

**JOINT STOCK COMPANY «ACADEMY OF LOGISTICS AND
TRANSPORT»**



APPROVED
by the decision of the AC ALT from
2023y. (Protocol № 8)
President-Rector
Amirgalieva S.N.

EDUCATIONAL PROGRAM

Name: 7M04168 Marketing and Business Analytics

Level of training: magistracy course

Code and classification of training areas: 7M041 Business and administration

Code and group of educational programs: M075 Marketing and advertising

Date of registration in the Registry: 21.06.2023

Registration number: 7M04100958

Almaty, 2023 y.

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

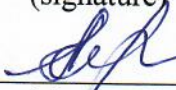
1 DEVELOPED BY:

Assistant Professor, Candidate of Economic Sciences.


(signature)

Akhmetzhanova A.H.

Assistant Professor, Candidate of Economic Science.


(signature)

Sugurova A.Zh.

Teaching Assistant


(signature)

Igenbaeva Sh.A.

2 EXPERTS:

Chief specialist of the "Estimates and LRP" department of the Research Institute TC LLP


(signature)

Tarasova M.A.

3 REVIEWER:

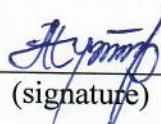
Candidate of Economic Sciences, Associate Professor of the Art Management Department of the Kazakh National Conservatory named after K. KURMANGAZY


(signature)

Zhusupova A.M.

4 REVIEWED AND RECOMMENDED:

Meeting of the AC of the Department « Logistics and management in transportation»
(Protocol №6a , «28» February 2023)


(signature)

Musaliyeva R.D.

Meeting of the QAC-EMB of the Institute «Logistics and Management»
(Protocol № 4, «28» February 2023)


(signature)

Kaltaev A.K.

Meeting of the EMC
(Protocol № 4a, «29» March 2023)


(signature)

Zharmagambetova M.S..

5 APPROVED by the decision of the Academic Council of March 30, 2023 No. 13

6 INTRODUCED for the first time

2. НОРМАТИВНЫЕ ССЫЛКИ

2. REGULATORY REFERENCES

The educational program is 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 No. 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 of 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 No. 3.

4. State Mandatory Standard of Higher and Postgraduate Education (Order No. 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 the Order of the Minister of Labor and Social Protection of the Population of the Republic of Kazakhstan dated August 12, 2022 No. 309.

6. Rules for the organization of the educational process on credit technology of education in organizations of higher and (or) postgraduate education, approved by the Order of the Minister of the Ministry of Education and Science of the Republic of Kazakhstan No. 152 dated 20.04.2011. (with additions and amendments dated April 04, 2023 No. 145).

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

8. The algorithm of inclusion and exclusion of educational programs in the Register of educational programs of higher and postgraduate education, approved by the Order of the Minister of Education and Science of the Republic of Kazakhstan dated December 4, 2018 No. 665 (with additions and amendments as of December 23, 2020 No. 536).

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

10. Professional standard: "Activity in the field of market analysis", approved by the order of NPP RK "Atameken" from 26.12.2019 № 263.

3. PASSPORT OF THE EDUCATIONAL PROGRAM

№	Field name	Note
1.	Registration number	7M04100958
2.	Code and classification of the field of education	7M04 – Business, Administration and Law
3.	Code and classification of training areas	7M041 – Business and administration
4.	Code and group of educational programs	M075 – Marketing and advertising
5.	Name of the educational program	7M04168 Marketing and Business Analytics
6.	Type of educational program	New
7.	Purpose of the educational program	Training of a specialist who can analyze economic indicators and manage the company's marketing activities in conditions of uncertainty
8.	ISCED level	7
9.	Level according to the NQF	7
10.	Level according to the IQF	7
11.	Distinctive features of the EP	No
12.	Partner University (JEP)	-
13.	Partner University (Two-degree EP)	-
14.	Form of training	Full-time, full-time with the use of distance education technology
15.	language of education	Kazakh, Russian
16.	Volume of credits	240
17.	Academic degree awarded	Master's degree in economics
18.	Availability of an appendix to the license for the direction of training	№KZ12LAA00025205 до 29.06.2028
19.	Availability of EP accreditation	-
20.	Name of the accreditation body	-
21.	Validity period of accreditation	-

4. THE GRADUATE'S COMPETENCE MODEL

Objectives of the educational program:

1. Formation of abilities to study in-depth marketing strategies, market and consumer research, training in effective methods of communication with consumers, partners and within the company
2. Training in digital marketing techniques, including social media, content marketing, SEO and other tools, analysing the effectiveness of digital campaigns
3. Obtaining full quality higher education and professional competence in marketing and economic analysis.
4. Achievement of planned learning outcomes by graduates, formation and development of students' personality, ensuring compliance of the educational programme with the requirements of the State Educational Standards of the Republic of Kazakhstan.
5. Acquisition of skills of creation and management of brand taking into account the needs of the market and target audience.
6. Developing the ability to extract and use the necessary information from various sources, analyse it to make managerial and business decisions, develop certain marketing business models.
7. Learning methods of researching large data arrays, using methods of economic analysis, analysis and evaluation from different sides of the behaviour of economic agents of different industries and sectors of the economy, determining the level of their competitiveness

Learning outcomes:

