competitiveness based on innovation. Analysis of indicators of innovation activity and enterprise performance. Development of proposals to improve the efficiency of enterprise innovation activities.</p>
Forms of Examination /	Final Examination. The examination is conducted in the form of a

Assessment	<p>written exam with a duration of 60 minutes. The examination card includes three questions designed to assess knowledge, analytical skills, and the ability to make managerial decisions in the field of enterprise innovation activities. Structure of the examination card:</p> <ol style="list-style-type: none"> <li>1. Theoretical question on the economics of enterprise innovation activity. Provides a brief explanation of the economic nature of innovation activities, factors influencing their effectiveness, or sources of innovation financing.</li> <li>2. Calculation and analytical question on the evaluation of an innovation project. Includes the calculation of economic efficiency indicators of an innovation project, analysis of costs and results of innovation implementation, or interpretation of indicators of enterprise innovation activity.</li> <li>3. Managerial question on the implementation of innovations in an enterprise. Requires justification of a managerial decision, assessment of the risks of an innovation project, and development of recommendations for the implementation of the enterprise's innovation strategy.</li> </ol>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Aouinaït Camille. Open Innovation Strategies. Wiley-ISTE, 2022. – 224 p.</li> <li>2. Baldwin E., Curley M. Managing Innovation in the Digital World. De Gruyter, 2025. – 282 p.</li> <li>3. Cantamessa Marco, Montagna Francesca. Management of Innovation and Product Development: Integrating Business and Technological Perspectives. Second Edition. – Springer, 2023. – 495 p.</li> <li>4. Semenova Yu.E., Kurochkina A.A., Gribovskaya S.V. Economics and Management of Innovations: Study Guide. Saint Petersburg: Russian State Hydrometeorological University, 2021. – 480 p. (In Russian)</li> <li>5. Kharina O.S., Zhdanov E.R., Popel D. Startup Management and the Life Cycle of a Technological Product: Study Guide. Cheboksary: Sreda, 2024. – 148 p. (In Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 40.1. Fundamentals of Digital Economy</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Apsenbetova Gulnara Tursynbekovna, Candidate of Economic Sciences, Senior Lecture Koldasova Lazzat Saparovna, Senior Lecturer, Master

Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Information and Communication Technologies, Basics of Artificial Intelligence
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systematic understanding of the digital economy and its mechanisms, as well as their ability to use digital technologies, analytical tools, and data-driven solutions to improve the efficiency, sustainability, and competitiveness of enterprises and organizations.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- analyze digital transformation processes at enterprises and assess the impact of digital technologies on economic performance;</li> <li>- use digital tools, software products, and information and communication technologies to solve professional problems;</li> <li>- collect, process, and interpret data using digital platforms and analytical tools;</li> <li>- justify management decisions on the implementation of digital technologies and business process optimization;</li> <li>- evaluate the economic efficiency of digital projects and innovative solutions;</li> <li>- use data analysis and forecasting methods to assess the impact of digital transformations;</li> <li>- propose measures to improve organizational performance using digital technologies.</li> </ul>
Content of the Module	<p><b>Lectures.</b> The digital economy as a stage in the development of economic systems and its impact on the structure of business and markets. Digital transformation of enterprises and changes in business processes in the context of digitalization. Information and communications technologies as the infrastructure of the digital economy. Digital platforms, ecosystems, and platform business models. The role of artificial intelligence and data analytics in enterprise management. Big data and methods of information analysis in the economy. Cloud technologies and digital services in organizational management. Cybersecurity and the protection of enterprise digital assets. Digital innovation and the transformation of economic sectors. E-commerce and digital payment systems. Economic efficiency of digital projects and evaluation of their results. The future of the digital economy and new technological trends.</p> <p><b>Practical classes.</b> Analysis of the level of enterprise digitalization and identification of digital transformation directions. Modeling the digital architecture of an enterprise and identifying key technological solutions. Using digital platforms and services for data processing and analysis. Application of data analytics and economic information visualization tools. Evaluation of the</p>

	<p>economic efficiency of digital technology implementation. Development of proposals for the digital modernization of business processes. Analysis of digital business models and platform strategies for companies. Practical application of cloud services for management tasks. Information security risk assessment and development of protective measures. Development of a digital enterprise project concept. Preparation of an analytical report on the results of digital transformation. Team project to develop a digital enterprise strategy.</p>
Forms of Examination / Assessment	<p>The exam is a 60-minute written examination. Students answer three questions in writing, demonstrating an understanding of digital economy principles, the ability to analyze digital business processes, and justify management decisions using digital technologies.</p> <p>Each exam question includes:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual task. Disclosing the essence of the digital economy, the digital transformation of enterprises, the role of platforms, artificial intelligence, big data, and cloud technologies in business development, as well as an explanation of the impact of digitalization on organizational competitiveness.</li> <li>2. Analytical and calculation task. Assessing the economic efficiency of implementing digital technologies at an enterprise, including calculating payback indicators, ROI, and the return on investment, or analyzing the organization's level of digitalization and interpreting the results.</li> <li>3. Case study. Analysis of a proposed enterprise digital transformation situation, identifying technological and information risks, justifying the choice of digital solutions, and developing recommendations for improving business efficiency and sustainability.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Britchenko I., Chukurna O., Tardaskina T., Digital economy: Textbook. Sofia: Bulgarian Academy of Sciences, 2024. - 308 p.</li> <li>2. Katarzyna Śledziwska. Renata Włoch. The Economics of Digital Transformation: The Disruption of Markets, Production, Consumption, and Work. 2021. 305p.</li> <li>3. Elena G. Popkova. Management of Digital Technologies in the Innovative Economy. Book. 2025. 345p.</li> <li>4. Konyagina M.N. Fundamentals of the Digital Economy: Textbook and Workshop for Universities / - 2nd ed. - Moscow: Yurait Publishing House, 2025. - 240 p. (in Russian )</li> <li>5. Digital Economy [Electronic Resource]: Textbook and Methodological Complex / G.G. Golovenchik. - Minsk: BSU, 2020. p. 1207 (in Russian )</li> <li>6. Nosova S.S., Putilov A.V., Norkina A.N. Fundamentals of the Digital Economy. Publisher: KnoRus. 2025. p. 390. (in Russian )</li> </ol>

Date of update	28.08.25
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Module Title	<b>M 40.2. Programming Languages</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Iztayev Zhalgasbek Dulatovich, Candidate of Pedagogical Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Information and Communication Technologies, Basics of Artificial Intelligence
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' applied knowledge and practical programming skills aimed at automating economic calculations, processing and analyzing data, modeling economic processes, and supporting management decision-making using digital technologies.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- develop algorithms and software solutions for processing economic data and automating calculations;</li> <li>- use programming languages and software libraries for data analysis, visualization, and solving applied economic problems;</li> <li>- apply software tools for building models, forecasting indicators, and supporting management decisions;</li> <li>- - integrate software solutions with external data sources and digital services to solve professional problems.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The role of programming in the digital economy and data analytics. Fundamentals of algorithmic economic problem solving and program structure. Data types and economic information storage structures. Control constructs and calculation automation. Functions and program modularity for economic applications. Working with files and external data sources. Using libraries for data analysis and visualization. Object-oriented programming in the development of analytical tools. Integrating software solutions with databases and web services. Error handling and ensuring computational reliability. Fundamentals of software optimization and calculation efficiency. Using programming for modeling and forecasting economic processes.</p> <p><b>Practical classes:</b> Setting up a development environment and running basic computational programs. Automating economic calculations using variables and formulas. Implementing algorithms for processing economic data. Working with data files and importing economic information. Using libraries for analyzing and visualizing economic indicators. Developing</p>

