



## CATALOG OF CHOICE COMPONENT DISCIPLINES

**EDUCATIONAL PROGRAM**

**7M04168 MARKETING AND BUSINESS ANALYTICS**

**Level of education: Master's degree in scientific and pedagogical**

**Duration of study: 2 years**

**Year of admission: 2023**

Module	Cycle	Component	Name of the discipline	Total labor intensity		Semester	Learning outcome	Brief description of the discipline	Prerequisites	Post-requisites	Anchoring at the pulpit
				in academic hours	in academic credits						
1	2	3	4	5	6	7	8	9	10	11	12
Module 1- Basic competencies	BD	OC	Macroeconomics (advanced course)	270	9	1	LO1, LO4	Aimed at the development of knowledge and skills in the field of modern macroeconomics and the practice of macroeconomic analysis, the creation of macroeconomic models, models of consumer and investment behavior. The formation of skills to determine the investment attractiveness of the industry and predict the development of the industry and the economy, analyze the real and financial sectors of the economy. In the learning process, active learning methods are used, such as working in a team on projects.	Undergraduate disciplines	Human Resource Management, Strategic Management	LMT
	BD	OC	Micro-macroeconomic analysis				LO1, LO4, LO5	It forms knowledge about rational decision-making with limited resources, the behavior of individual economic entities, will allow future specialists to analyze events, processes and phenomena occurring at micro and macro levels, study the patterns of economic evolution and methodological difficulties experienced by economics with their explanation, develop skills in applying special methods of economic justification of managerial decisions and assessing their consequences. Methods of active	Undergraduate disciplines	Management consulting, Sales management, Customer-oriented marketing	LMT



							learning are used - situational tasks, case method.				
	BD	OC	Strategic management	180	6	2	LO5, LO6, LO9	Formation of undergraduates" basic theoretical knowledge and basic practical skills in the field of strategic management of enterprises and organizations, strategic analysis of the external and internal environment of the company, the company"s competitive strategy and corporate management strategy. Active learning methods are used - brainstorming, group work	Macroeconomics (advanced course), Big Data in the Digital Economy	Marketing research of the market	LMT
	BD	OC	Business research				LO1, LO2	Mastering theory by undergraduates, as well as developing practical skills in business research and analytics, life cycle analysis of the development of promising technologies. The scientific and technical aspects of the project are being studied. Active teaching methods used in the discipline - individual task	Organisation and Planning of Scientific Research (English), Data Management	Marketing research of the market	LMT
Module 2-IT competences	PD	OC	Big Data in the Digital Economy	180	6	1	LO1, LO4, LO8	It is aimed at studying the introduction to web analytics and web marketing, the process of collecting and analyzing data, searching for insights about the behavior of website visitors, making decisions about the site, product, analyzing advertising sources, analyzing the web server log, exploring future trends in web analytics, conducting web monitoring and trend analysis, collection and extraction of data from social networks, methods for identifying trends in social data. The learning process takes place in computer classes using various programs and Internet platforms	Undergraduate disciplines	Marketing research of the market, Strategic Management, Sales Management, Integrated Marketing Communications	LMT
	PD	OC	Data management				LO1, LO4, LO8	Studies data processing methods, management approaches (process, system, situational), redundancy reduction, the possibility of eliminating inconsistencies, as well as shared access to data, efficient, cost-effective and secure organization of data collection, storage and use processes in applications, analytical tools and algorithms, AWS programs, etc., optimization of data management by companies. The learning process takes place in specialized computer classes.	Undergraduate disciplines	Marketing Market Research, Business Research, Customer Focused Marketing, Web Marketing and Social Media Analytics	LMT
	PD	OC	Sales management	180	6	2	LO5, LO6, LO7	To form the necessary set of skills for managing people directly involved in sales, to be able to manage sales channels, to know the specifics of automating the processes of interaction with the customer base, to identify target customers, strategies and tactics of working with target groups, to form distribution and sales channels, to plan, organize and implement measures to stimulate the distribution channel. Methods of active learning are used, such as solving case problems and situations, individual projects.	Micro-macroeconomic analysis, Big Data in the digital economy	Human Resource Management, Strategic Marketing (advanced course)	LMT