- LO1 - Use different economic models to work out the company's development strategy, minimize risks, and optimize financial resources
- LO2 - Determine the work on conducting marketing research, analysis of indicators for evaluation and decision-making to improve the strategy of the enterprise
- LO3 – Develop tests, questionnaires for recruiting and building an effective team
- LO4 – Predict changes in market conditions to develop preventive measures to reduce risk
- LO5 - Compare different strategies for entering new markets
- LO6 - Recommend various options for management decisions to improve the efficiency of the enterprise.
- LO7 - Organize the work of the marketing service using effective approaches in the division of labor.
- LO8 – Develop a strategic marketing plan for an enterprise using digital media
- LO9 – Establish business communications within the company, as well as with external partners and customers
- LO10 – Determine marketing priorities in the company's strategy
- LO11 – Use the knowledge of the humanities, natural, applied sciences and the system of scientific knowledge to develop a methodological culture..
- LO12 - Choose effective ways of communication for the company, taking into account Internet platforms (social networks)

Field of professional activity: pedagogical, economic, marketing, production and logistics and analytical services of organisations of various branches of the national economy, spheres and forms of ownership.

Objects of professional activity: Secondary and higher educational institutions, enterprises of branches of the national economy of various organisational and legal forms, their structural, production and functional divisions, design organisations, research institutions, consulting companies, commercial organisations, etc..

Types of professional activity:

- organisational and managerial;
- analytical;
- pedagogical;
- counselling;
- entrepreneurial;
- research.

Functions of professional activity:

1) independent planning of pedagogical activities, conducting lecture and practical/seminar classes, preparation of methodological documents taking into account the requirements for them.

2) development of the marketing plan of the company, its budgeting, coordination and constant control over the implementation of planned marketing activities, as well as the overall management of the marketing department in the company;

3) creating and coordinating marketing processes within the company; monitoring and optimising processes and costs

4) coordinating and ensuring effective activity of all employees of the marketing department; participation in making strategic decisions of the company; annual discussion of strategic and operational plans of the marketing department

5) recruiting personnel for the marketing department and agreeing on the appropriate salary level for them; defining and setting annual targets for subordinates and agreeing on bonus rewards for them; supervising and regularly assisting subordinates in realising their targets

6) Developing and agreeing detailed marketing policies, processes, schemes and instructions, taking into account the strategic activities of the business

7) Defining current supplier and competitor relationships within the company and department, functional boundaries, duties and responsibilities.

List of specialist positions: teacher, head of marketing service, head of marketing and sales department, head of department (marketing and sales), manager (in marketing and sales departments (services)), digital marketing director.

Professional certificates obtained at the end of training: ICAccountant.

Requirements for the previous level of education: higher education (bachelor's degree).

In the process of training, students undergo different two types of practice:

- pedagogical practice - in educational organisations;
- research practice - at the place of the thesis fulfilment;

Pedagogical practice.

Pedagogical practice of Master's students is a practical training of future teachers, conducted in conditions, as close as possible to the professional activity of a teacher. Pedagogical practice is aimed at the formation of functional competences, at the development of abilities to perform tasks in professional and educational spheres. In the process of pedagogical practice the professional and personal development of future teachers is activated. In the course of practice master students make and implement a plan of educational activity with a group of students, develop and conduct a system of classes reflecting the completed segment of the learning process on the basis of the content of profiling disciplines, demonstrate mastery of modern technologies and methods of education.

The aim of the pedagogical practice is to:

- consolidation and deepening of knowledge on general scientific, psychological and pedagogical, methodological, basic and profile disciplines;

- formation of pedagogical skills, abilities and competences on the basis of theoretical knowledge.

The programme of pedagogical practice is developed by the department and approved by the President-Rector of the Academy of Logistics and Transport.

The programme of pedagogical practice should be aimed at the development of professionally significant skills and formation of key competences:

- planning, forecasting, analysis of the main components of the process of teaching and education;
- the use of various forms and methods of organisation and implementation of educational and cognitive, labour, social, environmental, health, recreational, game and other types of student activities;
- implementation of an individual approach to students in the course of educational and upbringing work, taking into account the peculiarities of their development;
- carrying out pedagogical diagnostics of the state of the pedagogical process.

The bases of pedagogical practice are educational organisations providing secondary vocational education, higher education.

Research practice.

Research practice is a type of research activity aimed at deepening and systematisation of theoretical and methodological training of a Master student, practical mastering of the technology of research activity, acquisition and improvement of practical skills of scientific and experimental work in accordance with the requirements to the level of Master training.

Research practice of students is carried out for the purpose of familiarisation with the latest theoretical, methodological and technological achievements of domestic and foreign science, with modern methods of scientific research, processing and interpretation of experimental data. The content of the research practice is determined by the topic of the thesis research.

Master's research practice is carried out at the place of study or in scientific organisations, which can be considered as experimental sites for conducting research related to the subject of Master's thesis. In the course of practice, Master's students are given the opportunity to conduct experimental research on a pre-designed programme that takes into account the objectives of the Master's thesis.

Master's student research work (MSc).

Planning of R&D in weeks is determined on the basis of the normative time of work of a Master student during a week. The number of credits allocated for the implementation of research and development activities in a particular academic period is determined by the working curriculum of the professional educational programme in the direction of training **7M04168 - Marketing and Business Analytics**.

