

Joint Stock Company "Academy of Logistics and Transport"



I APPROVED  
decision of US ALT from  
" 27.05.2023 (Protocol No. 14)  
President-Rector  
Amirgalieva S.N.

### EDUCATIONAL PROGRAM

Name: "6B11328 - Management of services in the industry"

Level of training: bachelor course

Code and classification of training areas: 6B113 – Transport services

Code and group of educational programs: 6B095 – Transport services

Registration date in the Register: 27.05.2021

Registration number: 6Б11300067

Almaty, 2023

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

## DEVELOPED BY:

*Assistant Professor, Ph.D.*  Sugurova A.Zh.

*Assistant Professor, Ph.D.*  Akhmetzhanova A.Kh.

*Assistant Professor, Ph.D.*  Maulina N.Kh.

*Senior lecturer*  Elesheva Zh.B.

*Head of the Management Department projects" LLP "NIITK"*  Suvanbaeva F.G.

*3rd year student, group UUU-20-1*  Tokenova A.S.

## 2 САРАПШЫЛАР:


*General Director of EcoEnergoGaz LLP*  Shurmanov A.K.

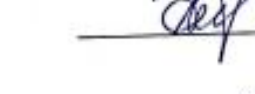
*Director of Global Trans Logistics LLP*  Akhmetova G.Zh.

## 3 REVIEWER:

*PhD in Economics, Associate Professor Almaty Management University*  Bodaubaeva G.Zh.

## 4 REVIEWED AND RECOMMENDED:

*Meeting of the AC of the Department « Logistics and management in transport » Protocol No. 6a, «27» February 2023*  Musaliev R.D.

*Meeting of the QAC-EMB of the Institute «Logistics and Management» Protocol No. 4, «28» February 2023*  Kaltaev A.K.

*Meeting of the EMC Protocol No. 5, «20» April 2023*  Zharmagambetova M.S.

**5 APPROVED** by the decision of the Academic Council of April 27, 2023 No. 14

**6 INTRODUCED** updated 05.05.2023

## 2. REGULATORY REFERENCES

1. The educational program is developed on the basis of the following legal acts and professional standards:

2. Law of the Republic of Kazakhstan "On Education" of July 27, 2007 No. 319-III (as amended and supplemented as of March 27, 2023).

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

4. The sectoral framework of qualifications of the Education sphere, 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 No. 3.

5. State compulsory standard of higher education (order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated February 20, 2023 No. 66). Квалификационный справочник должностей руководителей, специалистов и других служащих, утвержденный приказом Министра труда и социальной защиты населения Республики Казахстан от 12 августа 2022 года № 309.

6. The rules for organizing the educational process on credit technology of training 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 No. 152 of 20.04.2011 (as amended on April 04 2023 No. 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 No. 569 (as amended and supplemented 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 No. 665 (as amended and amended as of December 23, 2020 No. 536).

9. RI-ALT-33 "Regulation on the procedure for the development of the educational program of higher and postgraduate education."

### 3. PASSPORT OF EDUCATIONAL PROGRAM

<b>№</b>	<b>Field Name</b>	<b>Note</b>
1	Registration number	<i>6B11300067</i>
2	Education Area Code and Classification	<i>6B11 Services</i>
3	Code and classification of training areas	<i>6B113 – Transportation services</i>
4	Educational Program Code and Group	<i>6B095 – Transportation services</i>
5	Name of the educational program	<i>6B11328- Service Management in the Industry</i>
6	Type of OP	<i>new</i>
7	Purpose of the OP	<i>Training of specialists with knowledge in the field of management, communications management, business process building, project management, as well as skills in providing a full range of services in the field of cargo transportation and storage with the use of IT in professional activities</i>
8	ISCO level	<i>6 - Baclavriate</i>
9	NRC level	<i>6 - Baclavriate</i>
10	ORC level	<i>6 - Baclavriate</i>
11	Distinguishing features of the OP	<i>no</i>
	PARTNER UNIVERSITY (SOP)	<i>–</i>
	Partner University (DDOP)	<i>–</i>
12	Form of training	<i>full-time, full-time with transfer to FT</i>
13	Language of instruction	<i>Kazakh, Russian</i>
14	Amount of loans	<i>240</i>
15	Academic degree awarded	<i>Bachelor in Education Services "6B11328- Service Management in the Industry</i>
16	Availability of the application to the training direction license	<i>KZ12LAA00025205 (001)</i>
17	Availability of PD accreditation	<i>Is available</i>
	Name of accreditation body	<i>Independent Agency for Quality Assurance in Education</i>
	Validity period of accreditation	<i>28.05.2022 – 27.05.2027 жж. (IS-A № 0051/1)</i>

