«Мухаметжан Тыньнике Logistics, and management» «Погистика және басқару» институты

АСТИТУТ «ЛОГИСТИКА И ДСВВЛЕНИЯ» 2024 у.

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		in academic credits	Term	Learning outcomes	A brief description of the discipline	Prerequisites	Post-requirements
1	2	3	4	5	6	7	8	9	10	11
Module 1 - General education subjects		RV KV	Ecology and life safety	150			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
	000		Methods of scientific research		5	7	PO5 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	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 Entrepreneurship Workshop	Content Marketing and Social Media Marketing 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 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	ΚV	1C Accounting				PO8 PO9	The discipline studies the basic principles of accounting, the preparation of balance sheets, reports on financial results, tax legislation and requirements governing accounting. It teaches you how to work with the program interface, configure and create credentials, enter and process information about financial transactions, perform data analysis using built-in responses and analytical tools.	Computerization of accounting	Databases and client-server applications
	DB	ΚV	Audit	270	9	7	PO8 PO10	The discipline studies the methods and procedures for checking and evaluating an organization's financial statements in order to ensure their reliability, reliability and compliance with legislation and standards. Examines the role of the auditor, as well as the processes of forming financial statements and its components, audit techniques, data collection and analysis, risk assessment, analysis of business processes and internal control systems of the organization.	Psychology State regulation of the economy	Databases and client-server applications
	DB	ΚV	Econometrics				PO8 PO9 PO10	The discipline studies the methodological foundations of econometric modeling, the construction of paired and multiple linear and nonlinear regression models, the construction of classical model assumptions using Excel software to predict economic processes both on the scale of the economy as a whole and at the industry level or an individual enterprise.	Business Mathematics 1 Business Mathematics 2	Management
	DB	ΚV	Quantitative methods in economics	180	0 6	3	PO9 PO10	The discipline studies tools and methods for analyzing economic phenomena and processes using mathematical and statistical approaches, methods for modeling economic systems, evaluating data, forecasting and decision-making based on quantitative data and analysis. During the training, Excel is used to analyze large amounts of data, interpret them, identify trends, dependencies, and predict future events	Business Mathematics 1 Business Mathematics 2	Brand Management
Module 3- Management competencies	DB	ĸv	Management	180	6	4	POS PO8 PO10	He studies the theory and practice of modern management, the application of basic management tools and methods in enterprise management. He explores 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 of an enterprise, methods of conflict management, changes, skills in developing a motivational policy of personnel.	Marketing Econometrics	Managing online stores and marketplaces HR management
	DB	KV	Brand Management					The discipline studies the methods of brand identity formation, consumer perception management, as well as the effective use of marketing tools to strengthen brand positions. Examines the basics of creating, developing and managing company brands, establishing a unique and significant brand image in the market in order to attract and retain customers, increase competitiveness and achieve a high degree of recognition.	Neuromarketing Quantitative methods in economics	Wholesale and retail trade Merchandising and trademark management
Module 4- Business competencies	DB	KV	Marketing	270	9	3	PO5 PO6	The discipline studies the basic principles, methods and tools of marketing, consumer behavior, methods of collecting and analyzing data about the market, competitors, trends and consumers in order to make an informed decision when developing a marketing strategy. Examines the role of the demographic factor in the formation of demand for products, the model of D.Ratmel, A.Eiglie and E.Langeard, etc.	Microeconomics	Management Digital Marketing and Medi Entrepreneurship Workshop
	DB	KV	Neuromarketing				PO6 PO7	The discipline studies the basics of neuroscience, the functioning of the human brain in the context of consumer behavior. Explores which brain processes and reactions influence consumers' decision-making,	Computer and engineering modeling	Brand Management 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				PO8 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		1C Accounting
	DB	KV	Wholesale and retail trade	90	3	3	PO5 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	00	90 3	7	PO4 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 Brandom strategy and management Business analysis R aposematic cargo and service
	DB	KV	HR management	90			PO8 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 Brand strategy and management Business analysis of the goods and services market
Module 2-Basic disciplines	DB	кv	State regulation of the economy				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 Macroeconomics	International economic relations Economics and business activities Audit
	DB	KV	Legal basis of business	180	6	5	PO4 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 Labor law Ecology and life safety
	PD	KV	Financial systems and online banking	180	6	7	PO3 PO4 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 Digital Marketing and Media
	PD	KV	Electronic insurance services				PO3 PO4 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 Digital Marketing and Media

Module 4-Business competencies	PD	KV	Content marketing and Social media marketing				PO1 PO6 PO7	of losses, new trends and innovations in the field of electronic insurance The discipline studies strategies and methods of using digital content to promote a brand, goods or services through various online platforms. Examines content marketing strategies and their effectiveness using various metrics, the basics of creating different types of content, methods of optimizing content for search engines (SEO), the specifics of various social media platforms, influence and customer relationships	Managing online stores and marketplaces International economic relations Economics and business activities	Business analysis of the goods and services market Digital Marketing and Media
	PD	KV	Marketing communications	180	6	8	PO1 PO6 PO7	The discipline studies the processes of transmitting information about the brand, company products and services to the target audience through various channels of interaction. The principles of building effective business communication with customers to increase sales strengthen brand positions through positioning, increase loyalty, and convey the necessary information to a potential audience are explored.	Merchandising and trademark management International economic relations Economics and business activities HR management	Business analysis of the goods and services market Digital Marketing and Media
	PD	KV	Managing online stores and marketplaces			6	PO1 PO6 PO7	The discipline studies methods, strategies, and tools that are necessary for effective management of online trading and marketplaces. The principles and concepts of e-commerce, the basics of the functioning of online commerce, marketplaces such as Amazon, eBay, Airbnb, etc., methods of forming strategies for the development and competitive advantages of online stores, pricing, niche selection, methods of data analysis and performance indicators are considered	Management Digital Marketing and Media	Financial systems and online banking Content marketing and Social media marketing
	PD	KV	Merchandising and trademark management	180	6 6	PO1 PO6 PO7	The discipline studies strategies and methods of trademark management, ways to optimize the visual presentation of products in retail. Examines the features of trademark management and merchandising in the online environment, factors influencing the success of trading activities, methods that can be used to attract attention and stimulate purchases, as well as make informed decisions on their management	Brand management Digital Marketing and Media	Electronic insurance services Marketing communications	

Head of the department "Logistics and management in transport"

Agreed:

Head of «Global Trans Logistics» LLP

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