

«APPROVED»

Acting Chairman of the Board-Rector

_____ K.Nurmanbetov

«___»_____2024

EDUCATIONAL PROGRAM

7M11140 Sports management and coaching

Registration number	7M11100068
Code and classification of the field of education	7M11Services
Code and classification of training areas	7M111 - «Service sector»
Group of Educational Programs (EP)	M148 - «Leisure»
Type EP	Innovative
Level byISKE	7
Level byNQF	7
Level byIQF	7
Language of instruction	Kazakh, Russian
The complexity of the EP	120 credits
Distinctive features EP	-
Partner University (SOP)	-
Partner University (DOPP)	-

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The EP was considered at a meeting of the Academic Quality Committee of the faculty of «Sports and Tourism», Minutes # _____ «_____» _____2024y.

Chairman of the Committee _____ Tleukeev J.A.

The EP was considered and recommended for approval at Educational-methodical meeting of M. Auezov SKU

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Chairman of the EMM _____ K. Sarykulov

The EP was approved by the decision of the Academic Council of the University

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1. Concept of the educational program

University Mission	Generation of new competencies, training of a leader who translates research thinking and culture.
University Values	<ul style="list-style-type: none"> • 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 – builds trust and support in relationships where everyone wins. • Social responsibility - ready to fulfill obligations, make decisions and be responsible for their results.
Graduate Model	<ul style="list-style-type: none"> • Deep subject knowledge, its application and continuous expansion in professional activities. • Digital literacy and mobility in a rapidly changing environment. • Research skills, creativity and emotional intelligence. • Entrepreneurship, independence and responsibility for one's activities and well-being. • Global and national citizenship, tolerance for cultures and languages.
The uniqueness of the educational program	<ul style="list-style-type: none"> • The uniqueness of the educational program 7M11140 "Sports Management and Coaching" forms professional competence in the implementation of scientific approaches to the management of the field of physical culture and sports, readiness for physical self-improvement, organization of pedagogical, sports and mass, physical culture and recreation activities in accordance with international experience and national priorities as a symbol of national unity, solidarity and new Kazakh patriotism. • Orientation to the regional labor market and social order through the formation of professional competencies of the graduate, adjusted to the requirements of stakeholders. • Practice orientation and emphasis on the development of critical thinking and entrepreneurship, the formation of a wide range of skills that will allow you to be functionally literate and competitive in any life situation and be in demand in the labor market.
Academic Integrity and Ethics Policy	<p>The university has taken measures to maintain academic integrity and academic freedom, protection from any type of intolerance and discrimination:</p> <ul style="list-style-type: none"> • Rules of academic integrity (order No. 212 Н/К of October 10, 2022); • Anti-corruption standard (order No. 221 Н/К dated 12/07/2021). • Code of Ethics (Order No. 212 Н/К of October 10, 2022)
Regulatory and legal framework for the development of EP	<ol style="list-style-type: none"> 1. Law of the Republic of Kazakhstan “On Education”; 2. Model rules for the activities of educational organizations implementing educational programs of higher and (or) postgraduate education, approved by order of the Ministry of Education and Science of the Republic of Kazakhstan dated October 30, 2018 No. 595 with amendments and additions dated December 29, 2021. No. 614 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 with amendments and additions dated 06/02/2023. No. 252 4. State mandatory standards for higher and postgraduate education,

	<p>approved by order of the Ministry of Education and Science of July 20, 2022 No. 2;</p> <p>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; with changes and additions from 09/23/2022. No. 79</p> <p>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.</p> <p>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</p> <p>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. 601Н/К</p>
Organization of the educational process	<ul style="list-style-type: none"> • Implementation of the principles of the Bologna Process • Student-centered learning • Availability • Inclusiveness
Quality assurance of the Educational program	<ul style="list-style-type: none"> • Internal quality assurance system • Involvement of stakeholders in the development of the EP and its evaluation • Systematic monitoring • Updating content (updating)
Requirements for applicants	<p>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 June 2, 2023. No. 252</p>
Conditions for the implementation of educational programs (EP) for persons with disabilities and special educational needs(SSN)	<p>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.</p> <p>An individual differentiated approach is provided for all types of classes and in the organization of the educational process.</p>