#### 4. GRADUATE COMPETENCY MODEL

Objectives of the educational program:

1. Formation of professional competencies among students in the field of service management and their practical implementation
2. Create opportunities for applied service management skills in the industry
3. Acquisition and use of special information resources for educational and research activities, purchase and development of software
4. Creation of new organizational forms of cooperation with representatives of the business environment, government bodies, etc.
5. Formation of positive motivation of students for educational and scientific activities.

Результаты обучения:

RO1 - Apply in professional activities the methods of humanitarian, natural science, social sciences, as well as the ability of scientific research

RO2 - Solve professional problems for modeling a business process (object) using knowledge of mathematical and information and communication technologies

RO3 - Develop personnel policies to improve HR management, remuneration system, taking into account methods of ensuring life safety, occupational safety and orientation to a healthy lifestyle

RO4 - Use legal knowledge in start-ups and entrepreneurial activities

RO5 - Develop optimal business processes in the functional areas of logistics for the delivery of goods and passengers during the interaction of modes of transport using IT technologies

RO6 - Process massive data through digital communications for effective use in enterprise management

RO7 - Systematize the economic indicators of the enterprise, transport market conditions to solve the problems of optimizing supply chain management

RO8 - Analyze information on trends in the development of the service market and the dynamics of the current state of the economy for the development of an enterprise strategy and in project management

RO9 - Organize electronic business in the service sector using digital communications, knowledge of state and foreign languages

RO10 - Use the 1C program Enterprise to compile accounting and other statements, assess financial stability

RO11 - Implement modern service technologies based on logistics concepts and quality management in the service delivery process

RO12 - Apply the skills of worldview, civil and moral positions in the organization of cross-functional interaction and communications of various services of enterprises in the service sector

Field of professional activity: a set of enterprises and types of activities, the functional purpose of which is expressed in the production and implementation of services.

Objects of professional activity:

- social and managerial, marketing and analytical services of enterprises in the service sector, regardless of their type of activity, form of ownership, organizational and legal forms;
- state bodies of the republican and local levels, commercial and business structures.

Professional activities:

- organizational and technological;
- production and management;
- design;
- research.

Functions of professional activity:

- 1) Organization of activities of subordinate services and subdivisions in accordance with strategic goals of the enterprise in the field of logistics
- 2) Organization and management of logistics activities
- 3) Ensuring the company's activities in the field of service management

**List of specialist positions:** Logistics Manager, SMM Marketer, Time Broker, Digital Transformation Consultant, Scrum Manager, Business Analyst, Intelligent Management Systems Architect, E-Commerce Specialists, Big Data Specialist.

**Professional certificates obtained at the end of training:** Certificate for 1C Enterprise.

**Requirements for prior education:** general secondary, technical and professional, post-secondary, higher education (undergraduate).

In the course of training, students undergo various types of professional practice:

- training;
- production;
- production (pre-diploma).

**Training practice.**

Educational and informational practice occupies a leading position in the educational process of higher education. Along with the educational and educational role, educational and educational practice is designed to ensure the didactic unity of learning in each discipline and the educational process as a whole

**Production practice.**

Production practice is aimed at vocational and practical training of students. Production practice consolidates the knowledge and skills acquired by students as a result of mastering theoretical courses, develops practical skills and contributes to the integrated formation of general cultural and professional competencies of students.

**Pre-diploma/manufacturing practice.**

Pre-diploma practice is aimed at deepening the initial practical experience of the student, developing general and professional competencies, checking his readiness for independent work, as well as preparing for the completion of final qualification work.

**Final attestation.**

The final certification of students makes it possible to identify and assess the theoretical preparation for solving professional problems, readiness for the main types of professional activities of graduates in the management of services in the industry. Graduation qualification work-thesis (project) - aimed at systematization, consolidation and expansion of theoretical knowledge and practical skills in the educational program and their application in solving specific scientific, technical, economic and production problems.

