

AGREED:
Head of «Global Trans Logistics» LLP
Borsch A.B.
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APPROVING
Director of the Institute
 «Logistics and business»
 «Мухаметжан Тынышбаев атындағы АЛТ институты»
ЛОГИСТИКА ЖӘНЕ БИЗНЕС Musaeva G.S.
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 ИНСТИТУТ ЛОГИСТИКИ И БИЗНЕСА
 АЛТ Университет имени Мухамеджана Тынышпаева»

THE CATALOG OF DISCIPLINES OF THE COMPONENT OF CHOICE

EDUCATIONAL PROGRAMS

6B04145 - International Trade

The level of education: bachelor course **Duration of study:** 3 years **Year of admission:** 2025 y.

Module	Cycle	Component	Name of the discipline	Total labor		intensity Semester	Learning outcomes	Brief description	of the discipline	Prerequisites
				Post requirements in academic hours	in academic credits					
1	2	3	4	5	6	7	8	9	10	11
Module 1 - General education subjects	OOD	CC	Environmentally sustainable technologies	150	5	6	LO1	The discipline "Ecological Sustainable Technologies" studies modern methods and innovative solutions aimed at minimizing the negative impact of human activities on the environment. The course examines the principles of sustainable development, energy-saving technologies, renewable energy sources, waste management strategies, and environmentally sound production processes.	Disciplines of the school component	Final assessment
			Fundamentals of scientific research				LO2	The discipline introduces the basics of scientific activity, covering its goals, methods and forms, contributing to the formation of theoretical knowledge and practical skills necessary for the successful conduct of scientific research in a chosen professional field, as well as developing the ability to independently search, analyze and apply scientific information, which becomes an important basis for further	Political Science Sociology	Marketing Research in trade

			Digital inclusion				LO1 LO2	The discipline "Digital Inclusion" is devoted to the study of the principles of ensuring equal access to digital technologies and information for all social groups, including people with disabilities. The course examines barriers to digital inequality, strategies for overcoming them, technologies for adapting the digital environment, and government initiatives to develop an inclusive digital society.	Information and communication technologies, basics of Python programming	Final certification
Module 2 – Language competencies	BD	CC	Chinese language 1	90	3	1	LO5	The discipline studies the basic Chinese characters, phrases, and grammatical structures necessary for entry-level communication. Understand the basic elements of the language, apply knowledge to create simple sentences and conduct elementary dialogues. Create short texts and monologues using learned words and expressions. Apply basic forms of communication in Chinese	Basic Basic Chinese Language Course	Chinese language 2
			German language 1					The discipline studies basic lexical and grammatical constructions, describing everyday actions, and forms the basic knowledge and skills necessary for everyday communication in German. Develops listening, pronunciation, reading, and writing skills through interactive exercises, role-playing, and working with simple texts.	Basic Elementary German language Course	German language 2
			Chinese language 2	90	3	2	LO5	The discipline studies more complex grammatical structures, structures complex sentences, and allows for extended conversations on everyday and professional topics. Forms communicative skills in the main types of speech activity in Chinese, the ability to communicate taking into account speech capabilities and needs in oral (listening and speaking) and written (reading and writing) forms.	Chinese language 1	Chinese language 2
			German language 2					The discipline studies the basic level, expanding vocabulary and deepening grammatical skills. Improves pronunciation, develops written and oral communication skills, including writing essays, business letters, and participating in professional discussions.	German language 1	German language 2
			Chinese language 3	90	3	3	LO5	The discipline studies and builds language skills in the field of international logistics. Compiles and understands complex business texts and documents (contracts, logistics process diagrams, etc.), terminology and specific formulations used in the field of logistics. Apply the acquired knowledge to create professional reports, presentations and business correspondence in Chinese.	Chinese language 2	Chinese language 3