	<p>functions for calculating financial and production indicators. Creating programs for analyzing the dynamics of enterprise indicators. Integrating programs with databases or external services. Implementing simple indicator forecasting models. Error handling and data validation. Optimizing programs to speed up calculations. A mini-project to develop a software solution for economic data analysis.</p>
Forms of Examination / Assessment	<p>The exam is a 60-minute written exam. Students complete three exam questions, demonstrating their ability to apply programming to economic data processing, calculation automation, and indicator analysis.</p> <p>Each exam question includes:</p> <ol style="list-style-type: none"> <li>1. Theoretical and Applied Task. Explaining the role of programming in economic data analysis, calculation automation, and economic process modeling, explaining the principles of algorithmization and the structure of software solutions.</li> <li>2. Calculation and Software Task. Developing an algorithm and program fragment to solve an applied economic problem, such as calculating financial indicators, processing a data array, or constructing a simple forecasting model with subsequent interpretation of the results.</li> <li>3. Analytical Case Study. Analyzing a proposed situation involving the use of software tools in an enterprise's operations, selecting data processing methods, justifying the structure of the software solution, and evaluating its effectiveness in supporting management decisions.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Pierce B. C. (ed.). Advanced topics in types and programming languages. – MIT press, 2024. – 567 p.</li> <li>2. Klabnik S., Nichols C. The Rust programming language. – No Starch Press, 2023. – 517 p.</li> <li>3. Riguzzi F. Foundations of Probabilistic Logic Programming: Languages, semantics, inference and learning. – River Publishers, 2023. – 505 p.</li> <li>4. Price, M. C# 9 and .NET 5: Development and Optimization / M. Price. - 5th ed. - St. Petersburg: Piter, 2022. - 832 p. (in Russian )</li> <li>5. Dawson, M. Programming in Python / M. Dawson. - [3rd ed.]. - St. Petersburg: Piter, 2022. - 416 p. (in Russian )</li> <li>6. Alvin Albuero De Luna. Programminglanguage theory. 2023. - 248 p. (in Russian )</li> </ol>
Date of update	28.08.25

Module Title	<b>M 41.1. Project Management at the Enterprise</b>
Semester(s) in which the	8 <sup>th</sup> trimester

module is taught	
Person(s) responsible for the module	Yessirkepova Altyn Makhmudovna , Doctor of Economic Sciences, Professor Baineyeva Parida Turgunbayevna, Candidate of Economic Sciences, Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 45 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Entrepreneurship and Financial Literacy, Management, Risks in Entrepreneurial Activity
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop a systematic understanding of the principles, methods, and tools of project management in an enterprise, as well as to develop analytical, research, and communication competencies necessary for planning, organizing, monitoring, and successfully completing projects in various functional areas of the enterprise.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main concepts, principles, methods, and life cycle of project management;</li> <li>- plan projects by defining objectives, developing a work breakdown structure, and estimating resources, budgets, and timelines using Project Expert 8 for modeling and calculations;</li> <li>- apply project risk management, quality control, and change management methods;</li> <li>- use modern project management tools and software, including Project Expert 8, Jira, Trello, and BI systems;</li> <li>- analyze project performance, prepare reports, and make evidence-based managerial decisions using results obtained from Project Expert 8;</li> <li>- work effectively in project teams, communicate with stakeholders, and present project results in oral and written form in accordance with academic integrity standards.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Introduction to project management: concept of a project, goals, objectives, stages, and roles of participants. Project life cycle and main management approaches (traditional, Agile, hybrid). Project planning: defining tasks, timelines, resources, and budgets. Evaluation of project economic efficiency: calculation of NPV, IRR, payback period, and other indicators. Project risk management: identification, assessment, and risk mitigation methods. Organization of teamwork, distribution of responsibilities, and task control. Project monitoring and control: methods for tracking schedule, budget, and quality performance. Use of digital tools and software for project management. Application of Project Expert 8 for financial modeling, profitability analysis, cash flow forecasting, and preparation of managerial reports. Development of strategic decisions based on project data analysis and KPI indicators.</p> <p><b>Practical Classes:</b> Development of project structure and</p>

	<p>implementation plan with allocation of tasks, timelines, and resources. Setting project goals and defining key performance indicators (KPI). Preparation of project budgets and analysis of financial models. Application of project risk assessment methods and development of risk mitigation plans. Monitoring task completion, controlling deadlines, and ensuring quality of work. Organization of project team interaction and distribution of roles. Practical use of Project Expert 8 for: project financial modeling; calculation of economic efficiency (NPV, IRR, payback period); cash flow forecasting; preparation of managerial reports and presentations for management. Analysis of real project cases using Project Expert 8. Development of recommendations for project optimization and improvement of project profitability.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of computer-based testing and lasts 60 minutes. The examination consists of 40 test questions, randomly generated from a question bank of 300 items. This format ensures objective assessment and balanced coverage of all sections of the course. The test includes:</p> <ol style="list-style-type: none"> <li>1. Theoretical test questions Assessment of knowledge of concepts and categories in project management, project life cycle, planning and budgeting methods, risk management, project organizational structure, as well as understanding the roles of participants and key project management tools.</li> <li>2. Analytical test questions Questions requiring analysis of project data, evaluation of project financial efficiency, identification of risks and problems in project implementation, interpretation of key indicators (NPV, IRR, payback period, cash flows), and formulation of managerial decisions using Project Expert 8.</li> <li>3. Situational test questions / case-based questions Tasks simulating managerial situations within an enterprise that require selecting optimal solutions for project planning, monitoring, and control, allocation of resources, risk minimization, and increasing project profitability based on data analysis and the use of Project Expert 8 tools.</li> </ol>
Requirements for Learning and Examination	<p>Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Project Management Institute (PMI). A Guide to the Project Management Body of Knowledge (PMBOK Guide), 7th Edition. – PMI, 2021. – 502 p.</li> <li>2. Kerzner H. Project Management: A Systems Approach to Planning, Scheduling, and Controlling. – 13th ed., Wiley, 2022. – 1104 p.</li> <li>3. Schwalbe K. Information Technology Project Management. – 9th ed., Cengage, 2023. – 640 p.</li> <li>4. Plaskova N.S. Economic Analysis and Evaluation of the Efficiency of Investment Activities of an Organization, Moscow: Infra-M, 2024 – 252 p. (in Russian)</li> <li>5. Filin S.A., Yakushev A.Zh., Velikorossov V.V. Evaluation of the</li> </ol>

	Economic Efficiency of Investment Projects in Innovation Management, Moscow: KnoRus, 2024 – 484 p. (in Russian)
Date of update	28.08.25

Module Title	<b>M 41.2. Economic Evaluation of Investments</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Alzhanova Aigul Alibekovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 45 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Risks in Entrepreneurial Activity
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop a systematic understanding of the methods and tools for the economic evaluation of investment projects, as well as to develop analytical, research, and managerial competencies necessary for analyzing, planning, and making well-grounded investment decisions at the enterprise level.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main principles, methods, and indicators used in the evaluation of investment activities;</li> <li>- analyze the economic efficiency of projects and calculate key financial indicators (NPV, IRR, Payback Period, ROI, etc.) using Project Expert 8;</li> <li>- apply project risk and sensitivity analysis methods, including scenario and probabilistic modeling implemented in Project Expert 8;</li> <li>- use modern digital tools and software for investment evaluation;</li> <li>- develop recommendations for the implementation of investment projects and prepare well-reasoned managerial decisions based on data analysis using Project Expert 8;</li> <li>- present the results of economic evaluation in oral and written form in accordance with academic integrity standards and professional communication requirements.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Introduction to economic evaluation of investments: concept, objectives, and tasks of investment project analysis. Methods of investment project evaluation: discounted cash flow, NPV, IRR, Payback Period, Profitability Index. Risk analysis of investment projects and methods of their quantitative and qualitative evaluation. Financial planning and budgeting of investment projects. Capital management and sources of project financing: equity and borrowed funds. Evaluation of the economic efficiency of innovative and strategic enterprise projects.</p>