## 5. MATRIX OF CORRELATION OF EDUCATIONAL PROGRAM TRAINING RESULTS WITH TRAINING DISCIPLINES/MODULES

№	Discipline name	Number of credits	Matrix of correlation of educational program training results with academic disciplines											
			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	History of Kazakhstan	5	+											+
2	Philosophy	5	+											+
3	Foreign language	10	+											+
4	Kazakh (Russian) language	10	+											+
5	Information and communication technologies	5	+											+
Socio-political knowledge module		8												
6	Sociology	2	+											+
7	Cultural science	2	+											+
8	Political science	2	+											+
9	Psychology	2	+											+
10	Physical education	8	+											+
Module of the university component for the selection of OD														
11	Ecology and Life Safety	1			+									
12	Research methods	1	+							+				
13	Fundamentals of Economics and Entrepreneurship	2				+					+			
14	Fundamentals of Law and Anti-Corruption Culture	1	+			+								
15	Engineering mathematics	9		+										
16	Transportation Management	9						+	+					
17	Fundamentals of computer modeling	6		+				+			+			
18	Service Management	6			+			+						+
19	Economic geography of transport	6							+					
20	Interaction of transport modes	6					+		+					
21	Occupational Health and Safety	6			+									
22	Logistics Fundamentals	6					+						+	



23	Training practice	2	+												+
24	Cargo maintaining	6					+		+						
25	Freight Packaging Service						+								+
26	Service Marketing	9								+					+
27	Transportation Marketing										+				+
28	Internet marketing	9		+							+	+			
29	E-commerce				+		+						+		
30	Business Process Management	6		+											+
31	Human Resources Management					+									
32	Service Accounting and Auditing	9						+						+	
33	Financial and Management Accounting								+						+
34	Transport logistics	9					+		+						+
35	Transport Project Management	6						+		+					+
36	Business Process Controlling	6						+						+	
37	Digital in Supply Chain Management	9					+	+							
38	Marketing Research in Logistics	9						+		+					
39	Entrepreneurship and start-up	9				+						+			
40	Production Practice 1	3		+							+	+	+		
41	Production Practice 2	4			+	+	+	+	+						
42	Transport and Logistics Centers and Technology Terminals	6						+		+					
43	Logistics Technologies for Cargo Delivery								+						
44	Analysis of production and economic activities	6								+	+			+	
45	Transportation Financial Planning										+	+			+
46	Strategic Service Marketing	6									+				+
47	Strategic Service Management					+									
Minor Program 1 Marketing Logistics															
48	Management economics	3		+							+	+			
49	Logistics Process Management	3						+							+
50	Marketing of Goods and Services	3										+			+
Minor Program 2 "Labor Skills"															

51	Time-management	3		+	+			+						
52	Traffic Flow Optimization	3					+		+					
53	Organization of rationing and remuneration	3			+							+		
54	Final attestation	8	+	+	+	+	+	+	+	+	+	+	+	+

## 6. STRUCTURE OF UNDERGRADUATE EDUCATION PROGRAM

№ п/п	Description of discipline cycles	General labor intensity	
		in academic hours	in academic loans
<b>1</b>	Cycle of General Education Disciplines (OOD)	<b>1680</b>	<b>56</b>
<b>1)</b>	<b>Required component</b>	<b>1530</b>	<b>51</b>
	History of Kazakhstan	150	5
	Philosophy	150	5
	Foreign language	300	10
	Kazakh (Russian) language	300	10
	Information and communication technologies	150	5
	Module of socio-political knowledge (sociology, political science, cultural studies, psychology)	240	8
	Physical education	240	8
<b>2)</b>	<b>University component and/or optional component</b>	<b>150</b>	<b>5</b>
2	Cycle of basic and profiling disciplines (DB, PD)	not less 5280	not less 176
<b>1)</b>	University component and/or optional component		
<b>2)</b>	Professional practice		
3	Additional types of training (DVO)		
<b>1)</b>	<b>Component of choice</b>		
4	final assessment	not less 240	not less 8
	<b>total</b>	<b>not less 7200</b>	<b>not less 240</b>

