

**Joint stock company «ALT Mukhametzhan Tynyshpaev University»**



**APPROVED**  
the decision of the AC ALT from  
«27»\_03\_2025 г. (Protocol № 8)  
President-Rector  
**Zharmagambetova M.S.**

### **EDUCATIONAL PROGRAM**

**Name: 6B04145 International trade**

**Degree level: Bachelor's degree**

**Code and classification of training areas: 6B041 – Business and Management**

**Code and group of educational programs: B047 – Marketing and advertising**

**Date of registration in the Registry: 10.06.2025**

**Registration number: 6B04100769**

**Almaty, 2025**

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**1. INFORMATION ABOUT THE REVIEW, APPROVAL AND APPROVAL OF THE PROGRAM, DEVELOPERS, EXPERTS AND REVIEWERS**

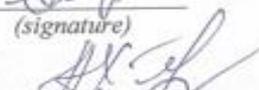
**1 DEVELOPED:**

*Assistant Professor, Ph.D. in Economics*

  
(signature)

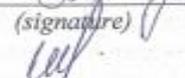
Sugurova A.Sh.

*Assistant Professor, Ph.D. in Economics*

  
(signature)

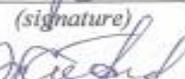
Akhmetzhanova A.H.

*Teaching Assistant*

  
(signature)

Igenbayeva Sh.A.

*1st year student, gr.EiM-23-1*

  
(signature)

Zhantore B.

**2 EXPERTS:**

*«Global Trans Logistic» of LLP*

  
(signature)

Borsch A.B.

**3 THE REVIEWER:**

*Director of «Bereket Class» LLP*

  
(signature)

Zhaparov M.A.

**4 REVIEWED AND RECOMMENDED:**

*Meeting of the AK « Transportation services and business »  
Protocol № 1, « 17 » 02 2025.*

  
(signature)

Musalieva R.D.

*Meeting of the UMB «Logistics and business»  
Protocol № 7, «20» 02 2025.*

  
(signature)

Musaeva G.S.

*UMC meeting  
Protocol № 4, «20» 03 2025.*

  
(signature)

Kojabergenova A.K.

**5 APPROVED** by the decision of the Academic Council of «27» 03 2025. № 8

**6 UPDATED 17.06.2025**

## 2. REGULATORY REFERENCES

The educational program has been developed on the basis of the following normative legal acts and professional standards:

1. The Law of the Republic of Kazakhstan "On Education" dated July 27, 2007 №. 319-III (with amendments and additions as of March 27, 2023).

2. The National Qualifications Framework approved by the protocol of March 16, 2016 by the Republican Tripartite Commission on Social Partnership and Regulation of Social and Labor Relations.

3. The sectoral qualifications framework for the field of Education, approved by the Minutes of the meeting of the Sectoral Commission of the Ministry of Education and Science of the Republic of Kazakhstan on social partnership and Regulation of social and labor relations in the field of education and science dated November 27, 2019 №3.

4. The State mandatory Standard of Higher Education (Order №. 66 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated February 20, 2023).

5. Qualification directory of positions of managers, specialists and other employees, approved by Order №. 309 of the Minister of Labor and Social Protection of the Republic of Kazakhstan dated August 12, 2022.

6. Rules for the organization of the educational process on credit technology of education in organizations of higher and (or) postgraduate education, approved by Order of the Minister of the Ministry of Education and Science of the Republic of Kazakhstan №. 152 dated 04/20/2011. (with additions and amendments dated April 04, 2023 №. 145).

7. Classifier of areas of training with higher and postgraduate education, approved by Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 №. 569 (with amendments and additions as of June 05, 2020).

8. The algorithm for including and excluding educational programs in the Register of Educational programs of Higher and Postgraduate Education, approved by Order of the Minister of Education and Science of the Republic of Kazakhstan dated December 4, 2018 №. 665 (with additions and amendments as of December 23, 2020 №. 536).