	<p>Application of sensitivity analysis and scenario modeling methods for investment decision-making. Use of digital tools for investment analysis and preparation of managerial reports. Application of Project Expert 8 for building financial models of investment projects, calculating NPV, IRR, Payback Period, cash flows, risk analysis, and preparation of managerial reports. Development of strategic decisions based on analysis of investment projects and profitability indicators.</p> <p><b>Practical Classes:</b> Collection of initial data for evaluating enterprise investment projects. Development of financial project models: calculation of revenues, expenses, and cash flows. Application of methods for assessing investment attractiveness: NPV, IRR, Payback Period, Profitability Index. Risk analysis of investment projects and development of risk mitigation measures. Use of sensitivity analysis and scenario modeling methods for managerial decision-making. Practical use of Project Expert 8 for: financial modeling of investment projects; calculation of key efficiency indicators (NPV, IRR, Payback Period, cash flows); risk and scenario analysis; preparation of managerial reports and presentations for management. Analysis of real investment project cases using Project Expert 8. Development of recommendations for project optimization and improvement of economic efficiency.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written examination lasting 60 minutes. The student must provide written answers to three questions included in the examination task. Each examination task includes the following:</p> <ol style="list-style-type: none"> <li>1. Solution of a calculation and analytical problem Calculation of financial indicators of an investment project and assessment of its efficiency using Project Expert 8.</li> <li>2. Task on methods of investment activity analysis Application of methods for evaluating the economic efficiency and sensitivity analysis of projects using Project Expert 8, with an explanation of the economic meaning of the identified patterns and their impact on the enterprise's strategic decisions.</li> <li>3. Situational task / managerial case Analysis of an investment situation at an enterprise using Project Expert 8 to model development scenarios, formulate well-reasoned conclusions, and develop recommendations for project implementation, improving investment efficiency, and minimizing risks considering the strategic goals of the enterprise.</li> </ol>
Requirements for Learning and Examination	<p>Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Kay Poggensee, Jannis Poggensee Investment Valuation and Appraisal: Theory and Practice- Springer, 2021. - 329 p.</li> <li>2. Gerald R. Jensen, Charles P. Jones. Investments: Analysis and Management, 14th Edition. – 2019. – 672 p.</li> <li>3. Pratt, S. P., &amp; Grabowski, R. J. Cost of Capital: Applications and Examples. Wiley, 2022. – 1344 p.</li> <li>4. Plaskova N.S. Economic Analysis and Evaluation of the Efficiency of Investment Activities of an Organization, Moscow:</li> </ol>

	Infra-M, 2024 – 252 p. (in Russian) 5. Kasyanenko T.G., Makhovikova G.A. Economic Evaluation of Investments: Textbook and Practical Guide. Moscow: Yurayt, 2024 – 559 p. (in Russian)
Date of update	28.08.25

Module Title	<b>M 42.1. Organization of Production</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Aidarova Aina Bailarovna , Candidate of Economic Sciences, Professor Polezhayeva Inna Sergeyeвна, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Management, Planning of Enterprise Activity
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systemic knowledge and practical skills in organizing and managing enterprise production systems, aimed at developing production programs, rationally using resources, optimizing production processes, and making informed management decisions to improve the organization's efficiency and competitiveness.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- develop production programs and plan output volumes taking into account the enterprise's resource constraints;</li> <li>- design and analyze production processes, determine production types, and select methods for organizing them;</li> <li>- apply economic and mathematical methods and analytical tools to optimize production decisions;</li> <li>- justify management decisions to improve production organization in accordance with the enterprise strategy;</li> <li>- evaluate the efficiency of production resource use and the impact of organizational decisions on the enterprise's performance.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Enterprise production system and its elements. Types of production and methods of organizing production processes. Enterprise production structure and department specialization. Enterprise production program and methods of its development. Production capacity and factors determining its utilization. Operational scheduling and production flow management. Labor organization and workflow standardization. Economic and mathematical methods for optimizing production decisions.</p>

	<p>Enterprise production strategy and competitiveness. Assessing the effectiveness of production organization and resource utilization. Digital tools and information systems in production management. Current trends in the development of production systems and operations management.</p> <p><b>Practical classes:</b> Analysis of the enterprise production structure and identification of bottlenecks. Developing a production program taking into account resource constraints. Calculating production capacity and equipment utilization. Optimizing the production program using computational methods. Developing a production schedule. Analyzing labor organization and calculating time standards. Assessing the utilization of production resources and efficiency factors. Application of economic and mathematical methods to production optimization problems. Developing a management solution to improve the organization of production. Analyzing the impact of organizational changes on enterprise performance. A comprehensive case study on developing a production organization model. Project defense with justification for the economic viability of the proposed solutions.</p>
Forms of Examination / Assessment	<p>The "Production Organization" course exam is a 60-minute written exam. Students complete three exam questions, demonstrating their ability to analyze enterprise production systems, apply planning methods, and justify management decisions in the area of production organization.</p> <p>Each exam question includes:</p> <ol style="list-style-type: none"> <li>1. Calculation and analytical task. Developing an enterprise production program, calculating production capacity and equipment utilization, determining the duration of the production cycle, calculating resource efficiency indicators, and interpreting the results.</li> <li>2. Graphical modeling task. Constructing a production process diagram, production schedule, or equipment utilization schedule, followed by analyzing the structure of production flows and identifying areas for efficiency improvement.</li> <li>3. Management case study. Analyzing the enterprise's production situation, selecting a production organization type, developing proposals for improving the production system, justifying the economic efficiency of management decisions, and assessing their impact on the enterprise's performance.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Gerardus Blokdyk. Production Management A Complete Guide – 2020.304p.</li> <li>2. Jonathan Molaro. Production and Operations Management. 2022.226p.</li> <li>3. Roberta S. Russell, Bernard W. Taylor. Operations and Supply</li> </ol>

	<p>Chain Management, 11th Edition.2023.880p</p> <p>4. Alekseycheva, E. Yu. Economics of an organization (enterprise): textbook/E. Yu. Alekseycheva, M. D. Magomedov, I. B. Kostin. - 6th ed., reprinted - Moscow: Dashkov i K, 2023. - 290 p. (in Russian )</p> <p>5. Economics of an enterprise: practical and calculation aspects through the eyes of an economist: workshop/A. N. Golovina, E. L. Andreeva, A. S. Aleksin [et al.]; edited by Ya. P. Silin, A. N. Golovina; Ural State University of Economics. - Yekaterinburg: AMB, 2021. - 307 p. (in Russian )</p> <p>6. Korshunov, V. V. Economics of an organization (enterprise): textbook and workshop for universities / V. V. Korshunov. - 6th ed., revised and enlarged. - Moscow: Yurait Publishing House, 2024. - 363 p. (in Russian )</p>
Date of update	28.08.25