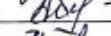



3.2.2.	23-28-03-KV-AP/ID	Analysis of economic activity of enterprises	180	6	7		180	30	30		8	112						6			LTM	
	23-28/02-03-KV-BIT	Financial planning in transport																			LTM	
3.2.3.	23-28/25-03-KV-SMJ	Strategic marketing in the service sector	180	6	8		180	30	30		8	112						6			LTM	
	23-28/02/25-03-KV-Smen	Strategic management in the service sector																			LTM	
<b>Minor Program 1 "IC Accounting"</b>																						
6	23-0-03-UII	Managerial Economics (Minor)	90	3	5		90	15	15		8	52						3			LTM	
	23-0-03-UIP	Logistics process management (Minor)	90	3	6		90	15	15		8	52						3			LTM	
	23-0-03-MTU	Marketing of goods and services (Minor)	90	3	7		90	15	15		8	52						3			LTM	
<b>Minor program 2 "Human Resource Management"</b>																						
7	23-0-03-TM	Time-management (Minor)	90	3	5		90	15	15		8	52						3			Skl and Pa	
	23-0-03-OTP	Optimization of traffic flows (Minor)	90	3	6		90	15	15		8	52						3			LTM	
	23-0-03-ONUT	Organization of labor remuneration and retirement (Minor)	90	3	7		90	15	15		8	52						3			LTM	
Minor engagement			270	9		0	270	45	45	0	24	156	0	0	0	0	0	3	3	3	0	0
TOTAL for the PD cycle			2198	70		0	2190	330	315	15	73	1248	0	0	0	4		21	30	15	4	
TOTAL FOR THE THEORETICAL COURSE			6928	230		0	6950	990	1083	45	328	4174	35	30	19	31	36	33	33	15	4	
TOTAL FOR THE ENTIRE PERIOD OF			7138	241	0	0																
<b>ADDITIONAL TYPES OF TRAINING (ATT)</b>																						
5	23-0-03-V	Volunteering	30	1	1		30				8	12	1								LTM	
	23-0-03-FC	Financial literacy	90	3	3		90	15	15		8	52						3			LTM	

AGREED:

Vice-Rector for AD  Zhamagambetova M.S.  
 Director of the DACAK  Lipkaya M.A.

DEVELOPED:

Director of the institute "LM"  Kalusev A.K.  
 Head of the department "LTM"  Mustafieva R.D.

**CATALOG OF DISCIPLINES OF THE UNIVERSITY COMPONENT**

**EDUCATIONAL PROGRAM**

**6B11328- Service Management in the Industry**

**Level of education: bachelor degree**

**period of training: 4 years**

**Year of admission: 2023 г.**

cycle	Component	Discipline name	General labor intensity		Semester	Learning Outcomes	Brief description of the discipline	Prerequisites	Post-details
			in academic hours	in academic loans					
1	2	3	4	5	6	7	8	9	10
BD	UC	Engineering mathematics	270	9	1	LO2	Mastering the mathematical apparatus for solving theoretical and applied problems of a specific profile, obtaining an idea of mathematical modeling and interpretation of the obtained solutions. Within the framework of the discipline, issues of linear algebra, analytical geometry, mathematical analysis, differential equations, series theory are considered. Active training methods - execution of individual calculation and graphic tasks involving setting a problem, building a mathematical model, finding the optimal solution, performing calculations, including using applied applications, analyzing results, formalizing work and protecting the task. The form of assessment is a combined exam in the form of solving problems	School Component Disciplines	final assessment
BD	UC	Transportation Management	270	9	2	LO6, LO7	Study of the principles of organization of transportation and management of the transportation process in various types of transport, the regulatory framework in the field of organization of transportation by transport. Formation of skills for effective use of material and technical values and rolling stock, solving issues of technical means of transport, studying cargo and passenger flows, solving problems of the transportation process using information technologies. When studying the discipline, interactive methods, solving case tasks, solving practical problems	school component disciplines	Freight, Transport Logistics, Transportation Financial Planning

