



CATALOG OF ELECTIVE DISCIPLINES

EDUCATIONAL PROGRAMS

6B04142 - Economics and management (by industry)

Level of education: bachelor course

Duration of training: 4 years old

Year of admission: 2023 y.

Module	Cycle	Component	Name of the discipline	Total labor intensity		Semester	Learning outcomes	Brief description of the discipline	Prerequisites	Post-requirements	Anchoring at the pulpit
				in academic hours	in academic credits						
1	2	3	4	5	6	7	8	9	10	11	12
Module 1- General education subjects	GED	KV	Scientific Research Methods	150	5	1	LO5, LO11	Students obtain theoretical and applied knowledge on methods of scientific research of problems in the field of study, train specialists with skills of cognitive activity in the field of science, formulate deep ideas about the content of scientific activity, its methods and forms of knowledge.	School component disciplines	Final examination	SGDiFV
	GED	KV	Fundamentals of law and anti-corruption culture				LO2, LO7	Increasing public and individual legal awareness and legal culture of students, as well as the formation of a system of knowledge and civic position to combat corruption as an antisocial phenomenon. As a result of studying the course, students must master the fundamental concepts of law, the constitutional structure of state power of the Republic of Kazakhstan, the rights and freedoms of citizens enshrined in the Constitution, the mechanism and protection of legitimate human interests in the event of their violation.			
Module 3 - Ecology and life safety	GED	KV	Ecology and safety				LO4	Study of basic environmental concepts, environmental problems and approaches to their solution, sources and types of environmental pollution by enterprises, principles of standardization of air and water quality, basic provisions of legislation in various fields, natural and man-made	School component disciplines	Occupational Safety and Health	ATSiBZhD

								emergencies, their causes, methods of prevention and protection .			
Module 4 - Business Competencies	GED	KV	Fundamentals of Economics and Entrepreneurship				LO6, LO7	Formation of analytical thinking skills on economic issues, the ability to independently draw conclusions based on the material being studied, navigate in any economic situations, apply theoretical economic knowledge in practical activities, realize one's abilities, both personally and professionally.	School component disciplines	Service management, Services marketing, Business process management, Business process control, Entrepreneurship and start-up	LMT
	BD	KV	Entrepreneurship and start-up	9	270	5	LO5, LO7, O11	Aimed at studying the features of the creation and development of startups, business model parameters, external financing of a startup, typical distribution of investment costs. He studies the concept of "disruptive innovation" by K. Christensen, optimization of team and personnel costs, techniques for developing a work schedule for a startup project using MS Project, the ability to use traditional and modern rhetoric techniques for speeches, presentations and project defense. Active learning methods: case methods; business role-playing games, group work.	Fundamentals of Economics and Entrepreneurship, Workshop on Entrepreneurship, Econometrics, Management, Economic Geography of Transport	Financial management, Management workshop, Corporate management, International business	LMT
	BD	KV	Introduction to Business			5	LO7, LO8	Issues of the essence of business, main types of business activities, practical skills in organizing your own business are considered and studied. Organizational and legal forms of entrepreneurial activity, issues of reorganization and liquidation of a legal entity, infrastructure of modern business, construction of business processes. Active learning methods: case methods; business role-playing games, group work.	Fundamentals of Economics and Entrepreneurship, Mathematics for Business and Economics, Workshop on Entrepreneurship, Management, Mathematics for Business and Economics	Financial management, Management workshop, Corporate management, International business	LMT
	BD	KV	Marketing	6	180	5	LO10, LO12	Considers the field of marketing and its role in the modern economy, features, explores 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. Eiglie and E. Langeard, etc. Active learning methods: business and role-playing games, brainstorming, project method.	Fundamentals of Economics and Entrepreneurship, Mathematics for Business and Economics, Microeconomics, Workshop on Entrepreneurship, Management	Financial management, Management workshop, Corporate management, International business	LMT
	BD	KV	Neuromarketing				LO10, LO12	Consists of finding ways to objectively determine consumer preferences without using subjective methods of	Fundamentals of Economics and	Financial management,	LMT