Module Title	<b>M 42.2. Organization of Enterprise Management</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Zhakeshova Aimzhan Pashkenovna, Candidate of Economic Sciences, Professor Kolotayeva Lyudmila Petrovna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Management
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop students' systemic knowledge and practical skills in designing and improving enterprise management systems, focusing on developing organizational structures, analyzing the internal and external environment, applying digital tools, and substantiating management decisions to improve the organization's operational efficiency and strategic development.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- design and substantiate organizational management structures for an enterprise, taking into account the strategy and scale of the business;</li> <li>- analyze the internal and external environment of the enterprise and identify management problems;</li> <li>- apply analytical methods and digital tools to substantiate management decisions;</li> <li>- evaluate the efficiency of resource use and the impact of management decisions on the company's performance.</li> </ul>

Content of the Module	<p><b>Lectures:</b> The enterprise as a managed socio-economic system. The enterprise management system and its elements. Organizational management structures and principles of their construction. Management functions and distribution of authority. Analysis of the internal and external environment of the enterprise. Management decision-making and methods for justifying them. Use of digital tools and data analysis in management. Enterprise resource management and the effectiveness of management decisions. Organizational changes and transformation of the management system. Strategic development of the enterprise and the role of the management system. Current trends in organizational design and corporate governance. Evaluation of the effectiveness of the enterprise management system.</p> <p><b>Practical classes:</b> Analysis of the management system of a real enterprise. Development and justification of the organizational management structure. Modeling the distribution of functions and authorities. Analysis of factors in the external and internal environment of the enterprise. Developing a management solution for a problem situation. Application of data analysis tools and digital solutions in management. Evaluation of the effectiveness of enterprise resource use. Analysis of the impact of management decisions on financial results. Design of a model of the enterprise management system. A comprehensive management case with the development of an organizational development strategy. Preparation of an analytical report on improving the management system. Project defense with the justification of the proposed management decisions.</p>
Forms of Examination / Assessment	<p>The exam is a 60-minute written examination. Students complete three exam questions, demonstrating their ability to analyze an enterprise's management system, design organizational solutions, and justify management actions based on resource efficiency and the organization's strategic goals.</p> <p>Each exam question includes:</p> <ol style="list-style-type: none"> <li>1. Theoretical Question. Disclosure of the principles of building an enterprise management system, characteristics of organizational structure types, and an explanation of the role of management functions and environmental factors in management decision-making.</li> <li>2. Management Structure Assignment. Constructing an organizational structure diagram for the enterprise, distributing functions among departments, and analyzing the effectiveness of the selected management model.</li> <li>3. Situational Analysis. Analysis of the enterprise's management situation, identification of problems in the management system, development of alternative management solutions, assessment of their impact on resource efficiency and the organization's strategic development, and subsequent justification of the chosen solution.</li> </ol>
Requirements for Learning and Examination	<p>Ongoing assessment: colloquiums, written tests, and written and oral quizzes.</p> <p>During the semester, students must complete assignments</p>

	according to the syllabus and score a minimum of 30 and a maximum of 60 points, and a minimum of 20 and a maximum of 40 points on the exam.
Reading List	<p>1. Dmitry Ivanov Alexander Tsipoulaidis Jörn Schönberger. Global Supply Chain and Operations Management. A Decision-Oriented Introduction to the Creation of Value Second Edition.2019.593p.</p> <p>2. <u>Mikhail V. Belov, Dmitry A. Novikov</u>. Optimal Enterprise Structures, Processes and Mathematics of Knowledge, Technology and Human Capital.2021.372p.</p> <p>3. Alptekin Erkollar. Enterprise &amp; Business Management: A Handbook for Educators, Consultants, and Practitioners.TectumWissenschaftsverlag, 2020. 411p.</p> <p>4. Korshunova, E.D. Economics, organization and management of an industrial enterprise: textbook/E.D. Korshunova, O.V. Popova, I.N. Dorozhkin [and others]. - Moscow: COURSE: INFRA-M, 2023. - 272 p. (in Russian )</p> <p>5. Economics and enterprise management: textbook/A.P. Agarkov, R.S. Golov, V.Yu. Teplyshev, E.A. Erokhin; edited by A.P. Agarkova, R.S. Head. - 4th ed. - Moscow: Dashkov and K, 2022. - 398 p. (in Russian )</p>
Date of update	28.08.25

Module Title	<b>M 43.1. Organization, Rationing and Labor Payment at Enterprises</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Mukhan Bakhytzhhan Sabitullayevich, PhD, Senior Lecturer Apsenbetova Gulnara Tursynbekovna, Candidate of Economic Sciences, Senior Lecturer
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 45 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Planning of Enterprise Activity
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop a systematic understanding of the principles of labor organization, methods of labor standardization, and wage systems at enterprises, as well as to develop analytical, research, and managerial competencies necessary for effective planning, organization, and evaluation of employees' labor activities in a professional environment.</p> <p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the main theoretical approaches to labor organization and standardization, the structure of labor processes, and the</li> </ul>

	<p>functions of wage systems;</p> <ul style="list-style-type: none"> <li>- analyze labor processes and the efficiency of workforce utilization at an enterprise, identifying reserves for improving labor productivity;</li> <li>- apply labor standardization methods (time standards, output standards, labor tariffs) for personnel planning and management;</li> <li>- develop and evaluate wage systems, including incentive and compensation mechanisms;</li> <li>- collect, analyze, and interpret data on the labor activity of an enterprise for managerial decision-making;</li> <li>- present the results of analysis and calculations in oral and written form in accordance with academic integrity standards and professional communication norms.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Fundamentals of labor organization at enterprises: goals, principles, and methods. Labor standardization: types of standards, methods of their development and application in production practice. Evaluation of labor processes and employee productivity. Formation of wage systems: types of wages, incentive and compensation elements. Methods of personnel motivation and stimulation through remuneration. Legal and regulatory foundations of labor relations. Labor organization in different industries and types of enterprises. Analysis of the efficiency of labor resource utilization. Planning the number of employees and working time. Use of information systems and digital tools for calculating labor standards and wages. Monitoring compliance with labor standards and accuracy of wage calculations. Assessing the impact of wage systems on employee motivation and productivity.</p> <p><b>Practical Classes:</b> Analysis of the structure and organization of labor using an enterprise case. Determination of labor standardization objectives and development of output standards. Calculation and evaluation of employee productivity and work processes. Designing a wage system: calculation of salaries, tariff rates, bonuses, and allowances. Analysis of personnel incentive methods through material and non-material rewards. Verification of compliance with labor standards and accuracy of wage calculations. Evaluation of the economic efficiency of different wage systems. Planning personnel numbers and working time. Application of digital tools for calculating labor standards, wages, and productivity analysis. Development of proposals to improve labor organization and wage systems to increase enterprise efficiency. Preparation of an analytical report based on practical work results.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral examination lasting 60 minutes. The student answers three questions from the examination task. Each examination task includes:</p> <ol style="list-style-type: none"> <li>1. Solution of a calculation and analytical problem</li> </ol> <p>Calculation of indicators of labor organization and standardization at the enterprise, analysis of the distribution of working hours, labor costs, and productivity, and conducting horizontal, vertical, or factor analysis to identify problems and reserves for improving the efficiency of labor processes.</p>