2. Passport of the Educational program

Purpose of the EP	To train scientific and pedagogical personnel, managers of sports organizations and coaches in selected sports that are in demand in the modern labor market.
Tasks of the EP	<ul style="list-style-type: none"> • to form knowledge about current and promising areas of development of the sports industry; • to form professional competencies in the field of operational and strategic management of sports projects and facilities, sports law, personnel management • develop the ability to use the latest methods and technologies in the field of managing the key functions of organizations, facilities and projects in the sports industry • creation of conditions for acquiring a high general intellectual level of development, critical thinking, digital and research skills, physical and spiritual and aesthetic development, • formation of mobility and skills for successful adaptation to rapidly changing conditions and lifelong learning; • formation of socially responsible behavior, understanding the importance of ethical norms and principles of inclusiveness and following them.
Harmonization of EP	<ul style="list-style-type: none"> • 7 level of the National Qualifications Framework of the Republic of Kazakhstan; • Dublin descriptors of the 7th level of qualification; • 2 cycle of a Framework for Qualification of the European Higher Education Area); • 7 Level of European Qualification Framework for Life long Learning).
Communication of the EP with the professional sphere	<ul style="list-style-type: none"> • Professional standard «Development of mass physical culture and sports» Order of the Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan «Atameken» No. 288 dated December 22, 2016. • The professional standard «For teachers (teaching staff) of higher and postgraduate education organizations» was approved by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated November 20 Year 2023 No. 591
Name of degree	After successful completion of this EP, the graduate is awarded a Master of Science degree in the educational program 7M11140 «Sports management and coaching ciper and name»
List of qualifications and positions	<ul style="list-style-type: none"> • Instructor-methodologist in physical culture and sports (athletes, instructors, methodologists); • Manager (organizer of sports competitions); • Coach in selected sports • A teacher at a university, colleges, educational institutions after special training according to the established program.
Field of professional activity	<ul style="list-style-type: none"> • Social sphere - organizational and managerial work in the authorized bodies for physical culture and sports, in schools of higher sportsmanship;

	<ul style="list-style-type: none"> • Sphere of education - in educational institutions of different forms of ownership (secondary schools, gymnasiums, lyceums, colleges, private schools; universities; postgraduate education, etc.). • Coaching activities - a coach in the chosen sport in sports organizations.
Objects of professional activity	<ul style="list-style-type: none"> • public and private commercial organizations in the field of sports: agencies, firms, clubs, teams; • marketing agencies; • governing bodies of physical culture and sports; • research organizations; • sports (mass sports, youth sports, Paralympic sports). • sports and health rehabilitation, biomedical, recovery centers • research institutions: academies, institutes, laboratories in the field of physical culture and mass sports, health, rehabilitation, biomedical, sports, rehabilitation centers that study the problems of physical and mental health.
Subjects of professional activity	<ul style="list-style-type: none"> • teaching of physical culture; • sports competitions in the chosen sport • sports events • sports marketing and advertising • SRW • Educational process
Types of professional activity	<ul style="list-style-type: none"> • organizational and managerial - management of organizations, divisions, groups (teams) of employees, projects and networks; • research - as a junior researcher in the development of scientific projects; • analytical - search, analysis and evaluation of information for the preparation and adoption of management decisions, analysis and modeling of management processes. • coaching-pedagogical - performing the functions of a coach, taking into account international and standard requirements;
Learning Outcomes	<p>LO1.Apply multilingual communication, management psychology in professional activities.</p> <p>LO2.Able to integrate key concepts and theoretical knowledge of the functional and physiological characteristics of the body for the implementation of professional functions in coaching.</p> <p>LO3. Extrapolate innovations into the training and educational processes through the integration of education and science.</p> <p>LO4.Implement international programs of scientific cooperation, sports leisure and coaching activities using management, marketing and business tools.</p> <p>LO5.To form an image, both internal and external environment of a sports organization.</p> <p>LO6.To carry out sports, educational and research projects using modern integrated tools.</p> <p>LO7.Critically analyze the main theoretical, methodological issues in scientific and educational research.</p> <p>LO8.Professionally develop promising programs of training sessions in the chosen sport.</p>