			German language 3					The discipline learns a language that allows effective and confident communication in the professional field of logistics. Master complex professional vocabulary and terminology. Analyze complex text materials and research publications in the field of international logistics. Formulate informed opinions and criticisms. Apply regulatory and technical documentation in German and solve professional problems in an international environment	German language 2	German language 3
			Professional Chinese language 1	90	3	4	LO5	Formation of students' knowledge and skills to the extent necessary and sufficient for carrying out professional activities, formation of listening skills for speech in a foreign (Chinese) language, mastering the skills of conducting conversations, dialogues, and speeches on special topics related to the current state of politics, economics, culture, and science in the country of the language being studied	Chinese language 3	Professional Chinese language 2
			Professional German language 1					The formation of students' knowledge and skills to the extent necessary and sufficient for carrying out professional activities, the formation of skills for listening to speech in a foreign (German) language, mastering the skills of conducting conversations, dialogues, and speeches on professional topics related to the current state of politics, economics, culture, and science in the country of the language being studied.	Немецкий язык 3	Professional German language 2
			Professional Chinese language 2				LO5	Formation and improvement of communicative competence, development of the pronunciation norm of the language, reading, speaking, writing, listening on professional topics, mastering situational communication skills, reading and understanding everyday texts and professionally oriented texts, writing short and extended dialogical and monologue messages on proposed situations, mastering a minimum of basic technical terminology, necessary for professional communication, conducting conversations in a foreign language on everyday and professional topics.	Professional Chinese language 1	Professional Chinese language 3
			Professional German language 2	90	3	5		Formation and further development of foreign language communicative competence, language tools in accordance with the norms of the given language, free use of acquired vocabulary; improvement of skills in the main types of speech activity (listening, speaking, reading, writing), as well as in choosing a linguistic form and method of	Professional German language 1	Professional German language 3

								linguistic expression appropriate to the communication situation, goals, intentions and roles communication partners. To search, analyze and interpret the information necessary to fulfill the tasks of professional activity.		
			Professional Chinese language 3	90	3	6	LO5	Formation and improvement of communicative competence, further development of stable skills of reading, listening, producing written and oral speech, mastering vocabulary and grammar of a language on professional topics, conducting conversations in a foreign language on everyday and professional topics, mastering a minimum of basic technical terminology necessary for professional communication, developing skills to independently expand knowledge, navigate through a large information flow.	Professional Chinese language 2	Final certification
			Professional German language 3				LO5	Formation and further development of foreign language communicative competence, skills and abilities to organize speech, logically, consistently and convincingly build it, free understanding of other people's thoughts and expressing one's own judgment in the professional field in oral and written form, navigate the communication situation and build an utterance in accordance with the communicative intention of the speaker and the situation, mastery of various techniques of receiving and transmission of information in both oral and written communication.	Professional German language 2	Final certification
			International business communications	150	5	9	LO2 LO5	The discipline builds the skills and knowledge necessary for effective and successful communication in an international business environment. He studies the peculiarities of communication between companies and organizations of different countries, cultures and languages, differences in business communications, issues of ethics and corporate social responsibility in international business, and also develops skills in writing international business letters and creating presentations.	International Economic Relations, Marketing, International Trade Law, International Business negotiations	Final certification
			Instruments for regulating global trade				LO1 LO7	The discipline focuses on the study of government and international measures aimed at managing and optimizing trade relations between countries. Examines the trade policies of different countries, international trade agreements, and financial regulatory instruments. Examples of integration economic associations are considered, trade sanctions and embargoes of various countries and their economic consequences are analyzed.	International economic relations, Marketing, International Trade Law	Final certification

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Module 3- Business and Management	BD	CC	International management	180	6	6	LO7 LO2	The course examines the theoretical and practical aspects of managing businesses and organizations operating in the international environment, the concepts, strategies, and management tools applied in conditions of cultural diversity, economic systems, political factors, and more. It develops the ability to work effectively in international teams, as well as to develop and implement strategies considering the specifics of different countries and cultures	Management, Brand management	International business communications, HR management
	BD	CC	International trade law					The discipline forms competencies in the field of doing business in international markets, knowledge related to international trade in goods and services, as well as other factors of production. He studies the norms of public international law, the history of international trade law, basic principles and institutions. Examples of the company's participation in the resolution of commercial and investment disputes are considered.	Microeconomics	Instruments regulating global trade, International customs law, Labor law, Entrepreneurship and start-up
	BD	CC	Management	180	6	5	LO4 LO8	Examines the theory and practice of modern management, the application of basic management tools and methods in enterprise management. Examines the systems of scientific knowledge about the rational organization and management of an enterprise, the application of management principles to achieve the goals and objectives of an enterprise, the principles of building an organizational structure by an enterprise, methods of managing conflicts, changes, and skills in developing a motivational policy for personnel.	Ethics of introducing negotiations	International management, HR management
	BD	CC	Brand management					Understanding the role of branding in the company's business model at the present stage, types of brands and their various roles in the company's brand portfolio, branding theories and tools, brand identity system, develop a strategic policy for branding or rebranding	Ethics of introducing negotiations	International Management, Merchandising and Trademark Management