	<p>2. Task on evaluating wage systems and personnel incentives Application of methods for evaluating the structure and fairness of remuneration, analysis of incentive elements, and comparative analysis of wage funds and productivity with an explanation of the economic meaning of the identified patterns and their impact on organizational efficiency.</p> <p>3. Situational task / managerial case Analysis of an enterprise situation related to labor organization, standardization, and remuneration (for example, low productivity, excessive wage fund expenditures, employee demotivation), formulation of reasoned conclusions, and development of recommendations for optimizing labor processes and improving employee motivation.</p>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<p>1. Bratton, J., &amp; Gold, J. Human Resource Management: Theory and Practice. - Palgrave Macmillan, 2022. – 608 p.</p> <p>2. Armstrong, M. Armstrong’s Handbook of Human Resource Management Practice. - Kogan Page, 2022. – 752 p.</p> <p>3. Milkovich, G.T., Newman, J.M., &amp; Gerhart, B. Compensation. - McGraw-Hill, 2021. – 624 p.</p> <p>4. Genkin B.M. Organization, Standardization and Remuneration of Labor at Industrial Enterprises: Textbook. – Moscow: NORMA, 2024. – 416 p. (in Russian)</p> <p>5. Kurochkina R.D. Labor Organization and Standardization: Study Guide. – Moscow: FLINTA, 2023. – 352 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 43.2. Personnel Management</b>
Semester(s) in which the module is taught	7 <sup>th</sup> trimester
Person(s) responsible for the module	Karabayeva Shynar Auezkhanovna, Senior Lecturer, Master
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 180 hours: Lectures – 45 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 60 hrs; Intermediate independent study – 15 hrs; Guided self-study – 30 hrs.
Number of credits	6 ECTS
Prerequisites (required and recommended)	Modules: Management, Economy of Enterprise
Module Objectives / Intended Learning Outcomes	<b>Purpose:</b> to form a systematic understanding of the principles, methods and strategies of personnel management, as well as the development of analytical, research and communication competencies necessary for effective human resource management, personnel policy planning, motivation and

	<p>professional development of employees at the enterprise.  After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- explain the basic concepts, functions and strategies of HR management, including recruitment, adaptation and evaluation of employees.</li> <li>- analyze the company's workforce, identify personnel needs, conduct personnel audits and plan for the development of human resources.</li> <li>- apply methods of personnel selection, adaptation, evaluation, training and development using modern HR tools and cases.</li> <li>- develop systems of motivation, remuneration and incentives for employees, taking into account the effectiveness, socio-ethical standards and goals of the organization.</li> <li>- to collect, process and analyze personnel data, including the use of digital tools and AI.</li> <li>- to present the results of the analysis, proposals and HR decisions in oral and written form in compliance with the norms of academic integrity and standards of professional communication.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Fundamentals of HR management: the role of HR in an organization and the strategic importance of human capital. Labor legislation, personnel regulation, and labor relations in organizations. Planning and forecasting of personnel needs, formation of the structure and staffing table. Recruitment, evaluation and selection of employees: methods, criteria and modern practices. Motivation and stimulation of personnel: tangible and intangible methods. Staff training and development: corporate programs, career development and professional development. Employee performance assessment, performance management, and KPIs. Corporate culture management, team interaction and internal communications. Organization of adaptation of new employees and staff turnover management. Digital tools in personnel management (HRIS, BI, artificial intelligence). Making managerial decisions based on the analysis of personnel data and forecasting the needs of the organization. Responsibility of an HR specialist, compliance with ethics and labor law standards. International and strategic HR management experience.</p> <p><b>Practical classes:</b> Analysis of the organizational structure and distribution of functions between departments. Identification of personnel needs and staffing establishment. Development of employee recruitment and selection programs using modern tools. Evaluation of the effectiveness of staff motivation and incentive systems. Conducting an analysis of KPIs, work results, and employee performance indicators. Development of training and professional development plans for employees. Work with HR data and HR analytics for making managerial decisions. Modeling staff turnover situations and developing employee retention measures. The use of digital tools and HR systems for accounting, control and analysis of personnel processes. Formulation of conclusions based on the results of the analysis of HR processes and preparation of recommendations for the</p>

	management of the organization.
Forms of Examination / Assessment	<p>The exam is conducted in the form of a computer test lasting 60 minutes. The exam assignment includes 40 test questions randomly generated from a bank of 300 assignments. This form ensures the objectivity of the assessment and the uniform verification of all sections of the discipline. The test task includes:</p> <p>1. Theoretical test questions Examination of knowledge of concepts and categories in the field of personnel management, personnel planning, employee motivation and evaluation, labor legislation, corporate culture and human capital development strategies.</p> <p>2. Analytical test tasks Questions aimed at analyzing HR indicators and HR processes, identifying problems in the selection, motivation and development of personnel, assessing the risks of turnover and effectiveness of human capital management systems, as well as formulating sound management decisions based on data analysis.</p> <p>3. Situational tests / case questions Tasks that simulate real management situations in an enterprise, requiring the selection of effective solutions for the selection, motivation, training and retention of employees based on the analysis of personnel data, corporate strategy and economic indicators of the organization.</p>
Requirements for Learning and Examination	<p>Continuous assessment: Colloquia, written tests, and oral examinations.</p> <p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>
Reading List	<p>1. Bratton, J., &amp; Gold, J. Human Resource Management: Theory and Practice. - Palgrave Macmillan, 2022. – 624p.</p> <p>2. Boxall, P., Purcell, J., &amp; Wright, P. The Oxford Handbook of Human Resource Management. - Oxford University Press, 2023. – 784 p.</p> <p>3. Milkovich, G.T., Newman, J.M., &amp; Gerhart, B. Compensation. - McGraw Hill, 2021. – 624 p.</p> <p>4. Aidarov, T.A. Personnel management: A textbook intended for bachelors of the educational program 6B04120 – Management / T. A. Aidarov, D.A. Kulanova, A. S. Daribaeva. Shymkent: SKU, 2021. - 312 p. (in Russian)</p> <p>5. O. A. Gorlenko, D. V. Erokhin, T. P. Mozhaeva, Personnel Management – 2nd ed., revised and supplemented, 2023. – 448 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 44.1. Management by Expenses at Enterprise</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester

Person(s) responsible for the module	Beknazarov Bakyt Doktyrbayevich , Senior Lecturer, Master Apsenbetova Gulnara Tursynbekovna, Candidate of Economic Sciences, Senior Lecturer
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs.
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Organization, Rationing and Labor Payment at Enterprises
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To develop the ability to analyze and optimize enterprise costs using economic-mathematical methods, CVP modeling, and AI tools, as well as to make well-founded managerial decisions.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- describe principles and methods of cost management, including economic-mathematical modeling and CVP analysis.</li> <li>- collect, systematize, and analyze enterprise cost data, identify problem areas and internal reserves.</li> <li>- apply CVP modeling, break-even analysis, and forecasting methods for cost analysis and planning.</li> <li>- use modern tools, including AI, for data processing and justification of managerial decisions.</li> <li>- develop measures for optimal resource use to increase profitability and production efficiency.</li> <li>- evaluate the effectiveness of managerial decisions and provide recommendations for enterprise management.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Economic essence of costs and their role in enterprise management; classification of costs (by elements, cost items, inclusion in product cost); fixed and variable costs; cost behavior in short and long term; formation of product cost; costing methods (job order, process, standard); analysis of cost structure and dynamics; marginal analysis and break-even point (CVP analysis); budgeting and cost control; cost management in managerial accounting; cost reduction and finding efficiency reserves; use of digital tools (Excel, 1C, Project Expert 8) for cost analysis and planning.</p> <p><b>Practical classes:</b> Calculation of product cost by different costing methods; analysis of fixed and variable costs; determination of break-even point and financial safety margin; factor analysis of costs and profit; calculation of marginal income and operating leverage; preparation of enterprise cost budget; analysis of deviations of actual costs from planned; modeling options for cost reduction using Excel; preparation of analytical conclusions and recommendations for cost optimization.</p>
Forms of Examination / Assessment	The exam is conducted in a written form and lasts 60 minutes. The student answers 3 questions in writing.