NIRM should:

- 1) correspond to the main problem of the educational programme of Master's degree, on which the Master's thesis is defended;
- 2) be relevant and contain scientific novelty and practical significance;
- 3) be based on modern theoretical, methodological and technological achievements of science and practice;
- 4) be based on modern methods of data processing and interpretation with the use of computer technologies;
- 5) be carried out using modern methods of scientific research;
- 6) contain research (methodological, practical) sections on the main defended provisions.

The Master's thesis is carried out during the research period.

Within the framework of NIRM the individual work plan of a master's student for acquaintance with innovative technologies and new types of production provides for compulsory scientific internship in scientific organisations and (or) organisations of relevant industries or spheres of activity.

The purpose of research work is to prepare a master's student who knows the methodology of scientific cognition of processes and is able to apply scientific methods in the study of problems of

modern production, the final result of the research activity of which is the writing and successful defence of a master's thesis.

- Objectives of the research work:
- - To prepare highly qualified specialists of modern formation, possessing broad fundamental knowledge;
- - to develop the abilities and skills of master's students to critically analyse and master theoretical concepts in order to implement them in practice and with subsequent approbation at the international level;
- - to form Master's students' abilities to professional growth and self-development, skills of independent creative mastering of new knowledge throughout their active life.
- As a result of mastering the Master's programme, graduates should be prepared to perform the following types and tasks of professional research work:
- - demonstrate a systematic understanding of the field of study, mastery of research skills and methods used in the field;
- - plan, design, implement and adjust the complex process of scientific research;
- - contribute with their own original research to the expansion of the boundaries of the field of study, which may merit publication at a national or international level;
- - critically analyse, evaluate and synthesise new and complex ideas;
- - communicate their knowledge and achievements to colleagues, the scientific community and the general public;
- - contribute to the development of a knowledge-based society.
- **The scientific internship is conducted for the purpose of:**
- fulfilment of the tasks of the master's thesis;
- familiarisation with innovative technologies and new types of production;
- familiarisation with the latest theoretical, methodological and technological achievements of domestic and foreign science;
- familiarisation with modern methods of scientific research, processing and interpretation of experimental data;
- consolidation of theoretical knowledge obtained in the course of training acquisition of practical skills, competences and experience of professional activity, as well as mastering of advanced experience in the given area.

NIRM Requirements:

- 1) correspondence to the main problem of the educational programme of Master's degree, on which the Master's thesis is defended;
- 2) is relevant and contains scientific novelty and practical significance;
- 3) is based on modern theoretical, methodological and technological achievements of science and practice;
- 4) is based on modern methods of data processing and interpretation with the use of computer technologies;
- 5) is carried out using modern methods of scientific research;
- 6) contains research (methodological, practical) sections on the main defended provisions.

The Academy defines special requirements for Master's student training in the research part of the programme. The special requirements include:

- knowledge in the field of scientific and management activity in the conditions of constant renewal of knowledge and modernisation of society;
- conducting independent research activities on problems and disciplines;
- ability of practical processing and transfer of information using modern technical means;
- ability to forecast the directions of technical and scientific development of the country;

- possession of modern specialised skills and methods necessary for making effective decisions in the field of engineering and technology.

The main content of the research and development programme is reflected in the individual work plan of the Master student.

NRMM content.

Research work of a master's student can be carried out in the following forms:

- fulfilment of tasks of the scientific supervisor in accordance with the approved plan of research work;

- participation in the research work of the department;

- participation in scientific and scientific-methodological seminars held by the Academy, department;

- use of modern methods of data processing and interpretation with the use of computer technologies;

- participation in the development of project documents and other provisions related to the subject area of scientific research;

- participation in scientific research, including joint scientific projects and programmes;

- preparation and defence of master's thesis.

The form of research work of a Master's student may be specified and supplemented depending on the specifics of the Master's programme and the topic of the Master's thesis.

Research work of a master's student includes:

- research work;

- scientific internship;

- scientific publications (participation in scientific conferences and seminars);

- writing a master's thesis.

Organisation of scientific internship within the framework of IPRM.

Scientific internship is one of the most important components of Master's degree and is implemented in accordance with the IPRM in the terms determined by the academic calendar and individual work plan of a Master's student.

The terms of scientific internship are determined by the Academy independently. The scientific internship, as a rule, is planned in the second year of Master's study.

Scientific internship of a Master student is carried out on the basis of agreements concluded with enterprises/organisations/institutions, universities and scientific organisations and leading scientists in the framework of Agreements and Memoranda of Cooperation in the field of education and science, as well as on the basis of personal invitations from educational and scientific organisations.

Final attestation of a Master student is carried out in the form of writing and defence of a Master's thesis.

The purpose of the final attestation of a Master's student is to assess the scientific-theoretical and research-analytical level of a Master's student, formed professional and managerial competencies, readiness for independent performance of professional tasks and compliance of his/her training with the requirements of the educational programme of Master's degree.

The students who have completed the educational process in accordance with the requirements of the educational programme, working curriculum and working training programmes, as well as those who have passed a preliminary defence (extended session) on the results of dissertation research are admitted to the final attestation.