							are used. The form of assessment is an exam in the form of testing.		
BD	UC	Fundamentals of computer modeling	180	6	3	LO2, LO6, LO9	Typical problems of computer modeling, the concept of model and modeling, numerical-metametric modeling, simulation are studied. General requirements are considered, models and methods. The study uses modeling tools: Excel spreadsheets, GPSS World simulation system, SAP ERP enterprise resource planning system, etc.	school component disciplines	Internet marketing, E-commerce, Business Process Management, Digital Technologies in Supply Chain Management
BD	UC	Service Management	180	6	5	LO3, LO6, LO12	It is aimed at studying the theoretical foundations of management in the service sector, features and problems of management development in the service sector, studies the process of organization at service enterprises from the point of view of management, motivation theory as a function of service management, issues of management control in the service sector. Active training methods: case method, work in small groups, imitation games. Form of control: oral exam	Fundamentals of Economics and Entrepreneurship	Service Marketing, Human Resources, Entrepreneurship and start-up
BD	UC	Economic geography of transport	180	6	4	LO6	The study of geographical and economic dimensions of the work of the transport and logistics sector and transport as an instrument for the socio-economic development of geographical space, supporting the territorial structure of socio-economic systems and serving as a catalyst for their development, is an urgent direction of study of modern social (socio-economic) geography. Form of control: oral exam	school component disciplines	Freight, Transport Logistics, Transportation Financial Planning
BD	UC	Interaction of transport modes	180	6	4	LO5, LO7	Acquisition of knowledge in the field of interaction between different modes of transport; familiarization with the main methods that make it possible to obtain quantitative assessments for choosing the optimal solutions in management activities in railway transport.	Transport Management,	Transport Marketing, Transport Logistics,

							As part of the discipline, group work on tasks is used. Evaluation Form - Project Protection.		Transport Project Management
BD	UC	Occupational Health and Safety	180	6	5	LO3	Training of specialists on the theoretical and practical foundations of safety, harmlessness and facilitation of working conditions with its maximum productivity, on the legislative and regulatory framework in the field of labor protection. Training methods - case-study, group discussions. The form of assessment is an exam in the form of an oral survey	Ecology and Life Safety	final assessment
BD	UC	Logistics Fundamentals	180	6	3	LO5, LO11	Study the conceptual area of logistics, the prerequisites for the emergence and development of logistics systems. Forms an idea of logistics operations, processes and technologies for the delivery of goods. Training methods are: solving problems, holding thematic colloquia, seminars «мозговой штурм». Форма оценивания - тестирование.	Transportation Management	Interaction of transport types, Transport and logistics centers and technology terminals
MD	UC	Transport logistics	270	9	6	LO5, LO7, LO11	Identify the main provisions of transport support for logistics systems, activities in the field of transportation, covering the entire range of operations and services for the delivery of goods from the manufacturer of products to the consumer, the principles of design and construction of logistics systems. Master the skills of optimizing and organizing rational cargo flows, their processing in specialized logistics centers, ensuring an increase in their efficiency, reducing unproductive costs and costs. Training methods are: solving problems, holding thematic colloquia, brainstorming seminars. Within the framework of the discipline, guest lectures are held by leading specialists of transport and logistics companies. The form of assessment is testing.	Basics of logistics, Interaction of modes of transport and logistics centers and technology terminals	Digital in Supply Chain Management, Transportation Financial Planning, Transportation Project Management
MD	UC	Transport Project Management	180	6	6	LO6, LO8, LO12	He studies general concepts, tasks in project management in transport, system thinking in the field of project design, development of project plans. Considers the effectiveness of the project approach implementation	Economic geography of transport,	Digital in Supply Chain Management



							in management activities, presentation preparation and protection of reports using MS PowerPoint; performing PEST analysis and SWOT analysis, building a "target tree," building network models. Active training methods: case methods; business role-playing games, group work. Control Form: Project Case Task	Interaction of modes of transport	Transportation Financial Planning, Logistics Marketing Research
MD	UC	Business Process Controlling	180	6	7	LO6, LO10	He studies the essence and directions of business process controlling, providing resources to transport enterprises and financial controlling. Considers strategic planning and budgeting, the use of business process controlling tools for management decisions. Active training methods: case methods; business role-playing games, group work. Control form: performance of a comprehensive practical task	Fundamentals of Economics and Entrepreneurship, Service Management, Service Marketing, Business Process Management	Entrepreneurship and start-up, Logistics Marketing Research, Service Strategic Marketing
MD	UC	Digital in Supply Chain Management	270	9	7	LO5, LO6	Explore the basic concepts and patterns of digital integration in supply chains, as well as advanced concepts and approaches to supply chain management. Application of principles of construction and structure of SCOR-model of supply chains, work with tools of digital technology management analysis in supply chains, implementation of long-term, medium-term and operational planning, monitoring, use of digital technologies (Big Data, IoT (Internet of Things), cloud services, etc.) in supply chain management and their influence on logistics processes and efficiency of supply chain management. The interactive online gamification method (BeerGame) is used. The discipline solves practical problems, submitting an individual task in the	Logistics Fundamentals, Transport Logistics, Information and Communication Technologies	final assessment

