

MINISTRY OF SCIENCES AND HIGHER EDUCATION OF THE REPUBLIC OF  
KAZAKHSTAN  
M.O. AUEZOV SOUTH KAZAKHSTAN UNIVERSITY





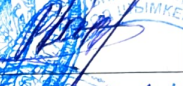



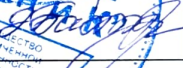


**EDUCATIONAL PROGRAM**

**6B04110 - Economy**

Registration number	6B04100224
Code and classification of education	6B04 Business, Administration and Law
Code and Classification of Areas of Training	6B041 Business and administration
Group of educational programs (EP)	B046 Finance, economics, banking and insurance
Type of EP	Acting
ISCE level	6
NQF level	6
IQF level	6
Language learning	Russian, Kazakh, English
The complexity of EP	240 credits
Distinctive features of EP	-
Partner University (JEP) -	-
University partner (DDEP) -	-

Developers:

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The EP was considered at a meeting of the Academic Quality Committee of the Higher School "Management and Business", Minutes # 8 « 17 » 03 2025

Chairman of the Committee  D.Kulanova

The EP was considered and recommended for approval at Educational-methodical meeting of M. Auezov SKU  
Minutes # 4/1 « 18 » 03 2025

Chairman of the EMM  E.Imangaliyev

The EP was approved by the decision of the Academic Council of the University  
Minutes # 10 « 27 » 03 2025

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## 1. CONCEPT OF THE EDUCATIONAL PROGRAM

### Mission of the University

We are focused on generating new competencies, training a leader who translates research thinking and culture.

### University Values

- Openness - open to change, innovation and cooperation.
- Creativity - generates ideas, develops them and turns them into values
- Academic freedom - free to choose, develop and act.
- Partnership - creates trust and support in a relationship where everyone wins.
- Social responsibility - ready to fulfill obligations, make decisions and be responsible for their results.

### Graduate Model

- Deep subject knowledge, their application and continuous expansion in professional activity
- Information and digital literacy and mobility
- Research skills, creativity and emotional intelligence
- Entrepreneurship, independence and responsibility for their activities and well-being
- Global and national citizenship, tolerance to cultures and languages

### Uniqueness of the EP

- Orientation to the regional labor market and social order through the formation of professional competencies of the graduate, adjusted to meet the requirements of stakeholders.
- Practical orientation and emphasis on the development of critical thinking and entrepreneurship, the formation of a wide range of skills that will allow to be functionally literate and competitive in any life situation and be in demand in the labor market.
- The integration of knowledge and skills, allowing the graduate to qualify for a wide range of official positions and career growth, both in government bodies and in organizations, enterprises, institutions of various legal forms; in the use of high material, technical and personnel potential of the university, which allows to teach innovative disciplines. This, in turn, allows for the training of highly qualified specialists for enterprises and organizations of the real economy and services.

### Academic Integrity and Ethics Policy

The university has taken measures to maintain academic integrity and academic freedom, protection from any type of intolerance and discrimination:

- Rules of academic integrity (order No. 212 of October 10, 2022);
- Anti-corruption standard (order No. 8 n/a dated 08/01/2025);
- Code of Ethics (Order No. 212 of October 10, 2022)

### Regulatory and legal framework for the development of EP

1. Law of the Republic of Kazakhstan “On Education”;
2. «Model Rules for the Activities of Organisations of Higher and Postgraduate Education», approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated June 24, 2024. No. 307;
3. Standard rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 as

reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 26, 2024. No. 372;

4. State mandatory standards for higher and postgraduate education, approved by order of the Ministry of Education and Science of July 20, 2022 No. 2 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated March 04, 2025. No. 90;

5. Rules for organizing the educational process in credit technology of education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated April 29, 2024. No. 203;

6. Qualification reference book for positions of managers, specialists and other employees, approved by order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan dated December 30, 2020 No. 553 as reworded by order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated June 20, 2024. No. 207;

7. Methodological recommendations for introducing ECTS principles into the educational process and expanding academic freedom. Appendix to the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated February 12, 2024 No. 57

8. Guidelines for the development of educational programs for higher and postgraduate education, Appendix 1 to the order of the Director of the National Center for the Development of Higher Education of the Ministry of Education and Science of the Republic of Kazakhstan dated May 4, 2023 No. 601 Н/К

**Organization of the educational process**

- Implementation of the principles of the Bologna Process
- Student-centered learning
- Availability
- Inclusivity

**Quality assurance of EP**

- Internal quality assurance system
- Involvement of stakeholders in the development of the EP and its evaluation
- Systematic monitoring
- Updating the content (updating)

**Requirements for applicants**

They are established in accordance with the Standard Rules for admission to training in educational organizations implementing educational programs of higher and postgraduate education by order of the Ministry of Education and Science of the Republic of Kazakhstan No. 600 dated October 31, 2018, with changes and additions dated July 26, 2024. No. 372

**Conditions for the implementation of educational programs (EP) for persons with disabilities and special needs(SSN)**

For students with SEN (special educational needs) and persons with disabilities (PSI), tactile PVC tiles, specially equipped toilets, a mnemonic diagram, and shower bars have been installed in educational buildings and student dormitories. Special parking spaces have been created. Crawler lift installed. There are desks for people with limited mobility (PLM), signs indicating the direction of movement, ramps. In the educational buildings (main building, building No. 8) there are 2 rooms with six working places adapted for users with disorders of the musculoskeletal system (DMS).For visually impaired users, the SARA™ CE Machine (2 pcs.) is available for scanning and reading

books. The library website is adapted for the visually impaired. There is a special NVDA audio program with a service. The JIC website <http://lib.ukgu.kz/> is open 24/7.