3. Competencies of an EP graduate

GENERAL COMPETENCES (SOFTSKILLS). Behavioral skills and personality traits	
GC 1. Competence in managing one's own literacy	<p>GC1.1. Strive for professional and personal growth throughout life.</p> <p>GC1.2. Constantly update your knowledge within the chosen trajectory and in an interdisciplinary environment, carry out further learning with a high degree of independence and self-regulation.</p> <p>GC1.3. Be capable of reflection, an objective assessment of one's achievements, awareness of the need to develop new competencies and continue education in doctoral studies.</p>
GC 2. Language competence	<p>GC2.1. Ability to possess a sufficient level of communication in the professional field in the state, Russian and foreign languages for negotiating and business correspondence.</p> <p>GC2.2. Ability to master the skills of mediation and intercultural understanding.</p>
GC 3. Art and Science Competence	<p>GC3.1. The ability to analyze and interpret works of art to solve actual problems of art history.</p> <p>GC3.2. Ability to plan scientific experiments, integrate and implement the results of scientific research in the professional field.</p> <p>GC3.3. The ability to analyze and comprehend modern methods of pedagogical and art history science and apply them in pedagogical activity.</p>
GC 4. Digital competence, technological literacy	<p>GC4.1. Ability to confidently use modern information and digital technologies, artificial intelligence systems for work, leisure and communications.</p> <p>GC4.2. Proficiency in the use, recovery, evaluation, storage, production, presentation and exchange of information in a wide range of digital devices.</p> <p>GC4.3. Ability to confidently use global information resources and apply technological literacy in research and analysis activities.</p>
GC 5. Personal, social and academic competencies	<p>GC5.1. Possession of the norms of business ethics, social and ethical values and focus on them in professional activities.</p> <p>GC5.2. Formation of a personality capable of mobility in the modern world, critical thinking and physical self-improvement.</p> <p>GC5.3. Ability to work in a team, correctly, clearly and reasonably defend one's position during discussions and make decisions of a professional nature.</p> <p>GC5.4. Ability to adequately navigate in various social spheres of activity and in conditions of uncertainty.</p> <p>GC5.5. Ability to find compromises, correlate your opinion with the opinion of the team.</p>
GC 6. Entrepreneurial competence	<p>GC6.1. The manifestation of leadership qualities and the ability to have a positive impact on others, lead a team.</p> <p>GC6.2. Ability to create conditions for the development of creative and entrepreneurial skills of the team.</p> <p>GC6.3. The ability to work in a mode of uncertainty and quickly changing task conditions, make decisions, respond to changing working conditions, allocate resources and manage your time.</p> <p>OK6.4. Ability to work with consumer needs.</p>

GC 7. Cultural awareness and ability to express yourself	GC7.1. The ability to show worldview, civic and moral positions. GC7.2. The ability to be tolerant of the traditions and culture of the peoples of the world, to have high spiritual qualities.
PROFESSIONAL COMPETENCES (HARDSKILLS).	
Theoretical knowledge and practical skills specific to this area	PC1.The ability to apply current technologies, organizational forms, methods, techniques and means of training and education in order to improve the quality of professional activity.
	PC2. The ability to carry out educational and methodological support of educational activities, taking into account the latest achievements of pedagogical science and practice.
	PC3. The ability to carry out scientific research using modern information technologies and apply their results to improve the effectiveness of pedagogical, coaching, recreational, cultural, educational and organizational and managerial activities in the field of physical culture and sports
	PC4. The ability to develop and implement projects (programs and methodology) of scientific research in the field of physical culture and sports, taking into account the current state and development trends of the industry.
	PC 5. The ability to analyze the development of physical culture and sports in order to make managerial decisions to improve it.
	PC6. The ability to use traditional and modern scientific concepts, approaches and research areas in the field of physical culture and sports.
	PC7. The ability to show professional values: professionalism; innovation; creativity; meritocracy; integrity.