9. RI-ALT-33 "Regulations on the procedure for developing an educational program of higher and postgraduate education".

10. Professional standard: "Provision of services in the field of electronic commerce", approved by the order of NCE RK "Atameken" 07.08.2023. №125

11. <https://www.enbek.kz/atlas/profession/189>

### 3. PASSPORT OF THE EDUCATIONAL PROGRAM

<b>№</b>	<b>Field name</b>	<b>Описание</b>
1.	Registration number	6B04100769
2.	The code and classification of the field of education	6B04 – Business, management and law
3.	The code and classification of training areas	6B041- Business and Management
4.	The code and the group of educational programs	B047– Marketing and advertising
5.	Name of the educational	6B04145 International trade
6.	program	Innovative
7.	Type of OP	Training of a competitive specialist in the field of international trade with systematic knowledge in the field of international business, capable of developing and implementing effective strategies for entering international markets, taking into account global challenges
8.	The purpose of the OP	6
9.	ISCED level	6
10.	The level of the NRK	6
11.	ORC Level	No
12.	Distinctive features of the	-
13.	OP	-
14.	Partner University (SOP)	Full-time
15.	Partner University (DDOP)	Kazakh, Russian
16.	The form of education	241
17.	The language of instruction	Bachelor of Business and Management in the educational program "6B04145 International Trade"
18.	Volume of loans	№KZ12LAA00025205
19.	Academic degree awarded	-
20.	Availability of an appendix to the license for the direction of training	-
21.	Availability of OP accreditation	-

#### **4. THE GRADUATE'S COMPETENCE MODEL**

##### **Objectives of the educational program:**

1. Formation of a personality capable of self-improvement and professional growth with diverse humanitarian and natural science knowledge and interests.
2. Formation of the ability to critically rethink the accumulated experience, improve the profile of their professional activities, awareness of the social significance of their future profession, and possess high motivation to perform professional activities.
3. Mastering the fundamental concepts and theories of international trade
4. Graduates achieve the planned learning outcomes, the formation and development of students' personality, and ensure that the educational program meets the requirements of the State Educational Standard of the Republic of Kazakhstan.
5. Study of the patterns of development of world trade and international economic relations.
- 6 Familiarization with international trade agreements and WTO rules.
7. Study of customs, currency and foreign trade legislation.
8. Understanding the mechanisms of state regulation of foreign trade.
9. Acquisition of international negotiation and business communication skills.
10. Training specialists to work in international companies, export-import organizations and government agencies;

##### **Learning outcomes:**

LO1 - To explain the principles of sustainable technologies in the context of environmental protection, taking into account international requirements for the analysis of key elements of the green economy in the context of modern digital transformation

LO2 - To assess the impact of digital technologies on access to education (in the context of inclusion) and business by applying scientific research methods, basic legal norms governing entrepreneurial activity and life safety

LO3 – To apply knowledge of legal aspects regulating international trade, labor relations, conclusion and support of sales transactions in the professional sphere

LO4 – To determine the reliability of financial documents based on audit procedures for calculating profitability indicators using mathematical methods, artificial intelligence capabilities, and financial reporting to develop a company management model

LO5 - Combine ICT tools and artificial intelligence capabilities to solve business problems, develop applications, analyze web page structures, financial statements generated in the 1C program, identify risks and draw conclusions.

LO6 - To develop effective marketing strategies for the company's foreign trade, taking into account the specifics of various markets and the specifics of international standards

LO7 - To choose effective negotiation strategies in an intercultural environment using knowledge of foreign languages to assess the behavior of partners, taking into account cultural differences, as well as establish the necessary business contacts.

LO8 – To organize international shipments of goods using optimal transportation schemes and customs regulation features, taking into account economic, political, cultural and legal factors affecting trade relations between countries

LO9 – To carry out international financial transactions using various instruments and features of foreign trade between countries

LO10 – Analyze the market using marketing research and artificial intelligence methods to justify management decisions on strategy development, advertising campaigns and sales management.

