

I APPROVED

Director of the Institute

«Logistics and management»  
 «Логистика және басқару» институты  
 АО «АЛТ Университет имени Мухамеджана Тәңішіпқызы»  
 Институт «Логистика және басқару»  
 Musaeva G.S.  
 2024 y.

THE CATALOG OF DISCIPLINES OF THE COMPONENT OF CHOICE

EDUCATIONAL PROGRAMS

6B04144 E-commerce

The level of education: bachelor course

Duration of study: 3 years

Год приема: 2024 г.

| Module                                | Cycle | Component | Name of the discipline                          | Total labor intensity |                     | Term | Learning outcomes | A 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   | KV        | Ecology and life safety                         | 150                   | 5                   | 7    | PO4               | The discipline provides knowledge and ideas about environmental problems and approaches to solving them, sources and types of environmental pollution by enterprises, principles of regulating the quality of atmospheric air and water, the main provisions of legislation in various fields, on natural and man-made emergencies, their causes, methods of prevention and protection.   | Legal basis of business | Labor protection  |  |  |
|                                       |       |           | Methods of scientific research                  |                       |                     |      | PO5<br>PO9        | The discipline provides knowledge and ideas about the content of scientific activity, its methods and forms of knowledge. The theoretical and applied knowledge obtained by students on the methods of scientific research of problems in the studied area, instills in future specialists the skills of cognitive activity in the field of science.  |                         |                   | The basics of artificial intelligence                        | Intelligent data analysis methods  |
|                                       |       |           | Economics and business activities               |                       |                     |      | PO1<br>PO4<br>PO5 | The discipline studies the activities of enterprises in various types of market, the model of equilibrium and functioning of the market, state regulation of prices and tariffs. Examines the concept of entrepreneurship and the limits of its legal regulation, the conditions for the development of entrepreneurship, organizational and legal forms of doing business, as well as issues of business planning, business secrecy, social responsibility of entrepreneurship |                         |                   | State regulation of the economy<br>Entrepreneurship Workshop | Content Marketing and Social Media Marketing<br>Marketing Communications |
|                                       |       |           | Fundamentals of law and anti-corruption culture |                       |                     |      | PO4               | The discipline outlines 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  |                         |                   | Sociology<br>Political Science                               | Labor protection   |

|                                  |    |    |                                   |     |   |   |   |   |  |
|----------------------------------|----|----|-----------------------------------|-----|---|---|---|---|--|
|                                  |    |    |                                   |     |   |   | mechanism and protection of legitimate human interests in case of violation. The discipline forms students' improvement of public and individual legal awareness and legal culture, as well as a system of knowledge and citizenship on combating corruption as an antisocial phenomenon. |   |  |
| Module 2-Basic disciplines       | DB | KV | 1C Accounting                     | 270 | 9 | 7 | PO8<br>PO9  | Computerization of accounting                       | Databases and client-server applications                               |
|                                  | DB | KV | Audit                             |     |   |   | PO8<br>PO10   | Psychology<br>State regulation of the economy       | Databases and client-server applications                               |
|                                  | DB | KV | Econometrics                      | 180 | 6 | 3 | PO8<br>PO9<br>PO10  | Business Mathematics 1<br>Business Mathematics 2    | Management   |
|                                  | DB | KV | Quantitative methods in economics |     |   |   | PO9<br>PO10   | Business Mathematics 1<br>Business Mathematics 2    | Brand Management   |
| Module 3-Management competencies | DB | KV | Management                        | 180 | 6 | 4 | PO5<br>PO8<br>PO10  | Marketing<br>Econometrics                           | Managing online stores and marketplaces<br>HR management               |
|                                  | DB | KV | Brand Management                  |     |   |   | PO3<br>PO5  | Neuromarketing<br>Quantitative methods in economics | Wholesale and retail trade<br>Merchandising and trademark management   |
| Module 4-Business competencies   | DB | KV | Marketing                         | 270 | 9 | 3 | PO5<br>PO6  | Microeconomics                                      | Management<br>Digital Marketing and Media<br>Entrepreneurship Workshop |
|                                  | DB | KV | Neuromarketing                    |     |   |   | PO6<br>PO7  | Computer and engineering modeling                   | Brand Management<br>Entrepreneurship Workshop                          |