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												
			LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1.	Foreign language (Professional)	4												+	
2.	History and philosophy of science	5												+	
3.	Pedagogy of higher education	5												+	
4.	Managerial Psychology	2									+		+	+	
5.	Macroeconomics (advanced course)	9	+			+									
6.	Micro-macroeconomic analysis	9	+			+	+								
7.	Strategic management	6					+	+			+				
8.	Business research	6	+	+											
9.	Market research	9		+		+					+				
10.	Organization and planning of scientific research (English)	6	+	+											
11.	Integrated marketing communications	6						+			+				+
12.	Web Marketing and Social media analytics	6									+				+
13.	Strategic Marketing (Advanced course)	9					+				+		+		
14.	Marketing strategy and planning	9					+				+		+		
15.	Sales management	6					+	+	+						
16.	Customer-oriented marketing	6						+				+			+
17.	Human resource management	6			+				+		+				+
18.	Management consulting	6	+		+										+
19.	Big Data in the Digital Economy	6	+			+					+				
20.	Data management	6	+			+					+				
21.	Итоговая аттестация	8	+	+	+	+	+	+	+	+	+	+	+	+	+

6. MASTER'S PROGRAMME STRUCTURE

№ п/п	The name of the cycles of disciplines	Total labor intensity	
		in academic hours	in academic credits
1	2	3	4
1.	Theoretical training	2520	84
1.1	Basic Discipline Cycle (BD)	1050	35
1)	University component (VC):	600	20
	History and philosophy of science	150	5
	Foreign language (Professional)	120	4
	Pedagogy of higher education	150	5
	Managerial Psychology	60	2
	Pedagogical practice	120	4
2)	Elective component (EC)	450	15
1.2	Cycle of specialised disciplines (PD)	1470	49
1)	University component	420	14
2)	Optional component	960	32
3)	Research practice	90	3
2.	Research work of a master's student	720	24
1)	Research work of a master's student, including internship and master's thesis fulfilment	720	24
3	Additional types of training (DVOs)	-	-
4	Final Attestation (FA)	360	12
1)	Formalisation and defence of master's thesis (FDMT)	360	12
	Total	3600	120

JSC "Academy of Logistics and Transport"

Form of study: full-time

Duration of training: 2 years

Educational Plan
 Direction of training: 7M041 Business and management
 Group of educational programs: M075-Marketing and advertising

Name of educational program:

7M04168- Marketing and business analytics

Admission: 2023

Degree: Master of Science in Economics



№	Discipline code	Name of cycles and disciplines	Total labor intensity		Form of control, semester		The amount of study load, contact hours						Distribution by semester				Securing the chair	
			in academic hours	in academic credits	Exam	КП (КР)	Total hours	Classroom			IWS			1 course		2 course		
								lectures	practical	laboratory	IWSGT	IWS	1 sem. 15 week	2 sem. 15 week	3 sem. 15 week	4 sem. 15 week		
4	5	6	7	8	9	10	11	12	13	14	15	16	17	18				
CYCLE OF BASIC DISCIPLINES (DB):																		
1.1		University component:	480	20	4		600	38	112	0	32	298	9	11	0	0		
1.1.1.	23-0-M-VK-IFN	History and philosophy of science	150	5	1		150	15	30		8	97	5				SGDiFV	
1.1.2.	23-0-M-VK-IYa(P)	Foreign language (professional)	120	4	1		120		45		8	67	4				LT	
1.1.3.	23-0-M-VK-PVSh	Higher school pedagogy	150	5	2		150	15	30		8	97		5			SGDiFV	
1.1.4.	23-0-M-VK-PU	Management Psychology	60	2	2		60	8	7		8	37			2		SGDiFV	
1.1.5.	23-0-M-VK-PodPr	Teaching practice	120	4			120							4			SGDiFV	
1.2		Component of choice	450	15	4	0	450	75	75	0	16	284	9	6	0	0		
1.2.1.	23-0-M-KV-SM	Strategic management	180	6	2		180	30	30		8	112		6			LMT	
	23-0-M-KV-BI	Business Research															LMT	
1.2.2.	23-0-M-KV-Mak(Pk)	Macroeconomics (advanced course)	270	9	1		270	45	45		8	172	9				LMT	
	23-0-M-KV-MMA	Micro-macroeconomic analysis															LMT	
TOTAL FOR THE DB CYCLE			930	35	8		1050	113	187	0	48	582	18	17	0	0		
THE CYCLE OF CORE DISCIPLINES (PD)																		
2.1		The university component	600	20	3	2	600	75	75	0	16	284	6	0	14	0		
2.1.1.	23-0-M-VK-OPNI	Organization and planning of scientific research	180	6	1		180	30	30		8	112	6				СИ	
2.1.2.	23-67/68M-VK-MIR	Marketing market research	270	9	3		270	45	45		8	172			9		LMT	
2.1.3.	23-0-M-VK-IsPr	Research practice	150	5	3		150								5		LMT	
2.2		Component of choice	990	33	6	1	990	165	165	0	40	620	6	12	15	0		
2.2.1.	23-67/68-M-KV-BDCE	Big Data in the digital economy	180	6	1		180	30	30		8	112	6				LMT	
	23-68/69-M-KV-UD	Data management															LMT	
2.2.2.	23-68/69-M-KV-UP	Sales management	180	6	2		180	30	30		8	112		6			LMT	
	23-68/69-M-KV-KiM	Customer-oriented marketing															LMT	
2.2.3.	23-68-M-KV-IMK	Integrated Marketing Communications	180	6	2		180	30	30		8	112		6			LMT	
	23-68-M-KV-WM-ASS	Web Marketing and Social Media Analytics															LMT	
2.2.4.	23-67/68-M-KV-UshR	Human Resource Management	180	6	3		180	30	30		8	112			6		LMT	
	23-67/68-M-KV-UC	Management consulting															LMT	
2.2.5.	23-67/68-M-KV-SM	Strategic Marketing (Advanced Course)	270	9	3		270	45	45		8	172			9		LMT	
	23-68/69-M-KV-SPM	Marketing Strategy and Planning															LMT	
TOTAL FOR THE DB CYCLE			1590	53	9	3	1590	240	240	0	56	904	12	12	29	0		
Total for theoretical training:			2640	88	17	3	2640	353	427	0	104	1486	30	29	29	0		
3	23-0-M-VK-NIRM	Master's student's research work, including internship and master's thesis	720	24										1	1	22	LMT	
4	23-0-M-VK-OZMD	Preparation and defense of a master's thesis	240	8												8	LMT	
TOTAL FOR THE ENTIRE PERIOD OF STUDY			3600	120			2640	353	427	0	104	962	30	30	30	30		