3.1 Matrix for correlating learning outcomes in the EP as a whole with the competencies being developed

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8
GC1	+				+	+		
GC2	+							
GC3		+	+			+		
GC4			+	+	+		+	
GC 5				+	+	+	+	+
GC6		+						+
GC7							+	+
PC1					+	+		+
PC2				+		+		
PC3					+			
PC4		+				+	+	+
PC5		+						+
PC6						+	+	+
PC7		+				+		

4. Matrix of the influence of modules and disciplines on the formation of learning outcomes and information on labor intensity

№	Name of the module	cycle	Component	Name of the discipline	Brief description of the discipline	Number of credits	Generated learning outcomes (codes)							
							LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8
1	Module of Scientific and Pedagogical Training	BD	HsC	History and Philosophy of Science	<p>Purpose: Studying the problems of the phenomenon of science as a subject of special philosophical analysis, the formation of knowledge about the history and theory of science.</p> <p>Content: Patterns of the development of science and the structure of scientific knowledge. Science as a profession and a social institution. Methods of conducting and organizing scientific research. The role of science in the development of society. Patterns and trends in the development of activities for the generation of scientific knowledge, taken in their historical dynamics and considered in a historically changing socio-cultural context. Specificity and interrelation of the main problems of the philosophy of science and the history of science. Philosophy of natural sciences, engineering and technology, humanities. Development of critical thinking.</p>	4							v	
2		BD	HsC	Foreign Language (Professional)	<p>Purpose: The goal is a systematic deepening of communicative competence within the framework of international standards of foreign language education, the development of skills and abilities of active language proficiency in professional activities.</p> <p>Content: Oral communication within the framework of general scientific and professional issues. Reading and translation of foreign literature. Linguistic characteristics of the official business and scientific functional styles in the specialty, working with lexicographic sources in a foreign language, preparing written forms for presenting information material in the specialty, taking into account the culture and principles of academic honesty.</p>	4	v							
3		BD	HsC	Psychology of Management	<p>Purpose: the formation of knowledge on the basics of management psychology, which determine the effectiveness of the leader, as well as the success and competitiveness of the organization.</p> <p>Content: consideration of the psychological aspects of power and subordination; personal and socio-psychological needs for power and subordination; means of psychological influence; essence and methods of manipulation; psychological characteristics of the</p>	4	v							

					personality of the leader and subordinate; psychology of managing group processes and conflict situations.												
4		BD	HsC	Higher School Pedagogy	<p>Purpose: the aim is to develop undergraduates' skills in planning and organizing the educational and scientific process based on the principles of student-oriented learning and assessment, extrapolating innovative (including digital) and practice-oriented teaching methods and technologies into the educational process, preparing them for academic and scientific and methodological activities in the educational educational institution.</p> <p>Content: Higher school pedagogy as a science and academic discipline. Methodology of higher education pedagogy. Modern global trends in the development of higher education. History, current state and prospects for the development of higher education in Kazakhstan. Didactics of higher education. Student-centered learning and assessment in higher education, its patterns and principles. Contents of education in higher education institutions. Innovative pedagogical technologies, forms and methods of teaching in higher education institutions. Concepts, strategies, mechanisms for promoting global and national values among students and in society. Department of OHPO. Support and develop the educational environment and organizational culture in accordance with the policies and procedures of the OHPO.</p>	4			v								
5	Methodical Fundamentals of Teaching	PD	HsC	Teaching Methods of Special Disciplines	<p>Purpose: the scientific and methodological foundations and applied aspects of educational services are considered, the methodology for teaching profile disciplines in sports management and training activities, skills are formed to create an educational and methodological complex of profile disciplines.</p> <p>Content: Current trends in the field of teaching specialized disciplines. Means and methods of teaching specialized disciplines in the specialty. Practice-oriented methods and technologies of teaching specialized disciplines. Modern and innovative technologies for teaching specialized disciplines.</p>	5			v								
6		BD	HsC	Pedagogical Practice	<p>Purpose: to form the independence of undergraduates in the organization and planning of pedagogical and coaching activities. They form the skills of setting educational goals, choosing the type, type of occupation, using various forms of organization of educational activities, diagnostics, monitoring and evaluation of the effectiveness of educational activities, and also use methods of</p>	4			v								