An individual differentiated approach is provided for all types of classes and in the organization of the educational process.

## 2. PASSPORT OF THE EDUCATIONAL PROGRAM

<b>Purpose of the EP</b>	preparation economy's bachelor with high spiritual, moral qualities, capable to take management decisions, to ensure economic development of country, business entities.
<b>Tasks of the EP</b>	<ul style="list-style-type: none"><li>• forming of socially responsible behavior in society, understanding of professional ethical norms significance and following them;</li><li>• providing basic bachelor training for life-long learning, successful adapting to changing conditions throughout the professional career;</li><li>• providing conditions for acquiring a high general intellectual level of development, mastering literate and developed speech, a culture of thinking and skills of scientific organization of labor in the sectors of the national and regional economy;</li><li>• creation of conditions for intellectual, physical, spiritual, aesthetic development to ensure the possibility of their employment in the specialty or continuing education at subsequent levels of education;</li><li>• provision of high-grade, high-quality education, professional competences in the field of economics, entrepreneurship, management and organization of production;</li><li>• creating conditions for the formation of in-demand knowledge and skills, a conscious attitude towards improving the well-being of the population and protecting the planet in the context of the SDGs</li></ul>
<b>Harmonization of EP</b>	<ul style="list-style-type: none"><li>• the 6th level of the National Qualifications Framework of the Republic of Kazakhstan;</li><li>• Dublin descriptors of the 6th level Qualifications;</li><li>• 1st cycle of the Qualification Framework of the European Higher Education Area;</li><li>• the 6th level of the European Qualification Framework for Life long Learning).</li></ul>
<b>Connection of EP with the professional sphere</b>	<p>EP 6B04110 - Economy match to professional standards:</p> <ul style="list-style-type: none"><li>– Professional standard: "Activities in the field of planning and analysis of company resources" (approved by the order of the Deputy Chairman of the Board of the National chamber of entrepreneurs of the Republic of Kazakhstan "Atameken" dated 26.12.2019 №263-Appendix 85)</li><li>– Professional standard: "project Management "(approved by the order of the Deputy Chairman of the Board of the National chamber of entrepreneurs of the Republic of Kazakhstan "Atameken" dated 26.12.2019 №263-Appendix 93)</li><li>– Professional standard: "Development and transformation of innovative ideas "(approved by the order of the Deputy Chairman of the Board of the National chamber of entrepreneurs of the Republic of Kazakhstan "Atameken" dated 24.12.2019 No. 259-Appendix 9)</li><li>– Professional standard: "Forensic economic expertise" (Appendix 19 to the Order of the Minister of Justice of the Republic of Kazakhstan dated January 23, 2024 No. 60)</li><li>– Professional standard: "Forensic commodity research of non-food products" (Appendix 20 to the Order of the Minister of Justice of the Republic of Kazakhstan dated January 23, 2024 No. 60)</li></ul>

<b>Name of the degree awarded</b>	After successful completion of this educational program, the graduate is awarded the degree: “Bachelor of Economy degree on EP 6B04110 – Economy”
<b>List of qualifications and positions</b>	Bachelors on EP 6B04110 "Economy" can hold primary positions as economists, analysts and other employees in the field of economy and statistics, financial and economic departments, analytical departments, enterprises and organizations of any organizational and legal forms without presenting requirements for work experience in accordance with the qualification requirements Qualification directory of managers, professionals and other employees, approved by order of the Minister of Labor and Social Protection of the Republic of faces Kazakhstan on December 30, 2020 № 553.
<b>Field of professional activity</b>	The sphere of professional activity of bachelors of economy is the field of national and regional economy.
<b>Objects of professional activity</b>	The objects of professional activity of graduates are economic, financial, marketing, production, economic and analytical services of organizations and enterprises regardless of their type of activity, form of ownership, categories of participants (residents and non-residents of the Republic of Kazakhstan), organizational and legal forms, state bodies of the republican and local levels; research institutes.
<b>Subjects of professional activity</b>	The subject of professional activity of the bachelor of economy on EP 6B04110 "Economy" is the study of the actions and forms of manifestation of general, private and specific economic laws of economic processes in specific conditions of the industry or individual enterprise, as well as the conditions and factors for identifying reserves to ensure the best results at optimum costs.
<b>Types of professional activity</b>	The bachelor on EP 6B04110 "Economy" can perform the following professional activities: - analytical; - organizational and technological; - production and management; - project; - research.
<b>Learning outcomes</b>	<b>LO1</b> Work effectively individually and as a team member, demonstrating self-education skills and leading a healthy lifestyle. <b>LO2</b> Use entrepreneurial and work skills in conditions of uncertainty and risk. <b>LO3</b> Develop plans for financial, economic, production and commercial activities (business plans) of the enterprise, long-term and current plans of the enterprise and its divisions, general and functional strategies for the development of the enterprise. <b>LO4</b> Design work processes and workplaces, plan the organization’s need for labor resources; carry out rationing of labor expenses; develop modern forms of remuneration and work motivation. <b>LO5</b> Demonstrate social and cultural, professional development based on the formation of ideological, civic, spiritual and social responsibility, methods of scientific research.

**LO6** Take part in the development of justified organizational and management decisions in professional activities.

**LO7** Collect, systematize, analyze and process data, including using artificial intelligence, necessary to solve economic problems, assess economic processes, phenomena at the macro and micro levels; the internal and external environment of the enterprise, identifying problems, suggesting ways and means their solutions.