	PD	CC	Marketing	180	6	3	LO8 LO9	Examines the field of marketing and its role in the modern economy, features, examines the role of the demographic factor in the formation of demand for products (goods and services), specific features of the activities of enterprises operating in the market, the model of D. Ratmel, A. Eiglier and E.Langeard et al.	Microeconomics, Economic geography of transport	Marketing research in trade, Tools for regulating global trade
	PD	CC	Neuromarketing				LO3 LO9	Consists of finding ways to objectively determine consumer preferences without using subjective methods of obtaining information about them, as well as forming advertising messages in such a way as to persuade the consumer to buy before he realized them and developed his position.	Microeconomics, Economic geography of transport	Analysis of the economic activity of the enterprise
	PD	CC	Labor law	90	3	7	LO1	Examines the social side of labor organization, i.e. the relationship between the employee and the employer, the relations of supervisory and control bodies, and other relations. Examines the features and elements of labor relations, the reasons for their occurrence, changes and termination, the legal basis of social partnership in the field of labor and the procedure for concluding collective agreements and agreements, legal regulation of employment and employment, types, procedures for concluding, changing and terminating labor contracts	Fundamentals of law and anti-corruption culture, Management	International business communications
	PD	CC					LO1 LO10	Considers Maslow's hierarchy of needs theory, Herzberg's two-factor theory, expectation theory, and equality theory. Explores the organization's motivational system and motivational events, HR branding in the world and Kazakhstan. Shows trends in the practices of the best employers	Management, Economics and entrepreneurial activity, Ethics of the introduction of negotiations	International business, Final certification
			HR management							

	PD	CC	Marketing research in trade	180	6	7	LO8 LO9	The course develops skills in analyzing and evaluating market conditions in the international context to make effective decisions in the field of international trade. It covers issues related to conducting marketing research and developing effective trade policies for companies based on the results, using forecasting models, assessing competitors and competitive conditions, and more	Marketing, Economic geography of transport	Business analysis of the goods and services market, International marketing
	PD	CC	Merchandising and trademark management				LO9 LO10	Formation of students' professional knowledge about the goals of merchandising, its standards, types, and principles. Explores the role of merchandising in business and brand management, examines the issues of planning and organizing the trading process using merchandising tools, creating a good assortment.	Marketing, Economic geography of transport	Business analysis of the goods and services market
	PD	CC	1C Accounting	150	5	8	LO7	Develops practical skills in using 1C Accounting software for accounting, tax accounting at the enterprise, accounting organization in accordance with IFRS, know the principles, techniques and methods of work with the program 1C Accounting 8.3, create an information base in the program, configure accounting parameters, generate standard reports and unload the information base	Economics and Entrepreneurship, Finance	Final certification
	PD	CC						Studies the basic concepts of audit in a comprehensive relationship with other concepts of the market economy.	Economics and Entrepreneurship, Finance	Final certification
Module 5- Financial competencies			Audit				LO7	Terms and definitions that reveal the theory, organization, technology and methodology of conducting, the procedure for processing and reviewing materials based on the generally accepted international accounting system, standards and norms of audit.		

	PD	CC	Analysis of the economic activity of the enterprise	180	6	8	LO2 LO7	The discipline is aimed at developing analytical skills, working with big data to analyze the main performance indicators of an enterprise, solving applied and research tasks and using various methods of processing economic information, identifying the main factors affecting the main economic performance indicators of an enterprise.	Microeconomics, Finance, Foreign economic activity of the enterprise	Final certification
	PD	CC	Financial planning for transport				LO7	He studies the features of financial management, the principles of the organization of financial relations in transport companies. Examines the principles of tariff policy formation in the implementation of freight and passenger transportation, the main provisions of state tariff regulation, the procedure for regulating tariffs for the transportation of goods, passengers, baggage and baggage.	Finance, Entrepreneurship and start-up	Final certification

Head of the department «Transport services and business»

Musalieva R. D.