					applying research research in pedagogical activity. Content: Preparation for the implementation of professional pedagogical activity. Solving the tasks of professional pedagogical activity. Processing, analysis of the results obtained and preparation of the report													
7	Communi- cation and branding	PD	EC	Theoretical and methodological foundations of cultural and leisure work	Purpose: the theoretical foundations of cultural and leisure work, its role in the knowledge system are considered, practical skills are formed in the field of scientific research of cultural and leisure activities. Content: Theory and methodology of cultural and leisure activities. Modern trends in the theory of cultural and leisure work. Prospects for the development of cultural and leisure activities in Kazakhstan. Basic technologies for organizing entertainment and sports programs. Theoretical aspects of the paradigm approach for the development of personality in the conditions of cultural and leisure activities.	5											v	
8		PD	EC	Promotional activities	Purpose: formation of practical skills in the use of modern integrated promotional tools, familiarization with the legal framework and modern trends in the field of marketing. Content: The main characteristics of the promotional work. Normative-legal documents of the promoter. Characteristics of image-building. Practical foundations of a promoter in the field of cultural and leisure activities. Planning and organization of marketing events.												v	
9		BD	EC	Image and branding	Purpose: formation of skills for creating and managing brands, developing a competitive image, organizing promising marketing and advertising activities. Content: The main stages of creating a brand. Organization and operation of branding campaigns. Specificity of PR-communications in branding. Methodology for evaluating the effectiveness of branding. The specifics of branding at the regional, national and global levels.	5												v
10		BD	EC	Professional image	Purpose: familiarization with the methods and technologies for the implementation of image-building, the formation of practical skills in creating a professional image. Content: Methods and modern technologies for creating image products. Principles of professional image. Attributes, factors and components of the image. Ways and means of forming the external and internal image of the organization. Socio-psychological climate													

					of the organization. Identification, accentuation and promotion in the technology of forming an external image.														
11		PD	EC	Modern methodology of coaching in the chosen Sport type	<p>Purpose: familiarization with modern methods of sports training, taking into account the age characteristics of the body, the formation of skills for the development of targeted training programs for the training of athletes of various qualifications in the chosen sport.</p> <p>Content: The structure of the training process. Trends in the development of sports activities. Principles of construction and management of training sessions in the chosen sport. Physical training in the chosen sport. Tactical training in the chosen sport.</p>	6												v	
12		PD	EC	Financial management in a sports organization	<p>Purpose: familiarization with theoretical knowledge and basic principles of financing sports organizations, the formation of financial management skills in the sports industry, the use of modern integrated tools.</p> <p>Content: Theoretical foundations of the finance of sports organizations. Sports organization asset management. Structure and sources of financing of sports organizations in modern Kazakhstan. Functioning of the National Sports Fund. Production and sale of physical culture and sports services.</p>													v	
13		PD	EC	International experience in sports industry management	<p>Purpose: to study the economic, legal and organizational features of sports in different countries, the formation of practical skills for the implementation of international sports industry programs.</p> <p>Content: Management models of the sports industry. The structure of the world market of the sports industry. Trends in the development of the sports industry in Kazakhstan. International market of the sports industry. Models of functioning of the sphere of physical culture and sports in different countries.</p>	5												v	
14		PD	EC	Intercultural communication in professional activity	<p>Purpose: familiarization with the theoretical and practical foundations of intercultural communication, the formation of practical skills for applying multilingual communication in various areas of coaching and management activities.</p> <p>Content: Theoretical foundations of intercultural communication. Linguistic aspects of intercultural communication. Ethnic psychology. Psychological and pedagogical foundations of the communicative aspect of managerial activity. Criteria and levels of intercultural communication in professional activities.</p>														v
15		PD		Research practice	Purpose: to study the theoretical and methodological achievements	6													v