**LO8** Communicate freely in the professional environment and society in Kazakh, Russian and English, taking into account the principles of academic writing and the culture of academic honesty.

**LO9** Possess information and computing literacy, using modern technical means, software products, information and communication and digital technologies in professional activities.

**LO10** Use methods of economic and mathematical modeling, forecasting of performance indicators of business entities, processes, phenomena, situations based on standard theoretical and econometric models.

**LO11** Develop and implement investment and innovative projects (from the stage of generating an idea to the commercialization of innovation) in various areas of activity and estimate their efficiency.

**LO12** Develop measures to ensure the economy regime, optimal use of material, labor and financial resources, increase the profitability of production, products competitiveness, labor productivity; identify reserves to improve the efficiency of economic activity.

### 3. COMPETENCES OF THE GRADUATE OF THE EP

#### **GENERAL COMPETENCIES (SOFT SKILLS). Behavioral skills and personal qualities**

GC 1. Competence in managing one's literacy	GC 1.1. The ability to self-study, self-develop and constantly update their knowledge within the chosen trajectory and in an interdisciplinary environment. GC 1.2. The ability to express thoughts, feelings, facts and opinions in the professional sphere. GC 1.3. The ability to mobility in the modern world and critical thinking.
GC 2. Language competence	GC 2.1. Ability to build communication programs in the state, Russian and foreign languages. GC 2.2. The ability to interpersonal social and professional communication in an intercultural and inclusive environment.
GC 3. Mathematical competence and competence in the field of science	GC 3.1. The ability and readiness to use the educational potential, experience and personal qualities acquired during the study of mathematical, natural science, technical disciplines at the university to solve professional problems.
GC 4. Digital competence, technological literacy	GC 4.1. The ability to demonstrate and develop information literacy through the mastery and use of modern information and communication technologies in all areas of their lives and professional activities. GC 4.2. The ability to use various types of information and communication technologies: Internet resources, cloud and mobile services for the search, storage, protection and dissemination of information.
GC 5. Personal, social and educational competencies	GC 5.1. The ability to physical self-improvement and orientation to a healthy life to ensure full-fledged social and professional activities through methods and means of physical culture. GC 5.2. The ability to socio-cultural development based on the manifestation of citizenship and morality. GC 5.3. The ability to build a personal educational trajectory throughout life for self-development, career growth and professional success. GC 5.4. The ability to successfully interact in a variety of socio-cultural contexts during study, at work, at home and at leisure.
GC 6. Entrepreneurial competence	GC 6.1. The ability to be creative and enterprising in different environments. GC 6.2. The ability to work in the mode of uncertainty and rapid change of task conditions, make decisions, allocate resources and manage your time. GC 6.3. The ability to work with consumer requests.
GC 7. Cultural awareness and ability to self-expression	GC 7.1. The ability to show ideological, civic and moral positions. GC 7.2. The ability to be tolerant of the traditions and culture of other peoples of the world, to possess high spiritual qualities.

#### **PROFESSIONAL COMPETENCIES (HARD SKILLS).**

Theoretical knowledge and practical skills specific to this field	PC1 - the ability to analyze and interpret the data of domestic and foreign statistics on socio-economic processes and phenomena, to identify trends in their development, to make an information review and / or analytical report; PC2 - the ability on the basis of standard methods and the current regulatory framework to calculate the economic and socio-economic indicators characterizing the activities of business
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entities;

PC3 - the ability to critically evaluate the proposed options for management decisions and develop and justify proposals for their improvement, taking into account the criteria of socio-economic efficiency, risks and possible socio-economic consequences;

PC4 - the ability to prepare and conduct design calculations, develop special documentation (feasibility study, business plan, etc.) regarding the organization of a new enterprise, technical re-equipment, reconstruction and expansion of an existing enterprise, the introduction of new types of products, and monitoring the compliance of projects under development with standards and other regulatory documents;

PC5 - the ability based on the description of economic processes and phenomena to build standard theoretical and econometric models, to analyze and meaningfully interpret the results obtained, to make socio-economic forecasts;

PC6 - the ability to design work processes and wage systems, calculate labor standards at an enterprise in order to increase the efficiency of an enterprise activity taking into account a complex of economic, technical and social factors.

### 3.1 Matrix of correlation of the learning outcomes of the educational program as a whole with the competences formed

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
GC 1	+				+			+				
GC 2	+							+				
GC 3					+					+		
GC 4							+		+	+		
GC 5	+			+	+							
GC 6		+	+				+				+	+
GC 7	+							+				
PC 1							+		+			
PC 2			+				+					
PC 3		+	+			+				+		
PC 4			+								+	
PC 5										+		
PC 6				+								+

**4. MATRIX OF INFLUENCE OF MODULES AND DISCIPLINES ON THE FORMATION OF LEARNING OUTCOMES AND INFORMATION ON LABOR INTENSITY**

№	Name of module	Cycle	Component	Name of discipline	Short description of discipline	Number of credits	Formed LO (codes)															
							LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12				
1	Fundamentals of the Public Sciences	GED	OC	History of Kazakhstan	<p><u>Purpose:</u> 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.</p> <p><u>Content:</u> 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>	5	V					V		V	V							
2		GED	OC	Philosophy	<p><u>Purpose:</u> 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><u>Content:</u> Philosophy as a form of worldview: subject, method, functions. The main philosophical</p>	5	V					V		V	V						V	

