## 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							
				in academic hours	in academic credits	Semester	Learning outcomes	Brief description of the discipline	Prerequisites	Post-requirements	Anchoring a the pulpit
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					"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.	component	Final certification	SGDiFV
Module 3 - Ecology and life safety	BD	KBV1	Ecology and Life safety					"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					"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	KVI	Cargo management	180	6	3		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	KVI	Cargo packing service				LO5,LO11	To study the properties of containers and packaging, based on the characteristics, operating conditions and manufacturing; to determine the types of materials for the production of containers and packaging, to summarize information about the environmental aspect of packaging, packaging safety (environmental requirements). To form an idea about the technology of cargo handling in the warehouse, the containers and packaging used, packages, as well as labeling. Within the framework of the discipline, interactive teaching methods, the method of case tasks are used. The form of assessment is testing.	Transportation management on transport	Transport logistics, Transport and logistics centers and terminal technologies , Marketing of goods and services	LMT
	PD	KV 1	Transport and logistics centers and terminal technologies	180	6	4	LOS, LO7	Assess the development of transport infrastructure of all types of transport, including tram transport and metro, contact lines. Describes the organization of production, profile, specialization and features of transport infrastructure facilities. Forms students' skills of documenting decisions in the management of operational activities of organizations when introducing new elements of transport and logistics infrastructure by means of transport. Within the framework of the discipline, interactive teaching methods, the method of case tasks are used. The assessment form is a combined examination in the form of an oral and written survey.	Fundamentals of Logistics, Cargo Science, Transportation Management	Transport logistics, Transport project Management, Digital technologies in supply chain management	LMT
	PD	KV1	Logistics technologies of cargo delivery				L05, L011	Gain knowledge in the field of management and effective use of the latest technologies, taking into account the logistics approach to the organization of cargo delivery and the choice of a carrier, the ability to organize transport and logistics services using advanced technology. It allows students to form clear ideas and skills of managing material flows, studying methods of effective cargo delivery based on integration and coordination of operations while minimizing total costs. Within the framework of the discipline, guest lectures are conducted by leading specialists of transport and logistics companies. The teaching methods are: solving problems, conducting thematic colloquiums, seminars "brainstorming". The form of assessment is a combined exam in the form of an oral and written survey	Fundamentals of Logistics, Cargo Science, Cargo Packaging Service, Transportation Management	Transport Logistics, Transport Project Management, Digital Technologies in Supply Chain Management, Logistics Process Management (Minor 2)	LMT
Module 5 - Business Competencies	BD	KV3	Marketing of services	270	9	6	L08,L011	its features, examines the role of the demographic factor in the formation of demand for services, the specific features of the activities of enterprises operating in the service market, the model of D.Ratmel, A.Eiglie and E.Langeard, etc. Active	Fundamentals of Entrepreneurship and Leadership, Service Management, Business Process Management, Internet Marketing	Analysis of production and economic activity, Strategic marketing in the service sector, Marketing research in logistics	LMT
	BD	KV3	Transport marketing				L08,L011	The main issues of marketing implementation at transport enterprises, the peculiarities of using traditional elements of marketing mix in the transport industry, conducting commodity policy, pricing policy and promotion of services are considered. The features of the organization of marketing service activities at transport enterprises are investigated. Active teaching methods: business and role-playing games, brainstorming, project method. Form of control: implementation of a complex practical task	Fundamentals of Entrepreneurship and Leadership, Economic Geography of Transport, Service Management, Business Process Management, Internet marketing	Analysis of production and economic activity, Financial planning in transport, Marketing research in logistics, Project management in transport	LMT
	BD	KV 4	Internet marketing	270	9	5	LO2,LO8,LO9	marketing campaigns and traditional promotions and campaigns using Internet	and Entrepreneurship, Fundamentals of computer modeling	Marketing of services, Analysis of production and economic activities, Financial planning in transport, Marketing research in logistics, Project management in transport	LMT
	BD	KV 4	E-commerce				LO2,LO4,LO9	studies how to form a project development strategy for the development of logistics services, automate and optimize business processes on the Internet,	and Entrepreneurship	Marketing of Services, Marketing Research in Logistics, Managerial Economics (Minor 1)	LMT

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

PD KV3 Strategic management in LO3,LO11, LO12 The characteristics of strategic management in the service sector, strategic analysis | Fundamentals of Economics | Final certification LMT the service sector of the external and internal environment of service enterprises are considered. The and Entrepreneurship, basic models of strategic planning are studied: the Harvard Business School Service Management, model, the model of I. Ansoff, G.Steiner, the basic models of strategic Personnel Management 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 KV 1 Managerial Economics 90 LO2, LO8, LO 9 Formation of the conceptual apparatus and development of skills of economic LMT Managerial Economics Strategic marketing of services, (Minor 1) analysis using modern models and patterns of economic science, consideration of (Minor 1) Fundamentals of Marketing research in logistics, economic problems and tasks facing the head of the firm. The study of this Economics and Project management in transport discipline will allow students to obtain and develop knowledge in the field of Entrepreneurship 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 PD KV 2 Time Management (Minor LO2,LO3,LO6 "Formation of students' general ideas about the essence and types of time Fundamentals of Economics | Strategic management in the LMT management, principles and methods of time resource management for more and Entrepreneurship service sector, Marketing successful implementation of professional activities. Methods of active learning are research in logistics used - situational tasks, case method. Form of control - individual project " PD KV 1 Logistics Process 90 3 6 LO5,LO11 "Manage traffic flows on all types of transport and optimize the routes of material Transportation management. Transport logistics. Transport LMT Management (Minor 2) flows, methods for determining and predicting all parameters of the functioning of Fundamentals of Logistics, project Management, Digital networks. Students learn to reveal the essence of flow-forming factors, Transport and logistics technologies in supply chain characteristics of the transport network, behavioral factors; to establish the centers and terminal management relationship between the composition of traffic flows and output parameters; to technologies 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. " PD KV 2 Optimization of traffic LO5,LO7 "Familiarization with modern problems of development of transport systems. The Cargo science, Transport logistics, Transport LMT flows (Minor 2) study of the principles of the organization of transportation by various modes of Fundamentals of Logistics, project Management, Digital transport with their rational interaction, the optimal organization of traffic flows on Transportation management technologies in supply chain the network (car traffic, passenger traffic, etc.). The formation of skills for optimal management 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. " LO9,LO11 PD KV 1 Marketing of goods and "The objects of marketing activity, types and varieties of needs, means of satisfying Fundamentals of Economics Financial planning in transport, services (Minor 3) them are studied, marketing classification of goods and factors affecting sales are and Entrepreneurship Strategic marketing in the service given. Marketing of services, its classifications, features, quality requirements and Service Management, Esector, Entrepreneurship and factors affecting quality are considered; services of a homogeneous group, in commerce, Business Process start-up particular, transport services, their external environment and the specifics of the Management, 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 roleplaying games. Form of control: implementation of a complex practical task "

PD KV 2 Organization of rationing and remuneration of labor (Minor 3)	LO3,LO10		and Entrepreneurship, Managerial Economics (Minor 1), Personnel Management	Entrepreneurship and start-up, Final certification	LMT
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Head of the department "Logistics and management in mansport"

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Agreed:
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Head of Project "Management Department"

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для договоров, писем и тендерной документации