					of domestic and foreign scientific activity, to form the skills of applying modern methods of scientific research, interpretation of experimental data in dissertation research. Content: The preparatory stage includes an organizational meeting. Practical training, collection, processing and analysis of information. Preparation of the practice report. Protection of practice.												
16	Geopolitics of sports and scientific support of athletes	BD	EC	Pharmaconutrients in sports medicine	Purpose: to study the regularities of metabolic processes in the body of athletes under conditions of physical activity and rest, as well as the mechanisms and methods of their pharmacological and non-pharmacological regulation, the formation of skills to integrate key concepts and theoretical knowledge of the functional characteristics of the body in coaching. Content: Pharmacological provision of support and increase in the physical performance of athletes. Processes of adaptation and their acceleration to superintense physical loads. Ways to prevent overtraining and sports injuries.	4		v									
17		BD	EC	Physiological bases of functional fitness management of athletes and those engaged in physical culture	Purpose: familiarization with the physiological features of the body's recovery processes, the formation of skills to integrate key concepts and theoretical knowledge of the functional and physiological characteristics of the body for the implementation of professional functions in coaching. Content: The main indicators characterizing the functional state of the body of athletes. Physiological mechanisms of speed increase. Motor abilities and skills. Psychoemotional component of functional readiness. The role of the recovery period to improve functional readiness.			v									
18		BD	EC	The geopolitics of sports and the basics of sports diplomacy	Purpose: familiarization with the theoretical foundations of sports diplomacy, the views and approaches of sports diplomacy in domestic and foreign science, the formation of skills for the implementation of international scientific cooperation programs. Content: The role of sport in international relations of countries. Methodological principles of studying the geopolitics of sports and sports diplomacy. The use of modern views and approaches to the study of the discipline. Means and methods of studying sports diplomacy and sports geopolitics. Organization of profile direction.	6				v							
19		BD	EC	Sales management in the sports industry	Purpose: current issues of marketing research, the methodology of e-commerce are considered, practical skills are formed for the implementation of international programs in the field of sports.					v							

					Content: Effective and efficient management decisions in the sports industry. Application of modern high-tech management approaches. Creation of a unified communication environment in the field of sports management.												
20		PD	EC	Comprehensive scientific support of national teams	Purpose: modern technologies for training highly qualified athletes in various sports, as well as teams, scientific and methodological support of the training process, the formation of practical skills for the development of promising programs of training sessions for the chosen sport are considered. Content: Scientific research in elite sport. Training of athletes in high performance sports. Technology of selection and planning in sports of the highest achievements. Professional commercial sport. Prevention of doping in sport.	4											v
21		PD	EC	Scientific and methodological support of athletes	Purpose: familiarization with the methods of analyzing the results of scientific research, solving research problems in the field of physical culture and sports, developing skills to independently carry out scientific research and use individual creative abilities. Content: Organization and principles of research activities in the field of sports. Specificity of scientific and methodological support of education and training process in the field of physical culture. Organization of research work in research institutes. The system of public administration of science.												v
22		PD	EC	Organizational and managerial analysis	Purpose: study of theoretical knowledge on the methodology and methodology of organizational and managerial analysis, development of skills in conducting analytical research using advanced instrumental methods for making managerial decisions. Content: Characteristics of organizational and managerial analysis. Marketing analysis. Analysis of production volumes of sporting goods and sales of products, their quality and competitiveness. Analysis of the costs of production and sale of products. Analytical support for the strategic management of the organization. Analytical support for corporate governance.	5	v										v
23		PD	EC	Business strategy and competitiveness	Purpose: To study theoretical knowledge in the field of competition and business competitiveness, to develop practical skills for the implementation of international programs aimed at achieving a stable position and planned market results for the company. Content: An introduction to competition and the competitiveness of international business. Commodity strategy of the company in the								v				