					<p>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>													
3	Socio-Political knowledges	GED	OC	Social and Political Studies	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4	V				V		V	V				

					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													
4		GED	OC	Cultural Studies and Psychology	<p><u>Purpose:</u> 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><u>Content:</u> 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>	4	V				V	V		V				
5	Socio-ethnic Development	GED	EC	Ecosystem and Law	<p><u>Purpose:</u> To develop integrated knowledge in the fields of economics, law, anti-corruption culture, ecology and life safety, entrepreneurship, and</p>	5	V	V			V	V	V		V			

					<p>research methodology.  <u>Content:</u> 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>												
6		GED	EC	Entrepreneurship and Financial Literacy	<p><u>Purpose:</u> 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</p>		V	V			V	V	V		V		V

					<p>mathematical modeling.</p> <p><u>Content:</u> 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>													
7		BD	EC	Abay Study	<p><u>Purpose:</u> 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</p>	3	V				V			V				

					<p>apply Abai's value, moral, and social ideas to shape their worldview, civic responsibility, and professional communication culture.</p> <p><u>Content:</u> 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.</p>													
8		BD	EC	Mukhtar Study	<p><u>Purpose:</u> 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><u>Content:</u> The historical and cultural</p>					V			V					

				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.														
9		BD	EC	Basics of Artificial Intelligence	<p><u>Purpose:</u> 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><u>Content:</u> Introduction to artificial intelligence and its role in the digital transformation of society and the economy. Key areas of artificial</p>					V		V		V				

					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.													
10		BD	EC	Foundations of Anticorruption Culture	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	V				V	V	V	V					

					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.													
10	Communication and Physical Training Module	GED	OC	Kazakh (Russian) language	<p><u>Purpose:</u>_____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><u>Content:</u> 1st semester 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.</p>	10	V				V		V	V				

					<p>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>2nd 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>													
11		GED	OC	Foreign Language	<p><u>Purpose:</u> _____ 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><u>Content:</u></p> <p>1st semester</p> <p>An introduction to academic and professional communication in a foreign language. Vocabulary and</p>	10	V				V		V	V				

				<p>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>2nd 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>													
12		GED	OC	Physical Training	<p><u>Purpose:</u> 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><u>Content:</u> Determining the level of physical development and functional state of the body using control</p>	8	V				V						

					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.													
13		BD	HSC	Professional Kazakh (Russian) Language	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	3	V						V	V				

					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.													
14		BD	HSC	Professionally Oriented Foreign Language	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	3	V					V	V	V				

					modeling of a professional communication situation.													
15		GED	OC	Information and Communication Technologies	<p><u>Purpose:</u> 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><u>Content:</u> 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>	5						V		V		V		
16	Fundamentals of Economic and Mathematical Training	BD	HSC	Mathematics in Economy	<p><u>Purpose:</u> 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><u>Content:</u> Mathematics as a tool for modeling and analyzing economic processes. Functions and their application in economics: demand,</p>	4						V		V		V		

					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 in 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 tool (Excel, Statistica) for solving economic-mathematical problems. Interpretation of results of mathematical modeling for managerial decision making.												
17		BD	HSC	Economic Theory	<p><u>Purpose:</u> To develop a system of knowledge about the economic patterns of societal development and the challenges related to its effective functioning.</p> <p><u>Content:</u> 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</p>	4	V	V			V		V				V

				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.														
18		BD	EC	Introduction to Speciality	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4	V		V		V		V					

					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.														
19		BD	EC	Fundamentals of Academic Writing	<p><u>Purpose:</u> 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><u>Content:</u> 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>		V					V	V	V					V
20		BD	HSC	Microeconomics	<p><u>Purpose:</u> To develop students'</p>	5	V					V	V	V					V

				and Macroeconomics	<p>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.</p> <p><u>Content:</u> 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>													
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21		BD	HSC	Educational Practice	<p><u>Purpose:</u> 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><u>Content:</u> 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.</p>	1	V	V	V			V	V	V				V
22	Fundamentals of Management and Business	BD	HSC	Management	<p><u>Purpose:</u> 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><u>Content:</u> Evolution of management schools and their applicability in the digital environment. The life cycle of the organization and the compliance</p>	4	V	V	V			V	V	V				V

					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.														
23		BD	EC	Marketing	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4		V	V			V	V	V					V

					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.													
24		BD	EC	Marketing Research	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>		V			V	V	V		V				

				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.														
25		BD	HSC	Economy of Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> 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>	4		V	V			V	V	V		V		V
26		BD	EC	Creative economy	<p><u>Purpose:</u> To develop students'</p>	4		V	V		V		V	V		V		V

					<p>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><u>Content:</u> 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>													
27		BD	EC	Business communications	<p><u>Purpose:</u> To develop students' professional communication competencies that ensure effective interaction in business and</p>	V	V			V		V	V	V				

				<p>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><u>Content:</u> 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>														
28		PD	HSC	Industrial Practice I	<p><u>Purpose:</u> 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</p>	4	V	V	V		V	V	V		V	V		V

					<p>decisions, as well as the formation of readiness for independent professional activities in a real enterprise.</p> <p><u>Content:</u> 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>													
29	Fundamentals of Accounting and Finance	BD	HSC	Finance	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4		V	V			V	V			V	V	V

					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.													
30		BD	EC	Taxes and Taxation	<p><u>Purpose:</u> 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><u>Content:</u> 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>	4		V	V			V	V			V		V