	PD	OC	Customer-oriented marketing				LO6, LO9, LO12	It is aimed at the ability to use the strategies of High-touch marketing, Tech-touch marketing, Low-touch marketing depending on the types of customers, gaining knowledge about research in the field of customer-oriented marketing development, to study successful methods and techniques in the practice of large companies used to retain customers. Methods of active learning are used, such as solving case problems and situations, individual projects.	Micro-macroeconomic analysis, Data management	Management consulting, Marketing strategy and planning	LMT
Module 3- Managerial and economic competencies	PD	OC	Integrated marketing communications	180	6	2	LO6, LO9, LO12	In the course of training, a master's student will study methods to increase the effectiveness of marketing communications, the ability to cultivate leads, create integrated marketing communications, strengthen brand loyalty, accelerate the promotion of leads through the sales funnel, look for ways to maximize the effectiveness of marketing communications, pursue a policy of strengthening customer commitment to the firm's trademark, the use of event marketing, product placement, image-making, etc. Active teaching methods: case methods; business role-playing games, group work	Big Data in the digital economy	Marketing research of the market	LMT
	PD	OC	Web Marketing and Social media analytics				LO8, LO12	It is aimed at studying the introduction to web analytics and web marketing, the process of collecting and analyzing data, searching for insights about the behavior of website visitors, making decisions about the site, product, analyzing advertising sources, analyzing the web server log, exploring future trends in web analytics, conducting web monitoring and trend analysis, collection and extraction of data from social networks, methods for identifying trends in social data. The learning process takes place in computer classes using various programs and Internet platforms	Organisation and Planning of Scientific Research (English), Data Management	Marketing research of the market	LMT
	PD	OC	Human resource management	180	6	3	LO3, LO7, LO9, LO12	Considers the place and role of human resources in enterprise management, the choice of a human resource management strategy, forms skills for developing a recruitment mechanism, conducting interviews, creating a team, effective employee motivation policy, the control function as an element of a human resource management strategy, career growth, make up the psychological climate of the team, know regulatory legal acts in the field of labor relationships. Active teaching methods: case methods; business role-playing games, group work.	Management Psychology, Macroeconomics (advanced course), Sales Management	Research work of a Master's student, Final certification	LMT
	PD	OC	Management consulting				LO1, LO3, LO12	Studies the features of forms of management and business conduct, the process of solving and building a number of tasks, such as improving the quality of work of the organization's management structures, correlating the interests of the company in order to find common ground, developing new management	Management Psychology, Micro-macroeconomic analysis, Customer-oriented marketing	Research work of a Master's student, Final certification	LMT

							techniques in the company, determining the effectiveness of teamwork, analyzing the activities of management personnel, including certification and making recommendations on its results. Development of personnel motivation systems and their implementation. Active teaching methods: case methods; business role-playing games, group			
PD	OC	Strategic Marketing (Advanced course)	270	9	3	LO5, LO8, LO10	Studies how to align the company's strategic goals with marketing goals, while the student will be able to improve the company's marketing plan, create an analytical framework for the company, learn how to set marketing priorities, map competitors, analyze the advantage of the VRIO model, use analysis tools to find growth opportunities. Methods of active learning are used, such as solving case problems and situations, individual and group projects.	Management Psychology, Sales Management	Research work of a Master's student, Final certification	LMT
PD	OC	Marketing strategy and planning				LO5, LO8, LO10	Forms knowledge about the main tasks of strategic planning and program development, its stages, skills of using research results and obtained data to develop an enterprise strategy, forecast market conditions, develop marketing tactics, to ensure the growth of the company, etc. Methods of active learning are used, such as solving case problems and situations, individual and group projects.	Management psychology, Customer-oriented marketing	Research work of a Master's student, Final certification	LMT

Head of the department "Logistics and management in transport"

  
28.02.23

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Agreed:

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