LO11-To design a brand positioning strategy in the market based on the analysis of data obtained as a result of marketing research, taking into account the principles of visual merchandising and effective public presentation of the advantages of the company and its products

LO12- Choose methods of personnel selection and evaluation, personal time management, taking into account labor legislation and prioritization of tasks in professional activities

**The field of professional activity of graduates of the International Trade Program includes a set**

**of types of economic, organizational, managerial and analytical activities related to:**

- implementation and development of foreign trade operations;
- organization and management of export and import activities of organizations of various forms of ownership;
- analysis and forecasting of global commodity and service markets;
- formation and implementation of the foreign economic policy of companies and government agencies;
- Regulation of international trade at the national and international levels;
- legal, financial and customs support of foreign trade activities;
- logistical support of international commodity flows;
- participation in international commercial negotiations and the conclusion of foreign trade contracts.

**The objects of professional activity of graduates of International Trade are:**

- foreign trade activities of organizations of various forms of ownership;
- export and import operations with goods, services and results of intellectual activity;
- international commodity, financial and information flows;
- global and regional markets of goods and services, their conjuncture and infrastructure;
- foreign trade contracts, commercial and transport documents;
- International trade and economic agreements and treaties;
- Systems and mechanisms of state and supranational regulation of international trade;
- Customs procedures, payments and regimes;
- logistics chains and international transportation systems;
- currency and financial settlements and instruments for securing foreign trade transactions;
- risks of international trade activities and their management mechanisms

**Types of professional activity:**

- organizational and managerial;
- analytical;
- settlement and economic;
- consulting;
- entrepreneurial.

**Functions of professional activity:**

1) Analytical function

analysis of the state and dynamics of global and regional markets of goods and services;  
assessment of the foreign trade potential of companies and countries;  
analysis of the competitive environment, price environment and trade risks;  
preparation of analytical reports and forecasts.

**Organizational and managerial function**

planning and organization of export and import activities;  
coordination of cooperation with foreign partners;  
management of foreign trade projects and transactions;  
optimization of business processes in foreign trade.

**Contractual function**

preparation, coordination and support of foreign trade contracts;  
selection of basic terms of delivery (Incoterms);  
monitoring the fulfillment of contractual obligations;  
conducting business correspondence and negotiations with foreign counterparties.

**Economic and financial function**

calculation of efficiency of export-import operations;  
price formation in foreign trade;  
organization of currency and international settlements;

**Legal and regulatory function**

compliance with the norms of international and national foreign trade legislation;  
consideration of WTO requirements and international agreements;

interaction with customs and regulatory authorities;  
monitoring compliance with sanctions and restrictive regimes.

#### **Logistics function**

organization of international transportation and warehousing;  
selection of logistics schemes and transport routes;  
control of customs clearance and cargo movement;  
management of logistics costs and delivery dates.

#### **Communication function**

conducting international commercial negotiations;  
development of partnerships with foreign contractors;  
cross-cultural business communication;

2) processing of economic data arrays, analysis and evaluation, interpretation of the results obtained and substantiation of conclusions, calculations of economic and socio-economic indicators using mathematical modeling, quantitative methods, and marketing research results;

3) organization of the process of working with online platforms, assortment management, evaluation of the effectiveness of partnerships with marketplaces and electronic retailers; selection of highly qualified personnel, delegation of authority in accordance with the specifics of the e-commerce enterprise

4) CRM system administration: effective process management in an automated system for interacting with customers, working with communication channels, effective interaction with customers; analysis of business processes in terms of their subsequent automation, development of technical specifications and specifications

5) providing guidance on the development of the company's e-business on various foreign platforms (Amazon, Aliexpress, Ebay, Taobao, etc.);

6) conducting a broad-profile Internet business, taking into account the specifics of business planning at e-commerce enterprises;

7) development of a tactical and strategic plan for the company's development in the field of e-commerce, consideration and approval of its budgeting issues, coordination and constant monitoring of the implementation of measures, correlation of results with planned target indicators, as well as the implementation of general management of the enterprise operating in the field of e-commerce.

**The list of specialist positions:** International Trade Specialist, Foreign Economic Activity Specialist, Export-import Operations Specialist, Customs clearance Specialist, International Market Development Manager, International Logistics Manager, Foreign Partner Manager, International Sales Manager, International Sales Consultant trade analyst, international markets analyst, expert of chambers of commerce and industry and industry associations.

**Professional certificates obtained upon graduation:** 1s buchgalter.

**Requirements for the previous level of education:** general secondary, vocational, post-secondary, higher education (bachelor's degree).