31		BD	EC	Financial Markets and Intermediaries	<p><u>Purpose:</u> 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><u>Content:</u> 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>			V	V			V	V			V	V	V
32		BD	HSC	Accounting	<p><u>Purpose:</u> to master the formation of a system of theoretical knowledge and practical skills in organizing accounting, preparing and presenting financial information for making</p>	4		V					V	V	V			V

					<p>management decisions.</p> <p><u>Content:</u> 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>												
33		BD	EC	Statistics	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4		V				V	V		V	V	

					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.														
34		BD	EC	Fundamentals of Auditing	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>			V	V			V	V			V			V

					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.													
35	Territorial Economic Systems	BD	EC	International Economy	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	5			V			V	V			V	V	V

					impact of international economic processes on the national economy.													
36		BD	EC	Foreign Economic Activity of Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> 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 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>			V	V			V	V			V		V
37		BD	EC	Sustainable Development of Regional Economy	<p><u>Purpose:</u> 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</p>	5		V	V			V	V			V	V	V

					<p>systems.</p> <p><u>Content:</u> 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 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>													
38		BD	EC	Economy of City	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>			V	V			V	V			V		V

					government and municipal economy. The sectoral 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.													
39	Planning and Forecasting	BD	EC	Planning of Enterprise Activity	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	5			V	V		V	V		V	V	V	V

					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.													
40		BD	EC	Economic Strategy of Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>		V	V			V	V		V	V	V	V	

					company's economic strategy.															
41		PD	EC	Planning and Forecasting of Economy	<p><u>Purpose:</u> 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><u>Content:</u> 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>	5	V		V			V	V	V			V	V		V
42		PD	EC	Public Economics	<p><u>Purpose:</u> 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,</p>			V	V				V	V				V		V

				budgeting, and optimization to support decision-making in a market economy. <u>Content:</u> 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.														
43		PD	HSC	Industrial Practice II	<u>Purpose:</u> 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. <u>Content:</u> 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	6	V	V	V			V	V	V		V	V	V

					students' research works.														
44	Branch Economy	BD	EC	Economy of Industry	<p><u>Purpose:</u> 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><u>Content:</u> Industrial Economics: subject, functions, and role in the economy. Production processes and industry structure. Market 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</p>	5			V					V		V	V	V	V

					presentations.															
45		BD	EC	Economy of Agriculture	<p><u>Purpose:</u> 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><u>Content:</u> 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>				V				V	V			V	V		V
46		BD	EC	Fundamentals of Behavioral Economics	<p><u>Purpose:</u> 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><u>Content:</u> Behavioral economics as a field of modern economics and its</p>	5	V	V				V	V	V	V					V

					<p>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>													
47		BD	EC	Practical Psychology and Critical Thinking	<p><u>Purpose:</u> ___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><u>Content:</u> 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</p>	V				V		V	V					

					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.														
48		BD	EC	"Green Economy" and Foundations of Sustainable Development	<p><u>Purpose:</u> 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><u>Content:</u> 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.</p>	4		V			V	V	V					V	V

					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.													
49		BD	EC	Environmental Economy	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>		V			V	V	V			V		V	

					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. Global issues of natural resource use and environmental policy. Socio-economic development and the environmental situation in the Republic of Kazakhstan													
50		BD	EC	Economy of Real Estate	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	4		V				V	V			V	V	V

					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.													
51		BD	EC	Student's Scientific Research Work	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	V				V	V	V		V	V			

					results. Using digital platforms and software in scientific work.														
52	Competitiveness and Economic Security of Enterprise	BD	EC	Risks in Entrepreneurial Activity	<p><u>Purpose:</u> 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><u>Content:</u> 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>	4		V					V	V				V	
53		BD	EC	Economic Security of Enterprise	<p><u>Purpose:</u> 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</p>			V	V				V	V				V	V

				<p>at ensuring sustainability and protecting the organization's economic interests.</p> <p><u>Content:</u> 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>														
54		PD	EC	Economic Analysis	<p><u>Purpose:</u> To develop students' methodological foundation and tools of economic analysis necessary for evaluating enterprise performance and supporting managerial decision-making.</p> <p><u>Content:</u> Economic analysis as a function of enterprise management. Subject, objectives, principles, and</p>	6		V				V	V		V	V		V

					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.												
55		PD	EC	Analysis and Diagnostics of Financial and Economic Activity of Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>		V				V	V		V	V		V

				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.													
56		PD	EC	Competitiveness of Enterprise	<p><u>Purpose:</u> to form a systematic understanding among students of the factors and mechanisms to ensure the competitiveness of the 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><u>Content:</u> 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</p>	5		V	V			V	V			V	V

					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.													
57		PD	EC	Business Logistics	<p><u>Purpose:</u> 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><u>Content:</u> 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>		V	V				V	V		V	V		V
58	Innovative and Investment Activity of the Enterprise	PD	EC	Innovative Economy	<p><u>Purpose:</u> To develop students' competencies in the analysis, evaluation, and management of innovation processes, investment and technological projects, as well as to enhance their ability to make well-</p>	5	V	V	V			V	V		V	V	V	V

				<p>reasoned managerial decisions under conditions of uncertainty and changes in the market and technological environment.</p> <p><u>Content:</u> 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>														
59		PD	EC	Economy and Management of Innovative Activity of Enterprises	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>		V	V	V			V	V		V	V	V	V

				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.														
60		PD	EC	Fundamentals of Digital Economy	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	5	V	V	V			V	V		V	V	V	V

