



CATALOG OF ELECTIVE DISCIPLINES

EDUCATIONAL PROGRAMS

6B11328-Service management in the industry

Level of education:

bachelor course

Duration of training: 4 years old

Year of admission: 2023

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	KV2	Methods of scientific research	150	5	1	LO1, LO8	"Students receive theoretical and applied knowledge on the methods of scientific research of problems in the field under study, training specialists with cognitive skills in the field of science, forming deep ideas about the content of scientific activity, its methods and forms of knowledge. Within the framework of the discipline, debates on problematic topics, scientific discussions, and the implementation of group research projects are practiced. The form of evaluation is testing. "	Disciplines of the school component	Final certification	SGDiFV	
	GED	KV4	Fundamentals of law and anti-corruption culture				LO1, LO4	"Improving the public and individual legal awareness and legal culture of students, as well as the formation of a knowledge system and a civic position on combating corruption as an antisocial phenomenon. As a result of studying the course, students should master the fundamental concepts of law, the constitutional structure of the 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 case of their violation.	Disciplines of the school component	Final certification	SGDiFV	
Module 3 - Ecology and life safety	BD	KBV1	Ecology and Life safety				LO3	"The study of the basic environmental concepts, environmental problems and approaches to their solution, sources and types of environmental pollution by enterprises, the principles of regulating the quality of atmospheric air and water, the main provisions of legislation in various fields, natural and man-made emergencies, their causes, methods of prevention and protection. "	Disciplines of the school component	Labor protection		ATSIBZhD
Module 5 - Business Competencies	GED	KV3	Fundamentals of Economics and Entrepreneurship				LO4, LO9	"Formation of analytical thinking skills on economic issues, to be able to independently draw conclusions based on the studied material, to navigate in any economic situations, to apply theoretical economic knowledge in practice, to realize their abilities, both personally and professionally. "	Disciplines of the school component	Service Management, Service Marketing, Business Process Management, Business Process Controlling, Entrepreneurship and start-up		LMT
Module 4 - Management competencies in the field of transport services	BD	KV1	Cargo management	180	6	3	LO5, LO7	Study of cargo properties and conditions of their transportation, cargo transport classification, factors affecting cargo, cargo transport characteristics affecting the organization of transportation, organization of measures to ensure safety during transportation and storage. Mastering the skills of cargo quality assessment and methods of determining the impact of cargo transport characteristics on the organization of transportation. Within the framework of the discipline, interactive teaching methods, the method of case tasks are used. The form of assessment is an oral exam.	Transportation management on transport	Interaction of modes of transport, Transport logistics, Marketing research in logistics	LMT	

BD	KV 5	Business process management	180	6	5	LO2,LO12	The business processes of enterprises of various sectors of the economy are studied, methods and models of building and analyzing business processes, the need for its rational organization are considered. The basics of constructing their features and application possibilities. Modern approaches to the management of the organization's activities. Practical skills in the field of business process management are given. Active teaching methods: business and role-playing games, brainstorming, analysis of specific situations. Form of control: implementation of a complex practical task	Fundamentals of Economics and entrepreneurship, Information and communication technologies	Entrepreneurship and start-up, Marketing of services, Managerial Economics (Minor 1), Controlling of business processes	LMT
BD	KV 5	Personnel management				LO3,LO12	The theoretical foundations of personnel management at enterprises of various forms of ownership, the organization of personnel services, the maintenance of basic personnel documentation in accordance with the current legislation of the Republic of Kazakhstan are considered. Functional division of labor and organizational structure of the personnel management service. Active teaching methods: business and role-playing games, brainstorming, analysis of specific situations. Form of control: implementation of a complex practical task	Fundamentals of Economics and Entrepreneurship	Managerial Economics (Minor 1), Time Management (Minor 1), Organization of rationing and remuneration (Minor 2)	LMT
BD	KV 6	Accounting and auditing in the service sector	270	9	2	LO6,LO10	Studies key concepts, basic principles and techniques of accounting in the service sector, its maintenance at service enterprises, familiarizes with the procedure for keeping records in primary documents, accounting information processing technology, etc. based on the use of the 1C program. Considers the basics of auditing and the organization of auditing activities, review audits, agreed procedures, compilation of financial information, preparation of an audit opinion. Active teaching methods: analysis of specific situations, business and role-playing games. Form of control: implementation of a complex practical task	Fundamentals of Economics and Entrepreneurship	Analysis of production and economic activity, Strategic marketing in the service sector	LMT
BD	KV 6	Financial and management accounting				LO6,LO10	Studies methods of financial and managerial accounting, accounting of non-current and current assets, capital, settlements and liabilities, income, expenses and financial results, the use of information for making managerial decisions. Examines the basic concepts of management accounting, cost accounting and cost calculation models, the basics of budgeting. Active teaching methods: analysis of specific situations, business and role-playing games. Form of control: implementation of a complex practical task	Financial and management accounting Fundamentals of Economics and Entrepreneurship Business process Management,	Marketing of services, Marketing Research in Logistics, Entrepreneurship and start-up, Managerial Economics (Minor 1), Final certification	LMT
PD	KV 2	Analysis of production and economic activity	180	6	7	LO7,LO8, LO10	It is aimed at developing analytical skills of working with big data to assess the main performance indicators of the enterprise, solve applied and research tasks and use various methods of processing economic information, identify the main factors affecting the main economic indicators of the enterprise. Based on the Excel program, the analysis and processing of economic indicators will be carried out. Form of control: conducting a full analysis of the enterprise with a description	Fundamentals of Economics and Entrepreneurship, Business Process Management, Service Marketing	Transport project management, Entrepreneurship and start-up, Final certification	LMT
PD	KV 2	Transport project management, Entrepreneurship and start-up, Final certification Financial planning in transport				LO7,LO8, LO10	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 regulation of tariffs, the procedure for regulating tariffs for cargo transportation, passenger transportation, baggage and cargo baggage. Active teaching methods: analysis of specific situations, business and role-playing games. Form of control: building the company's budget	Fundamentals of Economics and Entrepreneurship, Transport Marketing	Transport Project Management, Entrepreneurship and start-up	LMT
PD	KV 3	Strategic marketing in the service sector	180	6	8	LO8,LO11	Studies the essence of the concept of interaction "Nordic School", the model of impact on the consumer "7P" by M. Bitner, segmentation and positioning in the service sector, the choice of strategic positions, ranking of strategic objectives and management by weak signals. Active teaching methods: analysis of specific situations, business and role-playing games. Form of control: implementation of a complex practical task	Fundamentals of Economics and entrepreneurship, Marketing of services	Final certification	LMT