During the training process, students undergo various types of professional practice:

- educational;
- production;
- industrial (pre-graduate).

#### **Educational practice.**

The purpose of the internship is to acquire primary professional competencies, including consolidating and deepening theoretical knowledge, mastering skills in working with primary documents, familiarizing students with basic economic concepts related to e-commerce, including marketing, finance and management, including in industrial settings, and preparing students for deeper study of special disciplines.

#### **Industrial practice (1).**

During the period of industrial practice, students receive certain practical knowledge, skills and abilities in the field of e-commerce and website creation.

The main objectives of industrial practice are to consolidate theoretical knowledge and develop practical skills in the previously studied disciplines of the basic and profile cycles. Industrial practice for

students is an integral part of bachelor's degree training and a component of the educational process, allowing them to navigate the labor market and find themselves in a future profession.

**Pre-graduate/industrial practice (2).**

The content of the pre-graduate/industrial practice is determined by the topic of the final qualifying work. During the pre-graduate/industrial internship period, the student collects factual material about the production (professional) activities of the enterprise (organization) and uses it when performing qualification work.

The purpose of the pre-graduate/industrial internship for bachelors is to ensure the relationship between the theoretical knowledge gained during the assimilation of the chosen educational program and practical activities. The objectives of the pre-graduate/industrial internship are to consolidate and deepen the theoretical knowledge acquired by students in the learning process, collect information for writing their final qualifying work, study best practices at the enterprise, as well as gain independent work experience.

**The final certification** makes it possible to identify and evaluate the theoretical preparation of students for solving professional tasks, readiness for the main types of professional activities of graduates in the educational program "Electronic Commerce".

The comprehensive exam includes key and practically significant questions in the disciplines of the basic and profile cycles. The final qualifying thesis (project) is aimed at systematization, consolidation and expansion of theoretical knowledge and practical skills in the chosen field and their application in solving specific scientific, technical, economic and industrial tasks.

## 5. MATRIX OF CORRELATION OF LEARNING OUTCOMES ACCORDING TO THE EDUCATIONAL PROGRAM WITH ACADEMIC DISCIPLINES/MODULES

№	Name of the discipline	Number of credits	Matrix of correlation of learning outcomes according to the educational program with academic disciplines												
			LO 1	LO 2	LO 3	LO 4	LO 5	LO 6	LO 7	LO 8	LO 9	LO 10	LO 11	LO 12	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1.	The history of Kazakhstan	5									+				
2.	Philosophy	5									+				
3.	Physical Culture	8						+							
4.	Foreign language	10									+				
5.	Kazakh (Russian ) language	10									+				
6.	Sociology	2									+				
7.	Cultural studies	2									+				
8.	Political Science	2									+				
9.	Psychology	2						+							
10.	Information and communication technologies	5	+												
11.	Environmentally sustainable technologies	5	+												
12.	Green economy and sustainable entrepreneurship		+	+											
13.	Fundamentals of financial literacy					+									
14.	Fundamentals of scientific research			+											
15.	Occupational safety and health						+								
16.	Fundamentals of law and anti-corruption culture			+											
17.	Business Mathematics 1				+										
18.	Business Mathematics 2	5				+									
19.	Microeconomics	4				+									
20.	Fundamentals of scientific research	6						+							
21.	Macroeconomics	5						+							
22.	Economic geography of transport	6								+					
23.	Finance	7				+					+				
24.	International business	6			+			+	+						
25.	International business negotiations	4			+				+						
26.	Basics of Python Programming	3					+								
27.	International economic relations	5			+					+					
28.	Educational practice	2	+	+	+	+	+								
29.	Chinese language 1	3								+					
30.	German language 1										+				
31.	Chinese language 2	3								+					
32.	German language 2										+				
33.	Chinese language 3	3								+					
34.	German language 3										+				
35.	Chinese Language (Professional) 1	3								+					
36.	German (Professional) 1										+				
37.	Chinese Language (Professional) 2	3								+					
38.	German (Professional) 2										+				
39.	Chinese Language (Professional) 3	3								+					