Agreed:


Vice-Rector for AD  Zharmagambetova M.S.

Director of the DAPC  Lipskaya M.A.

Developed by:

Director of the Institute of Logistics and Management:

 Kaltaev A.K.

Head of the Department of Logistics and Transport Management
 Musalieva R.D.

8. CATALOG OF DISCIPLINES OF THE UNIVERSITY COMPONENT

EDUCATIONAL PROGRAMS 7M04168 Marketing and Business Analytics

Year of admission: 2023 y.

Duration of study: 2 years

Education level: master's degree in pedagogy

Cycle	Component	Name of the discipline	Total labor intensity		Semester	Learning outcome	Brief description of the discipline	Prerequisites	Post-requisites
			in academic hours	in academic credits					
BD	UC	History and philosophy of science	150	5	1	LO11	Undergraduates are given knowledge on the history of science and private sciences, which provide an opportunity to comprehend the dynamics of the development of science, the philosophy of science allows them to reveal the foundations of science as a system of scientific knowledge that forms public consciousness. The methodology of science makes it possible to understand the methodological foundations and problems of modern science for the development of a methodological culture of research work of future specialists. Active teaching methods are used, such as interactive and digital technologies, project-based teaching methods, problem-based learning technology and gamification.	Undergraduate disciplines	Psychology of management Research work of a Master's student, Final certification of Master's studies
BD	UC	Pedagogy of higher education	150	5	1	LO11	The study of the theoretical and methodological foundations of higher education pedagogy, the modern paradigm of higher education and the system of higher professional education in the Republic of Kazakhstan, didactics and the process of education in higher education, the formation of professional competence and skills necessary for the implementation of full-fledged pedagogical activity. Within the discipline, interactive teaching methods are used, such as role-playing games and group work	Undergraduate disciplines	Research work of a Master's student, Final certification
BD	UC	Foreign language (Professional)	120	4	1	LO11	Mastering professional English at an advanced level (for non-linguistic areas), grammatical characteristics of the scientific style in its oral and written forms, professional oral communication in monologue and dialogic form according to the educational program, as well as the ability to demonstrate research results in the form of reports, abstracts, publications	Undergraduate disciplines	Research work of a Master's student, Final certification

BD	UC	Managerial Psychology	60	2	2	LO9, LO11, LO12	and public discussions; interpret and present the results of scientific research in a foreign language. Within the framework of the discipline, interactive teaching methods, case methods, role-playing games, group work are used. It is aimed at studying the theoretical and methodological foundations of management psychology, the main socio-psychological problems of management and ways to solve them, familiarization with the methods of studying important socio-psychological characteristics of the individual and the team, professional, interpersonal and intrapersonal problems by means of management psychology. Within the framework of the discipline, active teaching methods are used: teamwork, cluster, role-playing games, discussions, brainstorming ("brainstorming"), express survey	History and philosophy of science	Human Resource Management, Management Consulting, Strategic Marketing (advanced course), Marketing Strategy and Planning
PD	UC	Organization and planning of scientific research (English)	180	6	1	LO1, LO2	Formation of a system of knowledge among undergraduates about the place and role of science, about the main stages of the formation of science in Kazakhstan, about the organizational and methodological foundations for organizing scientific research at the macro, meso and micro levels, knowledge is given about the basic principles of planning, conducting, and formalizing the results of scientific research. Teaching methods - case-study analysis, group discussions	Undergraduate disciplines	Business Research, Marketing Research, Web Marketing and Social Media Analytics
PD	UC	Market research	270	9	3	LO2, LO4, LO8	It is aimed at researching the main factors of obtaining a company's advantage over competitors based on the use of the results of market research, to understand the goals of its application, stages, methods, types, tasks. Be able to search, collect and analyze information that will help make an effective management decision, reduce the degree of uncertainty, and minimize risk. In the course of training, the programs Forecast Expert, Marketing Expert, Marketing Analytical are used on computers	Strategic Management Big Data in the Digital Economy, Data Management, Web Marketing and Social Media Analytics, Research Organisation and Planning, Business Research, Integrated Marketing Communications	Research work of a Master's student. Final certification

9. CATALOG OF DISCIPLINES OF THE COMPONENT BY CHOICE

EDUCATIONAL PROGRAMS 7M04168 Marketing and Business Analytics

Education level: master's degree in pedagogy Duration of study: 2 years Year of admission: 2023 y.