					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.													
61		PD	EC	Programming Languages	<p><u>Purpose:</u> 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><u>Content:</u> 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</p>	V					V	V		V	V	V	V	

					computational reliability. Fundamentals of software optimization and calculation efficiency. Using programming for modeling and forecasting economic processes.													
62		PD	EC	Project Management at the Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> 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.</p>	6	V	V	V	V		V	V		V	V	V	V

					Development of strategic decisions based on project data analysis and KPI indicators.													
63		PD	EC	Economic Evaluation of Investments	<p><u>Purpose:</u> 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><u>Content:</u> 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. 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</p>	V	V	V			V	V		V	V	V	V	

					of investment projects and profitability indicators.														
64	Organization and Management by Production and Labor Processes at Enterprises	PD	EC	Organization of Production	<p><u>Purpose:</u> 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><u>Content:</u> 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. 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>	5			V	V			V	V			V		V
65		PD	EC	Organization of Enterprise Management	<p><u>Purpose:</u> To develop students' systemic knowledge and practical skills in designing and improving enterprise management</p>		V	V	V				V	V			V		V

				<p>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><u>Content:</u> 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>													
66		PD	EC	<p>Organization, Rationing and Labor Payment at Enterprises</p>	<p><u>Purpose:</u> 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</p>	6				V		V					

				<p>evaluation of employees' labor activities in a professional environment.</p> <p><u>Content:</u> 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>														
67		PD	EC	Personnel Management	<p><u>Purpose:</u> 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 professional development of employees at the enterprise.</p>	V	V		V		V	V		V				V

					<p><u>Content:</u> 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>													
68		PD	EC	Management by Expenses at Enterprise	<p><u>Purpose:</u> 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><u>Content:</u> Economic essence of costs</p>	5						V	V		V	V		V

				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.														
69		PD	EC	Intrafirm Budgeting	<p><u>Purpose:</u> To develop knowledge and practical skills in intra company budgeting, preparing enterprise plans and budgets, and applying economic-mathematical models and analytical tools for forecasting and managerial decision-making.</p> <p><u>Content:</u> 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</p>			V			V	V		V	V			V

					budgeting. The role of budgeting in enhancing financial stability and efficiency.														
70	Module of New Professional Competencies Acquisition	BD	EC	Minor module of the program/ Marketing in the IT industry and e-business	<p><u>Purpose:</u> 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 hightech sector.</p> <p><u>Content:</u> 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>	12		V						V		V			V
71		BD	EC	Minor module of the program/ Economic potential of the region	<p><u>Purpose:</u> 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><u>Content:</u> Economic potential research methodology. Integrated Region Assessment System. Regional governance theory. Theory of regional management. labor potential and demographic policy. Natural</p>		V		V				V	V					V

				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.														
72	Module of Final Certification	PD	HSC	Pre-degree or Industrial Practice	<p><u>Purpose:</u> 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 qualification work.</p> <p><u>Content:</u> 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>	10	V		V	V		V	V		V	V		V
72				Writing and Defending a Thesis, a Graduate Work, or Preparing and Passing of Comprehensive Exam	<p><u>Purpose:</u> 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</p>	8	V		V	V		V	V		V	V		V

				<p>integration of acquired knowledge and skills.</p> <p><u>Content:</u> 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>														
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### Learning Outcomes and Objective Module Matrix of Degree Programme “Economy” (Ba)

Module name	Learning Outcomes											
	LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12
M1. History of Kazakhstan												
M2. Philosophy												
M3. Social and Political Studies												
M4. Cultural Studies and Psychology												
M5.1 Ecosystem and Law												
M5.2 Entrepreneurship and Financial Literacy												
M6.1. Abay Study												
M6.2. Mukhtar Study												
M6.3. Basics of Artificial Intelligence												
M6.4. Foundations of Anticorruption Culture												
M7. Kazakh (Russian) language												
M8. Foreign Language												
M9. Physical Training												
M10. Professional Kazakh (Russian) Language												

M11. Professionally Oriented Foreign Language												
M12. Information and Communication Technologies												
M13. Mathematics in Economy												
M14. Economic Theory												
M15.1. Introduction to Speciality												
M15.2. Fundamentals of Academic Writing												
M16. Microeconomics and Macroeconomics												
M17. Educational Practice												
M18. Management												
M19.1. Marketing												
M19.2. Marketing Research												
M20. Economy of Enterprise												
M21.1. Creative Economy												
M21.2. Business communications												
M22. Industrial Practice I												
M23. Finance												
M24.1. Taxes and Taxation												

M24.2. Financial Markets and Intermediaries												
M25. Accounting												
M26.1. Statistics												
M26.2. Fundamentals of Auditing												
M27.1. International Economy												
M27.2. Foreign Economic Activity of Enterprise												
M28.1. Sustainable Development of Regional Economy												
M28.2. Economy of City												
M29.1. Planning of Enterprise Activity												
M29.2. Economic Strategy of Enterprise												
M30.1. Planning and Forecasting of Economy												
M30.2. Public Economics												
M31. Industrial Practice II												
M32.1. Economy of Industry												
M32.2. Economy of Agriculture												
M33.1. Fundamentals of Behavioral Economics												