							form of presentations. The form of assessment is an exam in the form of testing.		
MD	UC	Marketing Research in Logistics	270	9	7	LO6, LO8	Studies the content and directions of market research in logistics, gives a general description of the stages of market research. Methods, experiments and their role in conducting certain types of marketing research are investigated. The process of market research in logistics is being studied. Active training methods: case methods; business role-playing games, group work. Control Form - Marketing Research Result for Selected Job	Logistics Fundamentals, Transport Logistics, Information and Communication Technologies, Service Marketing, Service Management	Service Strategic Marketing, Service Strategic Management
MD	UC	Entrepreneurship and start-up	270	9	8	LO4, LO9	It is aimed at studying the features of the creation and development of startups, the parameters of the business model, external financing of the startup, the typical distribution of investment costs. He studies the concept of "subversive innovations" by K. Kristensen, optimization of team and staff costs, the technique for developing a schedule of work startup project using MS Project, the ability to use traditional and modern techniques of rhetoric for speeches, presentations and project protection. Active training methods: case methods; business role-playing games, group work. Control Form: Project	Fundamentals of Economics and Entrepreneurship, Service Management, Service Marketing, Business Process Management	final assessment

## CATALOG OF CHOICE COMPONENT DISCIPLINES

**EDUCATIONAL PROGRAM**

**6B11328-Service management in the industry**

**Level of education: bachelor's degree**

**Duration of study: 4 years**

**Admission year: 2023**

Cycle	Component	Name of the discipline	Total labor intensity		Semester	Learning Outcomes	Brief description of the discipline	Prerequisites	Post-prerequisites
			in academic hours	in academic credits					
1	2	3	4	5	6	7	8	9	10
GED	OC	Ecology and life safety	150	5	1	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. Within the framework of the discipline, group projects are carried out, practical tasks are calculated. The form of evaluation is testing.	disciplines of the school component	Labor protection
GED	OC	Methods of scientific research				LO1, LO8	Obtaining theoretical and applied knowledge on methods of scientific research of problems in the field of telecommunications, 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
GED	OC	Fundamentals of Economics and				LO1, LO4	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	disciplines of the school component	Service Management, Service Marketing,

		Entrepreneurs hip					regulation, conditions for the development of entrepreneurship, organizational and legal forms of doing business, business planning, business secrecy, social responsibility of entrepreneurship. Active teaching methods: case methods; business role-playing games, group work. Form of control: business plan (release of a new product or service, opening your own business)		Business Process Management, Business Process Controlling, Entrepreneurship and start-up
GED	OC	Fundamentals of law and anti-corruption culture				LO1, LO4	Increase of public and individual legal awareness and legal culture of students, as well as the formation of a system of knowledge 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	Entrepreneurship and start-up, Service marketing
BD	OC	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
BD	OC	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,	Transportation management on transport	Transport logistics, Transport and logistics centers and terminal technologies, Marketing of goods and services

							interactive teaching methods, the method of case tasks are used. The form of assessment is testing.		
BD	OC	Marketing of services	270	9	L	LO8, LO11	The course examines the functioning of the service sector in the modern economy, 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 teaching methods: business and role-playing games, brainstorming, project method. Form of control: implementation of a complex practical task	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
BD	OC	Transport marketing				LO8, LO11	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 activities, Financial planning in transport, Marketing research in logistics, Project management in transport
BD	OC	Internet marketing	270	9	5	LO2, LO8, LO9	Studies how to use marketing tools on the Internet and apply them during advertising, PR and BTL campaigns, evaluate the effectiveness of both Internet marketing campaigns and traditional promotions and campaigns using Internet tools, develop Internet marketing strategies and choose digital communication channels to fulfill marketing strategy tasks. Active teaching methods: case methods; business role-playing games, group work. Form of control: implementation of a complex practical task	Fundamentals of Economics 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
BD	OC	E-commerce				LO2, LO4, LO9	The organization of online sales channels of transport services is considered, studies how to form a project development strategy for the development of logistics services, automate and optimize business processes on the Internet, administer online business, conduct marketing activities, studies the procedures for online purchase and sale of services, electronic payments, the basis of working with Big Data. Active teaching methods: case methods; business role-playing games, group work. Form of control: implementation of a complex practical task	Fundamentals of Economics and Entrepreneurship Fundamentals of computer modeling	Marketing of Services, Marketing Research in Logistics, Managerial Economics (Minor 1)
BD	OC	Business process management				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
BD	OC	Personnel management	180	6	5	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 of labor (Minor 2)