					world markets. Basic competitive strategies. Theoretical foundations of business planning. Trends and prospects for the development of competition in sports. World and domestic experience of competitiveness.												
24		PD	EC	Modern wellness systems and the basics of monitoring the physical condition of the body	<p>Purpose: familiarization with the methods of assessing the physical condition of the body, the formation of skills for the implementation of the training process using modern teaching methods to maintain a healthy lifestyle.</p> <p>Content: Characteristics of modern health systems and means. Diagnosis of the state of the body. Medical, pedagogical control and self-control. Assessment of physical development and physical fitness. Determination of the level of physical health. Diary of self-control. Objective and subjective indicators of self-control. Health passport.</p>	5			v								
25		PD	EC	Conflict Management in Sports and Methods of Their Resolution	<p>Purpose: to study the concept, essence of conflicts in sports and ways to resolve them in different sports teams.</p> <p>Content: Study of scientific and methodological literature on the subject of research; consideration and analysis of the "nature" of sports conflicts in sports teams in various sports; search for ways to resolve contradictions arising in the conditions of training and competitive activity What is a conflict, causes of occurrence. Communication skills and conflict management. Strategies for resolving interpersonal conflict. Formation of teamwork skills</p>		v							v			
26		PD	EC	Modern Problems of Physical Culture and Sports Management	<p>Purpose: to show in the modern aspect the state and the most relevant problems of physical culture and sports management as multidimensional objects of scientific research.</p> <p>Content: Modern system of sciences studying physical culture and sports management. Modern trends in the development of physical culture and sports sciences. Integration and differentiation of scientific knowledge in modern conditions. The ratio of physical and sports cultures in modern society.</p>	6			v								
27		PD	EC	Theory and Means of Recovery in Physical Culture	<p>Purpose: to form a holistic view of human health in the modern aspect, the means and methods of its formation and maintenance.</p> <p>Content: The essence, specifics and structure of professional activity of a specialist in the field of health-improving physical culture. Innovative physical culture and wellness technologies and ways of their integration into the practice of physical culture of various population groups.</p> <p>Biological means of recovery in various sports. Fundamentals of</p>			v									

					prevention in the system of sports, educational and industrial activities. Scientific and practical aspects of the use of biological recovery tools												
28		PD	EC	Management of sports facilities and fitness complexes	<p>Purpose: familiarization with the basics of managing sports facilities and sports and recreation complexes, methods for designing and operating sports facilities, skills in using modern integrated tools are being formed.</p> <p>Content: Organization and management of the property base of physical culture and sports. Fundamentals of management of sports facilities. Methods for designing sports and recreation complexes. Normative-technical documentation of sports facilities. Improving the management system of sports facilities and sports and recreation complexes.</p>	6									v		
29		PD	EC	Organization and planning of scientific research in sports	<p>Purpose: familiarization with modern methods of planning and organization, the formation of skills for critical analysis of scientific research in sports.</p> <p>Content: Scientific apparatus of research work. Research Methods. The content and classification of modern methods of scientific research in the management of sports and coaching. Development of a research plan. Stages of research work in sports. Requirements for the report on the results of research work.</p>										v		
30	Module of Scientific - research work and Final Certification			Research work of a master student, including passing an internship and completing a master's thesis	<p>Purpose: generalization and critical analysis of the results obtained by domestic and foreign scientists, identification and formulation of current scientific problems;</p> <p>Content: substantiation of the relevance, theoretical and practical significance of the chosen topic of scientific research. Development of a plan and program for conducting scientific research. Conducting independent research in accordance with the developed program</p>	24									v		
31				Execution and Defense of Master's Thesis	<p>Purpose: forms the skills of an independent work in a professional field for a master's student. The main purpose of writing master's theses is the systematization and generalization of research work and practical skills of undergraduates.</p> <p>Content: Selection of the research topic. Drawing up a plan. Understanding the information received and putting forward a working hypothesis of the study. analysis and generalization of the experimental results obtained. Systematization of the material, writing a master's thesis. Preparation for defense. Defense of the master's thesis.</p>	8									v		