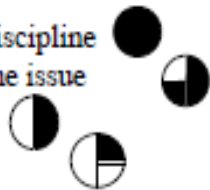
M33.2. Practical Psychology and Critical Thinking	◐				◐		◐	●				
M34.1. "Green Economy" and Foundations of Sustainable Development		◐			◐	◐	●			◐	◐	●
M34.2. Environmental Economy		◐			◐	◐	●					◐
M35.1. Economy of Real Estate		◐				◐	●			◐	◐	◐
M35.2. Student's Scientific Research Work	◐				◐	◐	◐		◐	◐		
M36.1. Risks in Entrepreneurial Activity		●				●	◐			◐		
M36.2. Economic Security of Enterprise		●	◐			●	◐			◐		◐
M37.1. Economic Analysis		◐				◐	●		◐	●		◐
M37.2. Analysis and Diagnostics of Financial and Economic Activity of Enterprise		◐				◐	●		◐	◐		●
M38.1. Competitiveness of Enterprise		◐	◐			●	◐			◐		●
M38.2. Business Logistics	◐	◐				●	◐		◐	◐		●
M39.1. Innovative Economy	◐	◐	◐			◐	◐		◐	◐	●	◐
M39.2. Economy and Management of Innovative Activity of Enterprises	◐	◐	◐			●	◐		◐	◐	●	◐

M40.1. Fundamentals of Digital Economy												
M40.2. Programming Languages												
M41.1. Project Management at the Enterprise												
M41.2. Economic Evaluation of Investments												
M42.1. Organization of Production												
M42.2. Organization of Enterprise Management												
M43.1. Organization, Rationing and Labor Payment at Enterprises												
M43.2. Personnel Management												
M44.1. Management by Expenses at Enterprise												
M44.2. Intrafirm Budgeting												
M45.1 Minor Programme Module: Marketing of the IT industry and e-business												
M45.2 Minor Programme Module: The potential of the regional economy												
M46. Pre-degree or Industrial Practice												

M47. Writing and Defending a Thesis, a Graduate Work, or Preparing and Passing of Comprehensive Exam												
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Notation:

1. It is the essence of discipline
2. It is a major discipline issue
3. It is deepening
4. It is touched



**5. SUMMARY TABLE REFLECTING THE VOLUME OF CREDITS MASTERED BY  
MODULES OF THE EDUCATIONAL PROGRAM**

Course of training	Semester	Amount of the mastered modules	Amount of the studied disciplines			Amount of KZ credits					Total in hours	Total KZ credits	Amount	
			Obligatory component	Higher school component	Elective component	Theoretical training	Physical education	Educational Practice	Industrial and pre-diploma practice	Final attestation			exam	D.Cr.t
1	1	4	4	2	1	28	2				900	30	6	1
	2	4	5	1	1	27	2	1			900	30	5	3
2	3	6	3	4	1	28	2				900	30	6	2
	4	4	1	3	3	24	2		4		900	30	6	2
3	5	5	-	-	6	30					900	30	6	-
	6	4	-	-	3	24			6		900	30	3	1
4	7	4	-	-	4	21					630	21	4	-
	8	2	-	-	4	21					630	21	4	-
	9	1	-	-	-				10	8	540	18	1	1
<b>Total</b>		<b>15</b>	<b>8</b>	<b>10</b>	<b>23</b>	<b>203</b>	<b>8</b>	<b>1</b>	<b>20</b>	<b>8</b>	<b>7200</b>	<b>240</b>	<b>40</b>	<b>10</b>

## 6. STRATEGIES, TEACHING METHODS AND ARTIFICIAL INTELLIGENCE, MONITORING AND ASSESSMENT

<b>Learning strategies</b>	<p><b>Student-centered learning:</b> The student is the center of teaching/learning and an active participant in the learning and decision-making process.</p> <p><b>Practice-oriented training:</b> orientation to the development of practical skills.</p>
<b>Teaching methods</b>	<p>Conducting lectures, seminars, various types of practices with:</p> <ul style="list-style-type: none"><li>- the use of innovative technologies:<ul style="list-style-type: none"><li>• problem-based training;</li><li>• case study;</li><li>• work in a group and creative groups;</li><li>• discussions and dialogues, intellectual games, olympiads, quizzes;</li><li>• reflection methods, projects, benchmarking;</li><li>• Bloom's taxonomies;</li><li>• presentations;</li></ul></li><li>- rational and creative use of information sources:<ul style="list-style-type: none"><li>• multimedia training programs;</li><li>• electronic textbooks;</li><li>• digital resources.</li></ul></li></ul> <p>Organization of independent work of students, individual consultations.</p>
<b>Monitoring and assessment of the achievability of learning outcomes</b>	<p><b>Current control</b> on each topic of the discipline, control of knowledge in classroom and extracurricular classes (according to syllabus). Assessment forms:</p> <ul style="list-style-type: none"><li>• survey in the classroom;</li><li>• testing on the topics of the discipline;</li><li>• control works;</li><li>• protection of independent creative works;</li><li>• discussions;</li><li>• trainings;</li><li>• colloquiums;</li><li>• essays, etc.</li></ul> <p><b>Boundary control</b> at least twice during one academic period within the framework of one academic discipline.</p> <p><b>Intermediate certification</b> is carried out in accordance with the working curriculum, academic calendar.</p> <p>Forms of holding:</p> <ul style="list-style-type: none"><li>• exam in the form of testing;</li><li>• oral exam;</li><li>• written exam;</li><li>• combined exam;</li><li>• project protection;</li><li>• protection of practice reports.</li></ul> <p><b>Final state certification.</b></p>

## 7. EDUCATIONAL AND RESOURCE SUPPORT FOR EP

### Information Resource Center

The structure of Information Resource Center has 6 subscriptions, 16 reading rooms, 2 electronic resource centers (ERC). The basis of the network infrastructure of Information Resource Center consists of 180 computers with Internet access, 110 automated workplaces, 6 interactive whiteboards, 2 video doubles, 1 videoconferencing system, 3 scanners of A-4, A-3 format. The software of Information Resource Center – automated information library system "IRBIS-64" for MS Windows (a basic set of 6 modules), an autonomous server for uninterrupted operation in the IRBIS system.