BD	OC	Accounting and auditing in the service sector	270	9	4	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
BD	OC	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	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
MD	OC	Transport and logistics centers and terminals technologies	180	6	4	LO5, 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 form of assessment 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
MD	OC	Logistics technologies				LO5, LO11	Gain knowledge in the field of management and effective use of the latest technologies, taking into account the	Fundamentals of	Transport Logistics,

		of cargo delivery					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 examination in the form of an oral and written survey	Logistics, Cargo Science, Cargo Packaging Service, Transportation Management	Transport Project Management, Digital Technologies in Supply Chain Management, Logistics Process Management (Minor 2)
MD	OC	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. The analysis and processing of economic indicators is carried out on the basis of the Excel program. 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
MD	OC	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 the transportation of goods, the transportation of passengers, baggage and cargo. 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
MD	OC	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	Fundamentals of Economics and	Final certification



							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	entrepreneurship, Marketing of services	
MD	OC	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



Исх. № 170-23

от «01» июня 2023 года

*Тема: Экспертное заключение*

**ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ  
на образовательную программу  
«БВ11328-Управление услугами в отрасли»**

Реализация образовательной программы «БВ11328-Управление услугами в отрасли» осуществляется посредством последовательности изучаемых дисциплин, с установлением конкретных задач и целевых индикаторов. Четко прослеживается междисциплинарное взаимодействие, которое заключается в комплексной связи между содержанием отдельных учебных дисциплин, посредством которых достигается внутреннее единство программы подготовки специалистов.

В учебном плане образовательной программы определен перечень всех учебных дисциплин обязательного компонента и компонента по выбору, трудоемкость каждой учебной дисциплины в кредитах, последовательность их изучения, виды учебных занятий и формы контроля. Актуально изучение вопросов управления услугами на предприятиях, функционирующих в сфере транспортно-коммуникационной отрасли и формирования экономической модели построения бизнеса в сфере услуг.

Образовательные траектории разработаны в соответствии с запросами транспортно-коммуникационной отрасли и рынка услуг.

Цель образовательной программы актуальна, сформулирована достаточно лаконично и объединяет в себе результаты обучения. В описании дисциплин отражены их цели и содержание, как индикатора достижения результатов обучения по данной образовательной программе. Также, в образовательной программе, разработанной на основе профессионального стандарта, отражены основные трудовые функции в компетенциях и результатах обучения, указаны виды связей с работодателями: проведение



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гостевых лекций, лекций ведущих топ менеджеров, наличие филиалов кафедр на базе организаций.

Таким образом, представленная на экспертизу образовательная программа «6В11328-Управление услугами в отрасли» по направлению подготовки кадров «6В113 Транспортные услуги», полностью соответствует требованиям ГОСО, имеет четкую последовательность при разработке, отвечает современным запросам рынка труда, профессиональным стандартам и может быть реализована для подготовки кадров по образовательной программе «6В11328-Управление услугами в отрасли» по направлению 6В113 Транспортные услуги.

Эксперт:  
Генеральный директор  
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**ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ**  
**на образовательную программу**  
**«6В11328-Управление услугами в отрасли»**

Реализация образовательной программы «6В11328-Управление услугами в отрасли» осуществляется посредством последовательности изучаемых дисциплин, с установлением конкретных задач и целевых индикаторов. Четко прослеживается междисциплинарное взаимодействие, которое заключается в комплексной связи между содержанием отдельных учебных дисциплин, посредством которых достигается внутреннее единство программы подготовки специалистов.

В учебном плане образовательной программы определен перечень всех учебных дисциплин обязательного компонента и компонента по выбору, трудоемкость каждой учебной дисциплины в кредитах, последовательность их изучения, виды учебных занятий и формы контроля. Актуально изучение вопросов развития системы управления предприятиями в сфере услуг с использованием современных информационно-коммуникационных технологий.

Образовательные траектории разработаны в соответствии с запросами предприятий, входящих в транспортно-коммуникационную систему страны.