Cycle	Component	Name of the discipline	Total labor intensity		Semester	Learning outcome	Brief description of the discipline	Prerequisites	Post-requisites
			in academic hours	in academic credits					
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 Management, Strategic Management
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 learning are used - situational tasks, case method.	Undergraduate disciplines	Management consulting, Sales management, Customer-oriented marketing
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
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.	Organisation and Planning of Scientific Research (English), Data Management	Marketing research of the market

PD	OC	180	6	1	LO1, LO4, LO8	<p>Active teaching methods used in the discipline - individual task</p> <p>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</p>	Undergraduate disciplines	Marketing research of the market, Strategic Management, Sales Management, Integrated Marketing Communications
PD	OC				LO1, LO4, LO8	<p>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.</p>	Undergraduate disciplines	Marketing Research, Business Customer Focused Marketing, Web Marketing and Social Media Analytics
PD	OC	180	6	2	LO5, LO6, LO7	<p>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.</p>	Micro-macroeconomic analysis, Big Data in the digital economy	Human Management, Marketing (advanced course)
PD	OC				LO6, LO9, LO12	<p>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.</p>	Micro-macroeconomic Data management	Management consulting, Marketing strategy and planning
PD	OC	180	6	2	LO6, LO9, LO12	<p>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</p>	Big Data in the digital economy	Marketing research of the market
						<p>Big Data in the Digital Economy</p> <p>Data management</p> <p>Sales management</p> <p>Customer-oriented marketing</p> <p>Integrated marketing communications</p>		

PD	OC	Web Marketing and Social media analytics	180	6	3	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
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
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 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	Management Psychology, Micro-macroeconomic analysis, Customer-oriented marketing	Research work of a Master's student, Final certification
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
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

РЕЦЕНЗИЯ

на образовательную программу
по направлению подготовки 7М041 Бизнес и управление

Образовательная программа бакалавриата 7М04168 – Маркетинг и бизнес-аналитика (научно-педагогическое направление) 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: Маркетинговые исследования рынка → Веб-маркетинг и аналитика социальных сетей → Управление данными → Стратегия и планирование маркетинга.

Содержание рабочих программ учебных дисциплин и практик позволяет сделать вывод, что оно соответствует компетентностной модели выпускника, позволит им получить ответы и рекомендации на конкретные запросы бизнеса, опираясь на значимые, актуальные и достоверные данные.

Образовательная программа предусматривает профессионально-практическую подготовку обучающихся в виде исследовательской практики и НИРМ. Для разработки образовательной программы были привлечены опытный профессорско-преподавательский состав, ведущие представители работодателя (Тарасова М.А.), обучающиеся (Марупжанов И.М.), учтены их требования при формировании дисциплин профессионального цикла.

Заключение:

В целом, рецензируемая образовательная программа отвечает основным требованиям ГОСО, национальной рамке квалификаций, отраслевой рамке квалификаций, профессиональному стандарту «Деятельность в сфере анализа рынков», и способствует формированию общекультурных и профессиональных компетенций по направлению подготовки «7М041 Бизнес и управление».

РЕЦЕНЗЕНТ, КНК им. Курмангазы,
Факультет МАМиСГД, Кафедра Арт-менеджмент,
к.э.н., доцент Жусупова А.



Academy of Logistics and Transport

PROTOCOL №. 6a

Meeting

Academic Committee for the Educational Program and leading teachers of the Department of Logistics and Transport Management

Almaty, February 27, 2023

Chairman: Musalieva R.D.

Secretary: Tazhmuratova A.A.

Present: Head of the Department Musalieva R.D., Professor Zhanbirov Zh.G.; Academic Associate Professor of ALT Malikova L.M., Assistant Professor Kaltaev A.K., Murzabekova K.A., Sugurova A.Zh., Maulina N.Kh., Akhmetzhanova A.Kh.; Senior lecturer Badambayeva S.E., Olzhabaeva R.S., Userbaeva A.S., Ursarova A.K., lecturer Elesheva Zh.B. Assistant Lecturer Slambek D.K.

Production representatives:

1. Bachelor's degree programme:

- Shakirtkhanov B.R. - Bastion Trans Logistics LLP, Chairman of the Board of Directors, PhD in Economics;
- Tantakova S.I. - NC KTZ JSC, Directorate of Automation and Digitalization, Leading Engineer of the Automated Control System;
- Suvanbayeva F.G. - NIITK LLP, Head of Project Management Department;
- Makhtayev T.B. - KTZ Express JSC - KTZE Yuzhny, Branch Director;
- Tokanov D.B. - Almaty Certification Bureau LLP, director;

2. For the Master's programme:

- Shurmanov Adil Kusainovich - EcoEnergoGas LLP, General Director;
- Suvanbayeva F.G. - NIITK LLP, Head of Project Management Department;
- Abdreev G.S. – Acting Head of the Department of Accounting of the Working Fleet and Execution of Orders of KTZ Express JSC.