|                                  |    |    |                                      |     |   |   |   |   |   |   |
|----------------------------------|----|----|--------------------------------------|-----|---|---|---|---|---|---|
|                                  |    |    |                                      |     |   |   | which mechanisms underlie the formation of their preferences and decisions. Examines the process of developing more effective marketing strategies tailored to the needs and preferences of the target audience |   |   |   |
| Module 2-Basic disciplines       | DB | KV | Computerization of accounting        | 90  | 3 | 3 | PO8<br>PO9  | The discipline studies modern information technologies and software tools used in the field of accounting and finance. The principles of accounting automation, specialized software products such as 1C are considered:Enterprises, SAP, QuickBooks, the use of information technology in solving accounting problems, spreadsheets, databases for data processing, reporting and analysis of financial information  | Computer and engineering modeling           | 1C Accounting   |
|                                  | DB | KV | Wholesale and retail trade           |     |   |   | PO5<br>PO6  | The discipline studies the basic principles and methods of organization, management and development of trading enterprises operating at both the wholesale and retail levels. Examines the main concepts and trends in wholesale and retail trade, pricing strategies, logistics and marketing methods, current trends and innovations in this field, including e-commerce.   | Microeconomics                              | Brand Management  |
| Module 3-Management competencies | DB | KV | Labor law                            | 90  | 3 | 7 | PO4<br>PO8  | The discipline studies the social side of labor organization. Examines the features and elements of labor relations, the grounds for their occurrence, modification 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, procedure for concluding, amending and terminating employment contracts.                          | Legal basis of business                     | Labor security<br>Brand strategy and management<br>Business analysis R<br>aposematic cargo and service          |
|                                  | DB | KV | HR management                        |     |   |   | PO8<br>PO10   | The discipline studies Maslow's hierarchy of needs theory, Herzberg's two-factor theory, expectation theory, equality and equity theory, etc., the processes of recruitment, hiring, training, motivation, and performance management. Examines the motivational system of the organization and motivational activities, the specifics of the development of personnel policy, HR branding in the world and Kazakhstan. It shows trends in the practices of the best employers. | Management                                  | Marketing communications<br>Brand strategy and management<br>Business analysis of the goods and services market |
| Module 2-Basic disciplines       | DB | KV | State regulation of the economy      | 180 | 6 | 5 | PO9   | The course examines the role of the state in the economy and methods that can be used to influence economic processes, examines various economic models and theories, functions of the state, tools and mechanisms of state regulation, methods of state intervention in certain industries (microlevel), analysis of state actions to stabilize the economy as a whole (macrolevel), etc.  | Entrepreneurship Workshop<br>Macroeconomics | International economic relations<br>Economics and business activities<br>Audit                                  |
|                                  | DB | KV | Legal basis of business              |     |   |   | PO4<br>PO8  | The course is designed to study various aspects of the legal environment in which companies and entrepreneurs operate, the specifics of their activities in online trading, the basic legal principles governing the activities of electronic business, means of protecting the rights and interests of both entrepreneurs and consumers, the specifics of tax law, international trade law and the rules of the World Trade Organization organizations                         | Entrepreneurship Workshop                   | Fundamentals of law and anti-corruption culture<br>Labor law<br>Ecology and life safety                         |
|                                  | PD | KV | Financial systems and online banking | 180 | 6 | 7 | PO3<br>PO4<br>PO8   | The discipline studies modern financial systems and their interaction with online technologies, as well as online banking, examines various financial instruments, technological innovations in the financial sector, such as digital currencies, blockchain, etc.; tools for analyzing the risks and benefits associated with online banking, cybersecurity, personal information protection   | Managing online stores and marketplaces     | Business analysis of the goods and services market<br>Digital Marketing and Media                               |
|                                  | PD | KV | Electronic insurance services        |     |   |   | PO3<br>PO4<br>PO8   | The discipline studies the ways of applying modern information technologies and electronic platforms in the field of insurance, examines the technical and organizational aspects of using electronic means to provide various types of insurance services; the practical application of digital registration of insurance policies and settlement  | Merchandising and trademark management      | Business analysis of the goods and services market<br>Digital Marketing and Media                               |