								obtaining information about them, as well as forming advertising messages in such a way as to persuade the consumer to purchase before he has realized them and developed his position. Active learning methods: business and role-playing games, brainstorming, project method.	Entrepreneurship, Microeconomics, Entrepreneurship Workshop, Management	Workshop on management, Corporate management, International business, Regional economics and management	
Module 5- Financial Competencies	BD	KV	Accounting Basics	6	180	4	LO1, LO9	Aimed at mastering the skills of correct and timely accounting and tax accounting, the ability to correctly draw up balance sheets and maintain generalized economic accounting in a modern organization using the 1C computer program, as well as techniques and practical skills in computerized accounting.	Fundamentals of Economics and Entrepreneurship, Microeconomics, Econometrics	Financial management, Pricing and tariff policy in the industry, Analysis of the economic activities of the enterprise	LMT
	BD	KV	Audit Basics				LO9, LO12	Studies the basic concepts of auditing in complex connection with other concepts of a market economy. Terms and definitions that reveal the theory, organization, technology and methodology, the procedure for preparing and reviewing materials based on the generally accepted international accounting system, auditing standards and norms. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Econometrics, Microeconomics	Financial management, Pricing and tariff policy in the industry, Analysis of the economic activities of the enterprise	LMT
	BD	KV	Financial management	6	180	6	LO9, LO12	The system of principles, forms and methods for regulating the financial activities of an enterprise is considered, its financial condition is assessed, ineffective expenditure items are identified, risks and opportunities for attracting investments are taken into account, profits are increased, losses are prevented in the event of an economic crisis and bankruptcy, financial statements are analyzed, and factors influencing business, predicting its activities. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Mathematics for Business and Economics, Microeconomics, Management, Marketing, Fundamentals of Accounting, Finance	Pricing and tariff policy in the industry, Analysis of the economic activity of an enterprise, Workshop on management	LMT
	BD	KV	Financial research for business				LO9, LO12	Aimed at developing practical skills in business research and analytics, life cycle analysis from the point of view of the financial condition of the company, organizing and conducting research based on the use of modern analytical tools, searching for the use of research results for making effective financial decisions, such as raising borrowed funds for business, optimize the tax burden, optimize financial resources. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Microeconomics, Management, Marketing, Fundamentals of Accounting, Finance, Introduction to Business	Analysis of the economic activity of an enterprise, Workshop on management, International business	LMT
	PD	KV	Financial planning in transport	6	180	7	LO7, LO9, LO12	Studies the features of financial management, principles of organizing financial relations in transport companies.	Fundamentals of Economics and	Analysis of the economic	LMT

								Considers the principles of formation of tariff policy in the implementation of freight and passenger transportation, the main provisions of state regulation of tariffs, the procedure for regulating tariffs for the transportation of goods, transportation of passengers, luggage and cargo luggage. Active teaching methods: analysis of specific situations, business and role-playing games.	Entrepreneurship, Mathematics for Business and Economics, Microeconomics, Management, Marketing, Fundamentals of Accounting, Finance	activity of the enterprise, Planning and budgeting in the company	
	PD	KV	Planning and budgeting of companies				LO8, LO9, LO12	Aimed at studying types of planning in an enterprise, using various planning methods, developing a system of planning norms and standards, features of planning a production program and production capacity of an enterprise, budget management systems, developing skills in organizing the budgeting process in an enterprise, classifying budgets, organizing control and analysis, etc. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Microeconomics, Econometrics, Management, Marketing, Fundamentals of Accounting, Finance	Final examination	LMT
	PD	KV	Fundamentals of computerization of accounting (minor))	3	90	5	LO9, LO12	Learning the basics of accounting computerization will help a marketer understand how to use computer programs and tools to automate accounting processes. Use knowledge to provide accounting and data analysis, automate routine processes and reduce the time spent on tasks when planning financial flows, budgeting and analyzing financial results. The learning process takes place in computer classes.	Information and communication technologies, Econometrics, Fundamentals of accounting	Financial research for business, Final certification	LMT
	PD	KV	Accounting and Auditing (minor)			6	LO9, LO12	The main goal is to study the basic principles and methods of accounting and auditing at an enterprise and their application in solving management problems, to develop skills in generating economic information about the activities of an enterprise, to understand the role of accounting in the enterprise management system, methods of assessing accounting objects, to prepare financial statements, rules and conduct of audit and its significance. The learning process takes place using automated programs in computer classes	Information and communication technologies, Fundamentals of accounting, Finance	Analysis of the economic activity of the enterprise, Final certification	LMT
	PD	KV	IC Accounting (minor)	3		7	LO9, LO12	Develops practical skills in using 1C Accounting software for accounting and tax accounting at an enterprise, organizing accounting in accordance with IFRS, knowing the principles, techniques and methods of working with the 1C Accounting 8.3 program, creating an information base in the program, setting up accounting parameters, generating standard reports and download the information base. The training process takes place on computers with the 1C Accounting 8.3 program installed, as well as the opportunity to obtain a professional certificate	Information and communication technologies, Fundamentals of accounting, Finance	Analysis of the economic activity of the enterprise, Planning and budgeting of companies, Final certification	LMT
Module 6- Management Competencies	BD	KV	Management	6	180	3	LO8, LO12	Considers issues of theory and practice of modern management, the application of basic tools and methods of management in enterprise management. Explores systems of scientific knowledge about the rational organization and	Fundamentals of Economics and Entrepreneurship, Mathematics for	Introduction to Business, Marketing, Entrepreneurshi	LMT