Цель образовательной программы актуальна, сформулирована достаточно лаконично и объединяет в себе результаты обучения. В описании дисциплин отражены их цели и содержание, как индикатора достижения результатов обучения по данной образовательной программе. Также, в образовательной программе, разработанной на основе профессионального стандарта, отражены основные трудовые функции в компетенциях и результатах обучения, указаны виды связей с работодателями: проведение гостевых лекций, лекций ведущих топ менеджеров, наличие филиалов кафедр на базе организаций.

Таким образом, представленная на экспертизу образовательная программа «6В11328-Управление услугами в отрасли» по направлению подготовки кадров «6В113 Транспортные услуги», полностью соответствует требованиям ГОСО, имеет четкую последовательность при разработке, отвечает современным запросам рынка труда, профессиональным стандартам и может быть реализована для подготовки кадров по образовательной программе «6В11328-Управление услугами в отрасли» по направлению 6В113 Транспортные услуги.

Эксперт:  
Директор ТОО «Global Trans Logistics»



Ахметова Г.Ж.

**Рецензия**  
на образовательную программу  
по направлению подготовки 6В113 «Транспортные услуги»

Образовательная программа бакалавриат «6В11328-Управление услугами в отрасли» содержит следующую информацию: квалификация выпускника, форма и срок обучения, направление и характеристика деятельности выпускников, приведен полный перечень компетенций, которыми должен обладать выпускник в результате освоения данной образовательной программы.

Дисциплины учебного плана по рецензируемой образовательной программе формируют весь необходимый перечень общекультурных и профессиональных компетенций, предусмотренных ГОСО по соответствующим видам деятельности.

В учебном плане образовательной программы определен перечень всех учебных дисциплин обязательного компонента и компонента по выбору, трудоемкость каждой учебной дисциплины в кредитах, последовательность их изучения, виды учебных занятий и формы контроля. Каталог элективных дисциплин, Каталог внутривузовского компонента полностью отражают преемственность дисциплин Основы компьютерного моделирования, Интернет-маркетинг, E-commerce, Контроллинг бизнес-процессов, Цифровые технологии в управлении цепями поставок.

Соблюдена последовательность изучения дисциплин, включены дисциплины необходимые для производства и технологического процесса.

Содержание рабочих программ учебных дисциплин и практик позволяет сделать вывод, что оно соответствует компетентностной модели выпускника.

Образовательная программа предусматривает профессионально-практическую подготовку обучающихся в виде практики. Содержание программ практик свидетельствует об их способности сформировать практические навыки обучающихся.

Для разработки образовательной программы были привлечены опытный профессорско-преподавательский состав, ведущие представители работодателя, обучающиеся, учтены их требования при формировании дисциплин профессионального цикла.

**Заключение:**

В целом, рецензируемая образовательная программа отвечает основным требованиям ГОСО, национальной рамке квалификаций, отраслевой рамке квалификаций, профессиональных стандартов, Атласу новых профессий и способствует формированию общекультурных и профессиональных компетенций по направлению подготовки «6В11328-Управление услугами в отрасли»

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Г.А. Бодаубаева

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ТОВАРИЩЕСТВО С ОГРАНИЧЕННОЙ  
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Исх. № 171-23

от «01» июня 2023 года

Тема: Рекомендательное письмо

**Уважаемая Роза Джалиловна!**

Руководство «ТОО «ЭкоЭнергоГаз» в лице Генерального директора Шурманова А. ознакомилось с содержанием образовательной программы «6В11328-Управление услугами в отрасли» и внесло следующие рекомендации:

- включить в содержание образовательной программы дисциплины: с IT технологиями,
- увеличить количество часов, выделяемых на проведение части лабораторных и практических занятий на базах работодателей с целью формирования определенных видов профессиональных компетенций;
- актуализировать содержание образовательных программ путем включения в цикл базовых и профилирующих модулей дисциплины, отражающие современные инновационные технологии в транспортно-коммуникационной сфере. Предлагается включить следующие дисциплины: Тайм-менеджмент, Оптимизация транспортных потоков в программу минор, а также Контроллинг бизнес-процессов и маркетинг услуг.
- увеличить количество часов, выделяемых на проведение производственных практик.

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## Протоколы





### 13. ЛИСТ ОЗНАКОМЛЕНИЯ

№ п/п	Ф.И.О лица, ознакомленного с документом	Должность	Подпись	Дата
1	2	3	4	5