5. Summary table reflecting the volume of disbursed loans by EP modules

Course of Study	semester	Number of modules being mastered	Number of disciplines studied		Number of KZ credits					Total hours	Total loans KZ	amount	
			H&C	EC	Theoretical training	Teaching practice	Research practice	SRWM	final examination			exam	diff. offset
1	1	3	5	2	29			1		900	30	6	2
	2	3	1	4	22	4		4		900	30	4	2
2	3	1		2	11		6	3		600	20	2	2
	4	2		3	16			4		600	20	3	1
	5	1						12	8	600	20		1
Total			6	11	78	4	6	24	8	3600	120	15	8

6. Strategies, teaching methods and artificial intelligence, monitoring and assessment

<p>Learning Strategies</p>	<p>Student-centered learning: the learner is the center of teaching/learning and an active participant in the learning and decision-making process.</p> <p>Practice-oriented learning: focus on the development of practical skills.</p>
<p>Teaching methods</p>	<p>Conducting lectures, seminars, various types of practices:</p> <ul style="list-style-type: none"> • application of innovative technologies; • problem learning; • case study; • work in a group and creative groups; • discussions and dialogues, intellectual games, competitions; • methods of reflection, projects, benchmarking; • Bloom's taxonomy; • presentations; • rational and creative use of information sources: • multimedia educational programs; • electronic textbooks; • digital resources. • machine learning methods <p>Organization of independent work of students, individual consultations.</p>
<p>Monitoring and assessing the achievability of learning outcomes</p>	<p>Current control on each topic of the discipline, control of knowledge in classroom and extracurricular activities (according to the syllabus). Assessment Forms:</p> <ul style="list-style-type: none"> • survey in the classroom; • testing on the topic of academic discipline; • test papers; • protection of independent creative works; • discussions; • trainings; • colloquia; • essays, etc. <p>Midterm control at least two times during one academic period within the same academic discipline. Intermediate certification is carried out in accordance with the working curriculum, academic calendar. Conduct forms:</p> <ul style="list-style-type: none"> • exam in the form of testing; • oral exam; • a written exam; • combined exam; • protection of projects; • protection of practice reports. • Presidential test <p>Final state certification.</p>

7. Educational and resource support for EP

<p>Information Resource Center</p>	<p>A library fund is formed at the university and prompt access to the maximum amount of information resources is provided to ensure the educational process, scientific research, cultural development and the process of self-education. There is a collection of rare and valuable books, a fund of reference publications: encyclopedias, dictionaries, reference books on various branches of knowledge.</p> <p>The library fund is reflected in the electronic catalog available to users on the site http://lib.ukgu.kz on-line 24 hours 7 days a week.</p> <p>The program «IRBIS 64» is used as software, which provides complex automation of all library processes, consisting of 6 modules: «Picker», «Catalogizer», «Reader», «Book Provision», «Book lending», «Administrator».</p>
<p>Material and technical base</p>	<p>To train high-level specialists and conduct the training process, the following material and technical base is fixed:</p> <ul style="list-style-type: none"> - a gym - 541m²; - a game room-644 m²; - two wrestling halls - 972 m²; - a boxing hall -324 m²; - an athletics arena -756 m²; - a swimming pool large and small-3500 m²; - a stadium with football, volleyball, basketball courts; - barbell hall-221 m²; - computer class; <p>lecture halls and practical (seminar) classes.</p>

APPROVAL SHEET

according to the Educational program «7M11140 - Sports management and coaching»

Director of DAA _____ Naukenova A.S.

Director DASc_____ Nazarbek U.B.

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