	<p>1. Solution of a calculation-analytical task Calculation of product cost, contribution margin, break-even point, or operating leverage indicators; analysis of the structure and dynamics of costs with identification of reserves for optimization.</p> <p>2. Task on cost management methods Application of costing, budgeting, CVP analysis, or factor analysis of costs, with explanation of the economic meaning of the results obtained and their impact on the company's financial performance.</p> <p>3. Situational task / managerial case Analysis of a specific situation related to increasing costs, declining profits, or inefficient use of resources; formulation of conclusions and development of recommendations to reduce costs and improve the enterprise's operational efficiency.</p>
Requirements for Learning and Examination	Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.
Reading List	<p>1. Alnoor Bhimani, Srikant M. Datar, Charles T. Horngren &amp; Madhav V. Rajan. Management and Cost Accounting, 8th Ed. - Harlow, UK: Pearson Education, <b>2023</b>. – <b>864 c.</b></p> <p>2. Bhimani A., Datar S. M., Horngren C. T. Management and Cost Accounting, 8th ed. - Pearson, 2024. – 864 p.</p> <p>3. Hansen D. R., Mowen M. M., Heitger D. L. Cost Management. – Cengage Learning, <b>2022</b>. – <b>1152 p.</b></p> <p>4. Nizovkina N. G. Enterprise Cost Management: Textbook for Universities. – Moscow: Yurayt, 2024. – 178 p. (in Russian)</p> <p>5. Asauly A. N., Drozdova I. V., Kvitsiniya M. G., Petrov A. A. Cost Management and Controlling: Textbook for Universities. – Moscow: Yurayt, 2022. – 263 p. (in Russian)</p>
Date of update	28.08.25

Module Title	<b>M 44.2. Intrafirm Budgeting</b>
Semester(s) in which the module is taught	8 <sup>th</sup> trimester
Person(s) responsible for the module	Mukhan Bakhytzhhan Sabitullayevich, PhD, Senior Lecturer
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Profile discipline Elective component
Teaching methods	Lectures, practical classes
Workload (including contact hours and self-study):	Total workload – 150 hours: Lectures – 30 hrs; Practical classes – 30 hrs; Current independent study (self-study) – 55 hrs; Intermediate independent study – 12.5 hrs; Guided self-study – 22.5 hrs
Number of credits	5 ECTS
Prerequisites (required and recommended)	Modules: Economy of Enterprise, Organization, Rationing and Labor Payment at Enterprises
Module Objectives / Intended	<b>Purpose:</b> To develop knowledge and practical skills in intra-

Learning Outcomes	<p>company budgeting, preparing enterprise plans and budgets, and applying economic-mathematical models and analytical tools for forecasting and managerial decision-making.</p> <p>After completing the course, students will be able to:</p> <ul style="list-style-type: none"> <li>- develop operational, financial, and commercial plans, consolidated budgets, and functional strategies of the enterprise.</li> <li>- collect, systematize, and analyze data on revenues, expenses, and resources using economic-mathematical methods and AI tools.</li> <li>- apply economic-mathematical models and forecasting to assess revenue, costs, profit, and cash flows.</li> <li>- develop measures to optimize resources, improve profitability and operational efficiency, identify internal reserves, and make managerial decisions.</li> <li>- conduct variance analysis of budget execution, identify deviations, and adjust plans considering economic and external factors.</li> <li>- evaluate the impact of different scenarios on the enterprise's financial results using scenario and stress testing.</li> <li>- organize the internal budgeting process, ensure interdepartmental interaction, monitor budget execution, and automate processes.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Economic essence and objectives of intra-company budgeting. Budgeting as a tool for financial planning and control. Principles and stages of building a budgeting system in an enterprise. Classification of budgets: operational and financial budgets. Formation of sales, production, and procurement budgets. Cost and revenue budgets. Cash flow budget. Consolidated (master) budget. Responsibility centers and their role in budgeting. Monitoring budget execution and variance analysis. Use of digital tools (Excel, 1C, Project Expert 8) in budgeting. The role of budgeting in enhancing financial stability and efficiency.</p> <p><b>Practical classes:</b> Developing enterprise budget structure. Preparing sales and production budgets. Calculating cost and revenue budgets. Preparing the cash flow budget. Compiling the consolidated budget of the enterprise. Analyzing deviations between actual and planned figures. Evaluating performance of responsibility centers. Building budget models in Excel. Scenario modeling (optimistic, realistic, pessimistic). Preparing analytical reports and recommendations to improve the budgeting system.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of a written test lasting 60 minutes. The student answers 3 questions of the exam assignment in writing. Each exam question includes:</p> <ol style="list-style-type: none"> <li>1. Calculation-analytical task Preparation of the enterprise budget or its components (sales budget, cost budget, cash flow budget); analysis of deviations between planned and actual figures; identification of problem areas and reserves for improving the budgeting process.</li> <li>2. Task on budget system analysis methods Application of methods to evaluate the efficiency of budget</li> </ol>

	<p>execution, analyze the performance of responsibility centers, and interpret identified deviations, explaining their economic significance and impact on managerial decisions.</p> <p>3. Situational task / managerial case          Analysis of a specific enterprise situation related to discrepancies between planned and actual budget figures (e.g., budget overspending, underperformance of the sales plan); formulation of conclusions and development of recommendations to optimize the budgeting process and enhance the financial efficiency of the enterprise.</p>
Requirements for Learning and Examination	<p>Current assessment: colloquiums, written tests, written and oral questioning. During the semester, the student must complete assignments according to the syllabus and obtain min 30, max 60 points, at the exam min 20, max 40 points.</p>
Reading List	<ol style="list-style-type: none"> <li>1. Jaiswal G. C. R. Financial Management Essentials: Understanding Budgeting and Analysis. - Burlington: Society Publishing, 2024. – 506 p.</li> <li>2. Shim J. K., Siegel J. G., Shim A. I. Budgeting Basics and Beyond. - Hoboken: John Wiley &amp; Sons, Inc., 2020. – 560 p.</li> <li>3. Brealey R. A., Myers S. C., Allen F., Edmans A. Principles of Corporate Finance. - 14<sup>th</sup> ed. - New York: McGraw-Hill Education, 2022. – 1056 p.</li> <li>4. Stukalova I. A., Ivanov P. V. Intra-Company Budgeting: Theory and Practice. M.: Yurayt, 2023. – 210 p. (in Russian)</li> <li>5. Kuznetsov A. V., Petrova M. S. Financial Flow Management and Intra-Company Budgeting. M.: Infra-M, 2022. – 186 p. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M45.1 Minor module of the program/ Marketing in the IT industry and e-business</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Number of credits	6 ECTS
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> formation of a system of competencies among students for strategic management of market activities of companies in a digital environment, combining classical marketing concepts with the technological features of the high-tech sector.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- use web analytics tools (Google Analytics, etc.) to assess user behavior and effectiveness of advertising channels;</li> <li>- form a value proposition for complex technological products;</li> <li>- customize and optimize campaigns in contextual and targeted data-driven ads.</li> <li>- demonstrate the ability to make strategic marketing decisions based on big data analysis and A/B testing;</li> </ul>