The library fund is reflected in the electronic catalog available to users on the website <http://lib.ukgu.kz> on-line 24 hours 7 days a week.

Thematic databases of own generation have been created: "Almamater", "Works of scientists of SKSU", "Electronic Archive". Online access from any device 24/7 via an external link <http://articles.ukgu.kz/ru/ppp>.

Work with catalogs takes place in electronic form. The electronic catalog consists of 9 databases: "Books", "Articles", "Periodicals", "Works of the teaching staff of SKSU", "Rare books", "Electronic Fund", "SKSU in the press", "Readers of SKU".

The Information Resource Center provides its users with 3 options for accessing its own electronic information resources: from the Electronic Catalog terminals in the catalog hall and divisions of the Information Resource Center; through the university's information network for faculties and departments; remotely on the library's website <http://lib.ukgu.kz/>.

Access to international and republican resources is open: "SpringerLink", "Envoy", "Web of Science", "EBSCO", "Epigraph", to electronic versions of scientific journals in open access, "Zan", "RMEB", "Adebiet", Digital library "Aknurpress", "Smart-kitap", "Kitap.kz", etc.

The library's website has been adapted to the work of visually impaired users in the Information Resource Center for people with special needs and disabilities.

### Material and technical base

The material and technical base of the university: library, reading rooms and subscription rooms, laboratories, specialized rooms and classrooms, equipped with modern technical training facilities, canteens and buffets, medical centers, sports halls. All computer classes are equipped with new generation computers and LCD monitors, integrated into a local network and connected to the Internet, the services of which all employees and students use for free and without limitation of time. University units are equipped with computers, printers, audio-video equipment. There are interactive boards, multimedia projectors, panoramic screens in classes. The university has a sufficient sports base. Academic mobility (internal and external) is carried out to obtain additional experience and competencies in the form of credits both among teaching staff and students.

The university has 83 lecture classrooms, 200 practical and special classrooms, 159 laboratories and workshops, 71 computer classes, 2

linguistic rooms, 9 multimedia rooms, 2 self-knowledge rooms, 3 resource centers, etc. Audiences are equipped with modern equipment and devices necessary for conducting classes. The material and technical base is updated according to the requests of the departments.

**APPROVAL SHEET**  
**on the Educational Program 6B04110 "Economy"**

Director of DAA \_\_\_\_\_  \_\_\_\_\_ A. Naukenova  
signature

Director of DAsc \_\_\_\_\_  \_\_\_\_\_ U. Nazarbek  
signature

**REVIEW**  
**of the educational program of higher education**  
**6B04110 – "Economy"**

The educational program (hereinafter referred to as the EP) of higher education 6B04110 – "Economy", implemented at the M.Auezov South Kazakhstan University, is a system of educational and methodological documents regulating the goals, expected results, content, conditions and technologies for the implementation of the educational process, and a system for assessing the quality of graduate training. The educational program was created in accordance with the needs of the regional labor market for personnel with higher professional education. Currently, there is a need in the region to train highly qualified specialists with an economic education.

The educational program 6B04110 – "Economy" was developed on the basis of the State Mandatory Standard of Higher and Postgraduate Education, approved by the Order of the Minister of Science and Higher Education of the Republic of Kazakhstan No. 90 dated March 4, 2025.

The reviewed educational program includes: a general description of the professional activity of a Bachelor of Economics; the learning outcomes and competencies of a graduate formed in the educational process, information about the complexity and content of disciplines, including professional practice and final certification.

The purpose of the EP is preparation economy's bachelor with high spiritual and moral qualities, capable to take management decisions, to ensure economic development of country and business entities.

The educational program contains General modules, Additional modules beyond the qualification framework, Interdiscipline modules and Speciality modules and includes general education, basic and profile disciplines of obligatory components, higher school components and elective components.

The developed educational program provides for professional and practical training of students in the form of practical training, namely: educational, industrial and pre-degree.

Within the framework of the EP, a competency-based model of bachelor's degree in economics has been developed. It can be concluded that the level of graduates' competencies in the field of economy meets the requirements set by employers. The modules and disciplines of the curriculum of the reviewed educational program form the entire necessary list of key and professional competencies.

The quality of the content component of the curriculum is beyond doubt. The disciplines included in the curriculum reveal the essence of the current economic problems in the context of the formation of the innovative economy of Kazakhstan. The structure of the curriculum is logical and consistent. All types of academic load

are evenly distributed over the semesters according to the level of difficulty, the number of studied disciplines and time. The discipline programs have a practical focus. The reviewed educational program is characterized by a intense curriculum which combines economic, financial and management disciplines, the ability to master foreign languages that allows to train highly qualified specialists.

One of the advantages of the EP is its compliance with professional standards: "Activities in the field of planning and analysis of company resources", "Project Management", "Development and transformation of innovative ideas", "Forensic economic expertise", "Forensic commodity research of non-food products".

Based on the above, it can be concluded that the nature, structure and content of EP 6B04110 – "Economy", developed by the Chair of Economy at the M.Auezov South Kazakhstan University, meets modern labor market requirements and will allow the student to acquire and develop the necessary competencies, become a qualified specialist in the field of professional economic activity.

The educational program 6B04110 "Economy" can be used to train students with a Bachelor's degree in Economics.

The reviewer:

Financial Director of "Shymkentmay" JSC



N.Kharipova