								management of an enterprise, the application of management principles to achieve the goals and objectives of the enterprise, the principles of building an organizational structure of an enterprise, methods of managing conflicts, changes, skills in developing personnel motivational policies. In the learning process, cases and solutions to situational problems are used.	Business and Economics,	p Workshop, Corporate Management, Financial Management	
	BD	KV	Brand management				LO10, LO12	Understanding the role of branding in a company's business model at the present stage, types of brands and their different roles in a company's brand portfolio, theories and tools of branding, brand identity system, developing a strategic policy for branding or rebranding. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Mathematics for Business and Economics	Introduction to business, Marketing, Neuromarketing, Workshop on entrepreneurship, Corporate management, Financial management	LMT
	BD	KV	Econometrics	9	270	3	LO3, LO6, LO11	Aimed at studying the methodological foundations of econometric modeling, constructing paired and multiple linear and nonlinear regression models, constructing classical model assumptions using Excel to forecast economic processes both on the scale of the economy as a whole and at the industry level or an individual enterprise. Active teaching methods: game design, case problems.	Fundamentals of Economics and Entrepreneurship Mathematics for Business and Economics	Introduction to business, Marketing, Fundamentals of accounting, Fundamentals of computerization of accounting (minor), Analysis of the economic activities of an enterprise, Final certification	LMT
	BD	KV	Quantitative methods in economics				LO3, LO6, LO11	Studies methods for solving economic problems using quantitative methods, based on classical mathematical analysis, mathematical programming, game theory, probability theory, mathematical statistics, the theory of random processes and fuzzy sets, testing statistical hypotheses; develops skills in working with modules of statistical packages Excel and STATA for conducting economic research. Active teaching methods: game design, case problems.	Fundamentals of Economics and Entrepreneurship Mathematics for Business and Economics	Introduction to business, Marketing, Fundamentals of accounting, Fundamentals of computerization of accounting (minor), Analysis of the economic activities of an enterprise, Final certification	LMT

	PD	KV	Economics of the labor market	6	180	7	LO6, LO8	Introduces students to the basic concepts of labor economics, the basics of labor productivity management, the mechanism of functioning of the labor market, studies the features of the formation of supply and demand in the labor market, directions for increasing labor productivity, considers practical aspects of analyzing and solving major problems in the field of labor economics. Active teaching methods: game design, case problems.	Fundamentals of Economics and Entrepreneurship, Macroeconomics, Finance	Planning and budgeting of companies, Final certification	LMT
	PD	KV	Human Resource Management				LO7, LO8, LO11	Considers the place of human resources in enterprise management, the choice of a human resource management strategy, the development of a personnel selection mechanism, the creation of a team, an effective policy for motivating company employees, the control function as an element of the human resource management strategy, career growth, and the psychological climate of the team. Active learning methods: case methods; business role-playing games, group work. Form of control: completion of a complex practical task	Fundamentals of Economics and Entrepreneurship, Management, Corporate Management	Planning and budgeting of companies, Final certification	LMT
	PD	KV	Analysis of the economic activity of the enterprise	6	180	7	LO9, LO10, LO11	Aimed at developing analytical skills in working with big data to assess the main performance indicators of the enterprise, solve applied and research problems and use various methods of processing economic information, identifying the main factors influencing the main economic indicators of the enterprise. Based on the Excel program, economic indicators are analyzed and processed.	Fundamentals of Economics and Entrepreneurship, Management, Corporate Management, Marketing, Accounting and Auditing (minor)	Planning and budgeting of companies, Final certification	LMT
	PD	KV	Strategic management in the service sector	6	180	8	LO9, O10, LO11	The characteristics of strategic management in the service sector, strategic analysis of the external and internal environment of service sector enterprises are considered. Basic models of strategic planning are studied: the Harvard Business School model, the model of I. Ansoff, G. Steiner, the basic models of strategic management: David, Thompson, Efremov. Active teaching methods: analysis of specific situations, business and role-playing games.	Fundamentals of Economics and Entrepreneurship, Management, Corporate Management	Final examination	LMT
	PD	KV	Labor Law (minor)	3	90	5	LO2, LO7	Studies the social side of labor organization, i.e. relations between employee and employer, relations of supervisory and control bodies and other relations. Considers the features and elements of labor relations, the grounds for their occurrence, modification and termination, the legal basis of social partnership in the sphere of labor and the procedure for concluding collective bargaining agreements and agreements, the legal regulation of employment and employment, the types and procedure for concluding, amending and terminating employment contracts. Active learning methods: case methods; business role-playing games, group work.	Fundamentals of law and anti-corruption culture	Economics of the labor market, Final certification	LMT
	PD	KV	HR Management (minor)			6	LO8, LO12	Considers Maslow's hierarchy of needs theory, Herzberg's two-factor theory, expectancy theory, and equality theory. Explores the motivational system of the organization and	Fundamentals of Economics and	Economics of the labor	LMT

								motivational events, HR branding in the world and Kazakhstan. Shows trends in the practices of top employers. Form of control: business project	Entrepreneurship, Management	market, Final certification	
	PD	KV	Organization and regulation of wages (minor)			7	LO8, LO9	Skills are developed in the use of timekeeping and photography of the work process to standardize labor in sectors of the transport sector, various remuneration systems and the features of their application in the enterprise are revealed. Methods of state regulation of wages and their calculation based on forms of remuneration are considered; legal acts regulating the system of relations between employer and employee are examined. Active teaching methods: analysis of specific situations, solving practical problems.	Fundamentals of Economics and Entrepreneurship, Management, Corporate Management	Economics of the labor market, Final certification	LMT

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Agreed:

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2023