	<ul style="list-style-type: none"> <li>- be able to adapt the marketing strategy to changing platform algorithms and technological trends;</li> <li>- own methods of quickly scaling IT products with limited resources.</li> </ul>
Content of the Module	<p><b>Lectures:</b> The essence, content and organization of marketing research in the IT industry. Marketing strategies in the IT industry. Ethics of marketing research in the IT industry. Internet copywriting. Principles of usability of website interfaces. Promotion of Internet resources in search engines. Promotion on social media. Promote online with multimedia. E-mail marketing. Price models for advertising on the Internet. Conducting marketing research on the Internet. Online advertising. Internet promotion methods. Online Pricing Models</p> <p><b>Practical classes:</b> Analysis of differences between SaaS/IaaS/PaaS markets and traditional goods. Application of PESTEL and Porter's 5 Force model in the digital industry. Designing the customer path and touch points in e-business. Systematization of the target audience for software and startups. Evaluation of Freemium, subscriptions, and MVP inference strategies. Designing campaigns in Google Ads and optimizing search promotion. Promoting complex technology solutions (B2B, LinkedIn). Calculation and interpretation of CAC, LTV, ROMI and Churn Rate metrics. Designing automated mailings and loyalty programs. Managing brand reputation online and PR in the IT industry. Assessment of marketing strategies for compliance with GDPR standards.</p>
Forms of Examination / Assessment	<p>The exam is conducted in the form of an oral exam lasting 60 minutes. The student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual analysis Uncover key digital marketing and e-commerce concepts. Explain the importance of web analytics tools (for example, Google Analytics), the formation of a value proposition (UVP) and A/B testing methods for professional activities in the IT industry. and digital marketing principles.</li> <li>2. Interpretive analysis of marketing ideas Analyze strategic approaches to promoting technology products in the context of rapidly changing platforms and algorithms. Explain how user behavior data and campaign results can be used to make effective marketing decisions.</li> <li>3. Case analysis/open questions Consider the practical situation: the company launches a new IT product with a limited marketing budget. Develop a promotional strategy including channel selection, UVP formation, campaign setup, and scaling techniques. Justify your decisions based on data analysis, web analytics tools.</li> </ol>
Requirements for Learning and Examination	<p>During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.</p>

Date of update	28.08.25
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Module Title	<b>M45.2 Minor module of the program/ Economic potential of the region</b>
Semester(s) in which the module is taught	6 <sup>th</sup> semester
Language of instruction	Russian, Kazakh
Relation to the curriculum	Basic discipline Elective component
Teaching methods	Lectures, practical classes
Number of credits	6 ECTS
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> formation of analytical competencies among students in comprehensive assessment, monitoring and strategic development of the totality of resources and capabilities of the region to ensure its sustainable growth.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- allocate roles and tasks within the group when conducting a comprehensive assessment of the resource potential of the region (natural resource, demographic, production);</li> <li>- argue the results of collective research on the socio-economic development of territories using data visualization methods;</li> <li>- dismantle readiness for continuous training, adapting their knowledge of economic trends to the changing conditions of regional policy;</li> <li>- assess the impact of economic decisions on the quality of life, cultural environment and social stability of the local community.</li> </ul>
Content of the Module	<p><b>Lectures:</b> Economic potential research methodology. Integrated Region Assessment System. Regional governance theory. ore potential and demographic policy. Natural resource capital of the region. Tourist and recreational potential. Investment policy of the regions. Innovative transformation of territories. Production capacity and regional accounts. Agricultural potential and food security. External economic potential of territories. Strategic positioning of regions. World experience in regional governance.</p> <p><b>Practical classes:</b> Systematic analysis of the potential and factors of regional development. Integrated assessment of economic indicators of the region. Analysis of the region as a system and authority of power. Forecasting and evaluation of the labor market and labor resources. Analysis of natural resource base and development efficiency. Systematization and assessment of recreational clusters of the region. Analysis of investment attractiveness and risk-potential ratio. Assessment of innovative infrastructure and readiness for technological transformation. Analysis of GRP and fixed assets as indicators of production capacity. Assessment of food security and agricultural resource base. Analysis of export structure and opportunities for non-resource development. Rating analysis and evaluation of the strategy for increasing competitiveness. Comparative analysis of management models and assessment of foreign experience.</p>
Forms of Examination /	The exam is conducted in the form of a written exam lasting 60

Assessment	<p>minutes. The master student answers 3 questions of the examination assignment in writing. Questions on each exam assignment include:</p> <ol style="list-style-type: none"> <li>1. Theoretical and conceptual analysis Disclosure of the content of the main categories and components of the economic potential of the region (natural resources, demographic, production, investment potential). Explanation of methods for a comprehensive assessment of the socio-economic development of territories and their importance for regional policy and sustainable development.</li> <li>2. Interpretation analysis of socio-economic processes of the region Analysis of regional development factors and trends in economic, demographic and social contexts. Interpretation of statistical data and research results using imaging techniques. Justification of the impact of economic decisions on the quality of life of the population, cultural environment and social stability of the territory.</li> <li>3. Case analysis/Open questions Consideration of the practical situation related to the assessment and development of the economic potential of the region. Distribution of roles and tasks in conducting a comprehensive analysis, argumentation of collective conclusions and proposals for the development of the territory, taking into account modern economic trends and principles of sustainable development.</li> </ol>
Requirements for Learning and Examination	During the semester, students must complete all assignments in accordance with the syllabus and obtain a minimum of 30 and a maximum of 60 points through continuous assessment. In the Exam, students must achieve a minimum of 20 and a maximum of 40 points.
Date of update	28.08.25

Module Title	<b>M 46. Pre-degree or Industrial Practice</b>
Semester(s) in which the module is taught	9 <sup>th</sup> trimester
Person(s) responsible for the module	Polezhayeva Inna Sergeyevna, Candidate of Economic Sciences, Associate Professor
Language of instruction	Russian, Kazakh
Relation to the curriculum	Cycle of profile disciplines, Professional Practice
Workload (including contact hours and self-study):	Total: 300 hours
Number of credits	10 ECTS
Prerequisites (required and recommended)	Module: Industrial Practice II
Module Objectives / Intended Learning Outcomes	<b>Purpose:</b> the formation and development of professional competencies of students through the use of theoretical knowledge and methods of economic analysis, planning and management in real conditions of the activities of enterprises, financial institutions and government bodies, as well as the acquisition of experience in independently solving professional problems and preparing analytical materials for graduation

	<p>qualification work.</p> <p>After students have completed their internship, they know how to:</p> <ul style="list-style-type: none"> <li>- independently plan and perform the assigned tasks in due time;</li> <li>- conduct comparative assessment of options according to the criteria of efficiency, costs, risks and consequences;</li> <li>- substantiate the proposed solutions with calculations and analytical conclusions;</li> <li>- interact with team members in the collective development of management decisions;</li> <li>- formulate and substantiate management and expert decisions based on the obtained data;</li> <li>- draw up analytical and expert opinions in accordance with professional standards;</li> <li>- assess the economic effect of the proposed activities;</li> <li>- formulate management decisions and submit recommendations to management;</li> <li>- analyze production and economic activities and identify internal reserves for improving efficiency;</li> <li>- develop and economically justify measures to save resources and optimize the use of material, labor and financial resources.</li> </ul>
<p>Content of the Module</p>	<p>Familiarization with the activities of the industrial practice base, study of its structure and operations, analysis of key performance indicators. Completion of individual assignments and students' research works, and collection of materials required for writing the bachelor's thesis.</p>
<p>Forms of Examination / Assessment</p>	<p>Based on the results of the practice, the student draws up a report in which he reflects the research carried out at the practice bases. The student defends the report to the commission. Protection duration up to 30 minutes.</p> <p>The student answers 3 questions which include:</p> <ol style="list-style-type: none"> <li>1. Solution of calculation and analytical tasks Solving the problems of analyzing the production and economic activities of the enterprise. Calculation of efficiency indicators for the use of material, labor and financial resources. Assessment of the economic effect of the proposed activities. Justification of management decisions based on calculations, comparative analysis of costs, risks and consequences.</li> <li>2. Assignment for analytical and design substantiation of solutions Analysis of the organization's activities and identification of internal reserves for improving efficiency. Benchmarking of alternative solutions against performance, cost and risk criteria. Development and business case for resource conservation and resource optimization activities. Presentation of results in the form of analytical calculations, tables and expert opinion.</li> <li>3. Case analysis/open questions Analysis of the management situation in the business environment. Formulation and substantiation of management and expert decisions based on the obtained data. Organization of interaction in the collective development of solutions. Preparation of recommendations to the management and</li> </ol>