3. Doctoral EP: Toktamysova A.B. - Director of STLC LLP, Ph.D.

Students: Kaltaeva D. – student 4 courses, Lytkin D. – student 4 courses, Sasanbayev D. – student TL-20-4r, Toybayev N.R. - student 1 courses, S. US-TL-22-2, Sarsenbay A. - student 1 courses, CL-22-2, Tokenova A. - student 3 courses, UU-20-1, Orléans A.A. - Master 1 year old, MN-L-22-1; Erkebay A.N. - Master 1 year old, MN-RPL-21-1; Olzhabayeva R.S. - PhD student 3 years old, Sofia D-L-20-01.

AGENDA:

1. Consideration of the Graduate's Competency Model
2. Consideration of the possibility of including disciplines in QED and RUP

On the first question

SPEAKER: Head of the Department of Logistics and Management in Transport Musalieva R.D. proposed to consider the competence model of a graduate at 3 levels of education: bachelor's, master's and doctoral studies.

The graduate's competency model includes the following parts:

- the purpose and objectives of the educational program;
- learning outcomes;
- area, objects, types and functions of professional activity;
- a list of positions under the educational program;
- Professional certificates obtained at the end of the training;

- Requirements for the previous level of education.

SPEAKER: representative of employers Makhtayev T.B. Due to the specifics of employers' organizations, he proposed to reflect the following in the objects of professional activity: to adjust the description of the disciplines of the elective components, to give a clear understanding of the discipline, what competencies students need to study, what they should know, know and be able to do.

SPEAKER: Member of the Department, Ph.D., Assistant Professor Murzabekova K.A., who proposed to increase the number of credits in major disciplines, thereby enlarging disciplines, linking several disciplines that would allow you to consistently study everything in one discipline.

On the second question

SPOKEN: Head of the Department Musalieva R.D. with a proposal to hear representatives of employers and students on the inclusion of new disciplines in the QED and RUE of admission in 2023.

SPEAKER: representative of employers Shakirkhanov B.R. Today, any commercial enterprise is interested in competent specialists who have a good level of training and knowledge in the field of planning, organization and control of the movement of goods by modes of transport.

We make proposals to include the following disciplines in the RUE Bachelor's degree, revealing the needs of employers, such as: "Electronic Services in the Management of Production Logistics and Distribution", "Container Transportation and Technologies", "Digital Technologies in Supply Chain Management".

SPEAKERS: students Sasanbayev D.

I consider it necessary to include software products on Rail-office and AUTOCAD in the study of disciplines. I would really like to learn how to design and scale my knowledge in production.

DECIDED:

1. Take note of the information
2. Take into account the suggestions and recommendations of employers and students
3. Consider the possibility of including the following disciplines in the RUE:

According to EP 6B11330 – Transport Logistics: Electronic Services in Production Logistics and Distribution Management, Container Transportation and Technologies, Digital Technologies in Supply Chain Management.

According to EP 6B11328 - Service Management in the Industry"

According to EP 6B11333 - Digital Logistics: Information Systems and Supply Chain Management, Artificial Intelligence Systems in Logistics,

According to EP 6B11340 - Customs logistics: Taxes and customs payments, Customs statistics and procedures, Customs control

EP 6B04142-Economics and Management (by branches): Mathematics for Business and Economics, International Business

7M04166 - Economics and Management (profile - 1.5 years and scientific and pedagogical - 2 years): Minor: Time Management

7M04168 - Marketing and business analytics (scientific and pedagogical, 2 years): Integrated marketing communications, Web marketing and social network analytics

7M11354-Logistics (by branches) (profile - 1.5 and scientific and pedagogical - 2 years): Regional Transport and Logistics Systems, Clusters of Transport and Technological Systems

7M11356-Resource-Saving Production Logistics (Scientific and Pedagogical, 2 years)": Logistic Modeling and Planning at the Enterprise, Lean Logistics.

According to EP 8D11362-Logistics (by branches): Methodology for servicing transport users, Modeling of logistics processes in production

DECIDED:

1. To provide a competency model of graduates at 3 levels of education: bachelor's, master's and doctoral studies for consideration and approval by the Council of the Institute of Logistics and Management.

2. To approve the proposed disciplines by employers, to introduce the Curriculum for Bachelor's, Master's and Doctoral studies.

3. To take into account and include in the syllabuses of disciplines the software products Rail-office and AUTOCAD conducted in practical and laboratory classes.

Chairman:



Musalieva R.D.

Secretary:



Tazhmuratova A.A.

Academy of Logistics and Transport

PROTOCOL №. 4

Meetings of the KOC UMB of the Institute of Logistics and Management

Almaty, February 28, 2023

Chairman: Kaltayev A.K.

Secretary: Maulina N.Kh.