PD	KV 3	Strategic management in the service sector				LO3,LO11, LO12	The characteristics of strategic management in the service sector, strategic analysis of the external and internal environment of service enterprises are considered. The 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. Form of control: implementation of a complex practical task	Fundamentals of Economics and Entrepreneurship, Service Management, Personnel Management	Final certification	LMT
PD	KV 1	Managerial Economics (Minor 1)	90	3	5	LO2, LO8,LO 9	Formation of the conceptual apparatus and development of skills of economic analysis using modern models and patterns of economic science, consideration of economic problems and tasks facing the head of the firm. The study of this discipline will allow students to obtain and develop knowledge in the field of analytical studies of economic, technological and technical parameters of the enterprise, as well as will allow them to master the skills of applying special methods of economic justification of management decisions and assessing their consequences. Methods of active learning are used - situational tasks, case method. Form of control - oral exam	Managerial Economics (Minor 1) Fundamentals of Economics and Entrepreneurship	Strategic marketing of services, Marketing research in logistics, Project management in transport	LMT
PD	KV 2	Time Management (Minor 1)				LO2,LO3,LO6	"Formation of students' general ideas about the essence and types of time management, principles and methods of time resource management for more successful implementation of professional activities. Methods of active learning are used - situational tasks, case method. Form of control - individual project "	Fundamentals of Economics and Entrepreneurship	Strategic management in the service sector, Marketing research in logistics	LMT
PD	KV 1	Logistics Process Management (Minor 2)	90	3	6	LO5,LO11	"Manage traffic flows on all types of transport and optimize the routes of material flows, methods for determining and predicting all parameters of the functioning of networks. Students learn to reveal the essence of flow-forming factors, characteristics of the transport network, behavioral factors; to establish the relationship between the composition of traffic flows and output parameters; to study the forecasting of traffic network load; to develop skills for solving problems and analyzing transport networks. The teaching methods are: solving cases. The form of assessment is a creative exam. "	Transportation management, Fundamentals of Logistics, Transport and logistics centers and terminal technologies	Transport logistics, Transport project Management, Digital technologies in supply chain management	LMT
PD	KV 2	Optimization of traffic flows (Minor 2)				LO5,LO7	"Familiarization with modern problems of development of transport systems. The study of the principles of the organization of transportation by various modes of transport with their rational interaction, the optimal organization of traffic flows on the network (car traffic, passenger traffic, etc.). The formation of skills for optimal planning and promotion of traffic flows on the main network with unconditional safety of vehicles and creating conditions for the safe work of transport personnel. Within the framework of the discipline, the solution of practical tasks is provided. The form of control is the protection of group projects. "	Cargo science, Fundamentals of Logistics, Transportation management	Transport logistics, Transport project Management, Digital technologies in supply chain management	LMT
PD	KV 1	Marketing of goods and services (Minor 3)	90	3	7	LO9,LO11	"The objects of marketing activity, types and varieties of needs, means of satisfying them are studied, marketing classification of goods and factors affecting sales are given. Marketing of services, its classifications, features, quality requirements and factors affecting quality are considered; services of a homogeneous group, in particular, transport services, their external environment and the specifics of the commodity policy of service providers are separately analyzed. The issues of competitiveness of goods and services are revealed: their assessment, methods of ensuring competitiveness, specifics of advertising of certain groups of goods and services. Active teaching methods: analysis of specific situations, business and role-playing games. Form of control: implementation of a complex practical task "	Fundamentals of Economics and Entrepreneurship Service Management, E-commerce, Business Process Management,	Financial planning in transport, Strategic marketing in the service sector, Entrepreneurship and start-up	LMT

PD	KV 2	Organization of rationing and remuneration of labor (Minor 3)			LO3,LO10	The skills of using timekeeping and workflow photography for labor rationing in the transport sector are formed, various remuneration systems and features of their application at the enterprise are revealed. The methods of state regulation of wages and their accrual based on the forms of remuneration are considered, regulatory legal acts regulating the system of relations between the employer and the employee are investigated. Active teaching methods: analysis of specific situations, solving practical problems. Form of control: implementation of a complex practical task	Fundamentals of Economics and Entrepreneurship, Managerial Economics (Minor 1), Personnel Management	Entrepreneurship and start-up, Final certification	LMT
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