	preparation of an analytical report in accordance with professional standards.
Requirements for Learning and Examination	During the industrial practice, students must complete all assignments in accordance with the industrial practice program and obtain a minimum of 30 and a maximum of 60 points. In the industrial practice report defense, students must achieve a minimum of 20 and a maximum of 40 points.
Reading List	<ol style="list-style-type: none"> <li>1. Yessirkepova A.M., Polezhayeva I.S. Program for Pre-Diploma or Industrial Practice of Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>2. Yessirkepova A.M., Polezhayeva I.S. Guidelines for Organizing and Conducting Pre-Diploma or Industrial Practice of Students of the Study Programme 6B04110 “Economics”, 2025. (in Russian)</li> <li>3. Klochkova E.N., Kuznetsov V.I., Platonova T.E. Economics of Enterprise. – Moscow: Yurait Publishing, 2023. – 371 p. (in Russian)</li> <li>4. Tertyshnik M.I. Economics of Organization. – Moscow: Yurait Publishing, 2023. – 510 p. (in Russian)</li> <li>5. Kondratyev P.N., Nikiforova A.E., Petrova O.G. Fundamentals of Entrepreneurial Activity and Financial Analysis. 2024. (in Russian)</li> </ol>
Date of update	28.08.25

Module Title	<b>M 47. Writing and Defending a Thesis, a Graduate Work, or Preparing and Passing of Comprehensive Exam</b>
Semester(s) in which the module is taught	9 <sup>th</sup> trimester
Language of instruction	Russian, Kazakh, English
Relation to the curriculum	Final Certification
Workload (including contact hours and self-study):	Total workload – 240 hours.
Number of credits	8 ECTS
Prerequisites (required and recommended)	full completion of all modules
Module Objectives / Intended Learning Outcomes	<p><b>Purpose:</b> To determine the extent to which a student has achieved the learning outcomes of the study program and to confirm their readiness for independent professional, analytical, and managerial activities based on the integration of acquired knowledge and skills.</p> <p>After completing this module, students will be able to:</p> <ul style="list-style-type: none"> <li>- independently formulate economic problems at the level of an enterprise, industry, or region, and collect, process, and analyze data using modern digital and analytical tools;</li> <li>- develop economically justified managerial, strategic, investment, and innovation decisions, including business projects, development models, and measures to improve operational efficiency;</li> <li>- apply methods of economic and mathematical analysis, forecasting, and modeling to evaluate economic processes, risks, and the outcomes of managerial decisions;</li> </ul>

	<ul style="list-style-type: none"> <li>- justify measures aimed at improving the efficiency of resource utilization, enhancing competitiveness, and strengthening the sustainability of socio-economic systems;</li> <li>- present the results of research or comprehensive analysis, defend conclusions and recommendations with well-reasoned arguments, and demonstrate professional communication and academic integrity.</li> </ul>
<p>Content of the Module</p>	<p>For the Bachelor's Thesis (Project):  Selection and approval of the research topic; formulation of the research objective, tasks, object, and subject of the study; determination of the methodological framework and information base of the research; collection, systematization, and analysis of economic data; application of methods of economic analysis, modeling, and forecasting; development and economic justification of managerial, investment, or innovation decisions; formulation of practical recommendations and evaluation of their effectiveness; preparation of the final thesis in accordance with academic requirements; public defense of the research results.</p> <p>For the State Comprehensive Examinations:  Systematization and integration of knowledge in the key economic disciplines of the study program; revision of theoretical concepts, methods of economic analysis, and modeling; preparation for solving calculation-based, analytical, and situational tasks; development of skills for justifying managerial and economic decisions; preparation for written responses to examination tasks; passing the state comprehensive examinations.</p>
<p>Forms of Examination / Assessment</p>	<p>Final Assessment.</p> <p>The final assessment for the module is conducted in one of two alternative forms depending on the student's academic performance.</p> <p>Students with a Grade Point Average (GPA) of 3.0 or higher upon completion of all previous modules complete and defend a Bachelor's thesis (project).</p> <p>The evaluation of the thesis includes assessment of the independence of the research, the quality of data analysis and processing, the validity of conclusions and recommendations, the correct application of methods of economic analysis and modeling, the practical significance of the proposed solutions, the quality of the written work, and the public defense of the research results before the State Attestation Commission.</p> <p>Students who do not meet the required GPA threshold complete the final assessment in the form of two State comprehensive examinations.</p> <p>The evaluation is based on the results of written examinations aimed at assessing the systematic nature of professional knowledge, the ability to analyze economic processes, apply calculation and modeling methods, justify managerial decisions, and formulate practical recommendations.</p> <p>Assessment Criteria (in percentages)</p> <p>For the defense of the Bachelor's thesis (project):</p>

	<p>Quality of analysis, validity of conclusions, and correctness of the application of economic research methods – 30%</p> <p>Practical significance of the proposed solutions, feasibility of recommendations, and economic efficiency of the developed proposals – 25%</p> <p>Independence of the work, logical structure, and the level of use of sources and data – 15%</p> <p>Formatting of the thesis and compliance with academic integrity requirements – 10%</p> <p>Public defense, argumentation of answers to the commission’s questions, and professional communication – 20%</p> <p>Total – 100%</p> <p>For the State comprehensive examinations:</p> <p>Theoretical knowledge and completeness of answers – 30%</p> <p>Ability to apply economic methods of analysis, calculations, and modeling – 30%</p> <p>Justification of managerial decisions and practical conclusions – 25%</p> <p>Logical presentation, correct use of terminology, and structured responses – 15%</p> <p>Total – 100%.</p>
Requirements for Learning and Examination	Successful completion of the theoretical component of the study program and either the defense of a Bachelor’s thesis (project) or the passing of two State comprehensive examinations.
Reading List	<ol style="list-style-type: none"> <li>1. Bell E., Harley B., Bryman A. Business research methods. – Oxford university press, 2022. – 565 p.</li> <li>2. Alam S. S. et al. (ed.). Approaches and applications of business research methods. – IGI Global, 2025. – 687 p.</li> <li>3. Murray R. Murray, How to Write a Thesis. – McGraw-Hill Education (UK), 2025. – 333 p.</li> <li>4. Molinari J. What makes writing academic: Rethinking theory for practice. – Bloomsbury Academic, 2022. – 199 p.</li> <li>5. Kolotayeva L.P., Tulemetova A.S., Bekmanova G.U. Guidelines for Preparing a Bachelor’s Thesis for Students of the Study Program 6B04110 – Economics. Shymkent: M. Auezov South Kazakhstan University, 2023. (In Russian)</li> </ol>
Date of update	28.08.25