Present: Kaltayev A.K. - Chairman, Director of the Institute "Logistics and Management", Assistant Professor of ALT, Badambayeva S.E. - Deputy Chairman - Deputy Director of the Institute, Senior Lecturer of the Department of "LMT", Maulina N.Kh. - Secretary of KOK-UMB, lecturer of the Department of "LMT", Musaliev R.D. - Head of the Department. Logistics and Transport Management, Associate Professor of ALT, Head of the Committee "Educational Programs", Abibullaev S.Sh. - Acting Head of the Department. "Organization of Transportation, Movement and Operation of Transport", Associate. Professor of ALT, member of the Committee "Educational Programs", Zhanbirov Zh.G. - Professor of the Department of Logistics and Management in Transport, member of the Committee "Educational Programs", Sugurova A.Zh. - Assistant Professor of ALT, member of the Committee "Educational Programs", Malikova L.M. - Assistant Professor of the Department of Logistics and Management in Transport, member of the Academic Committee "Development, Monitoring and Control of Educational Programs" Lyapbaeva N.I. - Acting Head of the Department. "Social and Humanitarian Disciplines and Physical Education", Professor, Member of the Committee "Educational Programs", Altaeva Zh.Zh. - Assistant Professor of the ALT of the Department of "OPDET", member of the Committee "Educational Programs", Nurzhaubayev M.M. - Senior Lecturer of the Department of "OPDET", Head of the Committee "Improvement of Forms and Methods of Teaching, Control of Knowledge, Skills and Abilities of Students", Maulina N. Kh. - Assistant Professor of ALT of the Department of "LMT", Member of the Academic Committee "Monitoring of the Intermediate and Final Attestation", Assistant Professor, Ursarova A.K. - Senior Lecturer of the Department of LMT, Chairman of the Academic Committee "Planning and Publication of Educational and Methodological Literature", Muratbekova G.V. - Assistant Professor, Head of the School of Young Teachers of ILU Musabayev B.K. - Head of the "School of Young Teacher", Assistant Professor of the Department of "LMT", Murzabekova K.A. - Assistant Professor, Mentor of the School of Young Teacher of the Department of "LMT" Aldanazarov K - Senior lecturer of the Department of OPET, The Chairman of the Academic Committee "Formation and Monitoring " Olzhabayeva R.S. is a doctoral student.

Production representatives:

1. Bachelor's degree programme:

- Shakirkhanov B.R. - Bastion Trans Logistics LLP, Chairman of the Board of Directors, PhD in Economics;
- Tantakova S.I. - NC KTZ JSC, Directorate of Automation and Digitalization, Leading Engineer of the Automated Control System;
- Suvanbayeva F.G. - NIITK LLP, Head of Project Management Department;
- Makhtayev T.B. - KTZ Express JSC - KTZE Yuzhny, Branch Director;
- Tokanov D.B. - Almaty Certification Bureau LLP, director;

2. For the Master's programme:

- Shurmanov Adil Kusainovich - EcoEnergoGas LLP, General Director;
- Suvanbayeva F.G. - NIITK LLP, Head of Project Management Department;
- Abdreev G.S. - Acting Head of the Department of Accounting of the Working Fleet and Execution of Orders of KTZ Express JSC.

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AGENDA:

1. Consideration of the Catalogue of Elective Disciplines (QED), the Working Curriculum (RUP), the passport of Bachelor's, Master's and PhD educational programs.

SPEAKER: **Head of the Department of "LiMT"** Musalieva R.D. presented for consideration by QED, RUE of bachelor's, master's and doctoral studies.

At the Department of Logistics and Management in Transport, a meeting was held with the involvement of representatives of employers and students to discuss the content of educational programs on: EP 6B11330 – Transport Logistics, EP 6B11328 – Service Management in the Industry, EP 6B11333 – Digital Logistics, EP 6B11340 – Customs Logistics, EP 6B04142 – Economics and Management (by branches), EP 7M04166 – Economics and Management (specialized - 1.5 and scientific and pedagogical - 2 years), 7M04168 - Marketing and business analytics (scientific and pedagogical, 2 years), EP 7M11354 - Logistics (by industry), EP 7M04166 - Economics and Management (specialized - 1.5 and scientific and pedagogical - 2 years), EP 7M11354 - Logistics (by (specialized - 1.5 and scientific and pedagogical - 2 years), EP 7M11356-Resource-saving production logistics (scientific and pedagogical, 2 years)" and EP 8D11362-Logistics (by industry).

Representatives of employers and students proposed a number of new relevant disciplines with the possibility of their inclusion in the new QED and RUE.

DECIDED:

1. Take note of the information;
2. Take into account all the suggestions and recommendations of employers, representatives of student activists;
3. To submit QED, RUE and EP of Bachelor's, Master's and Doctoral studies for consideration and approval by the Council of the Institute, the Academy's Management Board.

Chairman of KOC UMB



Kaltayev A.K.

Secretary



Maulina N.Kh.

APPROVAL SHEET

№	FULL NAME.	Place of work/study	Job title	Date of approval	Signature
1	Meusaliev R.D	LTM	Head Depart	27.02.23.	
2	Akhmishayev G.K	DIT, RS	^{Best} Head of department	27.02.23	
3	Yepzebora A.P.	ALT, EF	Head Depart	27.02.23	
4	Kessymova D.T.	ALT, IO	Head Depart	27.02.23	
5	Sansyzbay K	ALT, AC	Head Depart	27.02.23	
6	Springissov B.T.	ALT, MVAMP LS	Head Depart	27.02.23	