

Joint-Stock Company "ALT University named after Mukhametzhan Tynyshpayev"



APPROVED
by the decision of the
ALT Academic Council from
«27» 03 2025y. (Protocol No. 8)
Chairman of the Board – Rector
M.S. Zharmagambetova

EDUCATIONAL PROGRAM

Name: 7M04172 MARKETING AND BUSINESS ANALYTICS (1 year profile)

Degree level: Master's degree

Code and classification of training areas: 7M041 – Business and Management

Code and group of educational programs: M072 – Marketing and advertising

Date of registration in the Register: 30.06.2025

Registration number: 7M04101093

Almaty, 2025 y.

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

1 DEVELOPED:

Associate Professor of ALT, c.e.s

(signature)

Sugurova A.Zh.

Associate Professor, PhD in Economics

(signature)

Daubaev K.Zh.

Assistant teacher

(signature)

Igenbaeva Sh.A.

Managing Director of Marketing

(signature)

Imangaliev D.M.

Master's student 2nd year gr. MN-EiM-24-1

(signature)

Mukymbekov Sh.M.

2 EXPERTS:

Head of the " Project management"
Department
Scientific Research Institute LLP
transport and communications

(signature)

Suwanbayeva F.G.

Head of Global Trans Logistics LLP

(signature)

Borsch A.B.

3 THE REVIEWER

Borsch A.B.:
Director of «Bereket Class» LLP

(signature)

Zhaparov M.A.

4 REVIEWED AND RECOMMENDED:

Meeting of the AK " Transportation services
and business" Protocol No.1,
" 17 " 02_2025.

(signature)

Musalieva R.D.

Meeting of the UMB Institute of Logistics
and Management Protocol No.7, February
20, 2025

(signature)

Musaeva G.S.

UMC meeting Protocol No.4, "20" March
2025

(signature)

Kojabergenova A.K.

5 APPROVED by the decision of the Academic Council dated March 27, 2025 No. 8

6 INTRODUCED for the first time

2. REGULATORY REFERENCES

The educational program is developed on the basis of the following regulatory 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 dated March 16, 2016 by the Republican Tripartite Commission on Social Partnership and Regulation of Social and Labor Relations.
3. The sectoral framework of qualifications in 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. The State Compulsory Standard of Higher Education (Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated March 4, 2025, No. 90)
5. Qualification Handbook for Managers, Specialists, and Other Employees, approved by Order No. 309 of the Minister of Labor and Social Protection of the Republic of Kazakhstan dated August 12, 2022.
6. Rules for organizing the educational process using credit-based learning technologies in higher and (or) postgraduate education institutions, approved by Order No. 152 of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011. (with additions and amendments dated April 4, 2023, No. 145).
7. The Classification of Areas of Training for Higher and Postgraduate Education, approved by Order No. 569 of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 (with amendments and additions as of June 5, 2020).
8. The algorithm for including and excluding educational programs from the Register of Higher and Postgraduate Education Programs, approved by Order No. 665 of the Minister of Education and Science of the Republic of Kazakhstan dated December 4, 2018 (with additions and changes as of December 23, 2020, No. 536).
9. RI-ALT-33 "Regulations on the procedure for developing an educational program of higher and postgraduate education". 2. Professional standard "Development of a technical specification for the creation of innovative products/services", approved by the order of NCE RK "Atameken" dated 24.12.2019 No. 259
10. Professional standard: "Commercialization of an innovative project", approved by the order of NCE RK "Atameken" dated 24.12.2019 No. 259
11. Professional Standard: "Risk Management of an Innovative Project", approved by the Order of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated 24.12.2019 No. 259
12. Professional Standard: "Strategic HR", approved by the Order of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated 24.12.2019 No. 259
13. Professional Standard: "Financing of an Innovative Project", approved by the Order of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated December 24, 2019, No. 259
14. <https://www.enbek.kz/atlas/profession/189> "Development of a Technical Assignment for the Creation of Innovative Products/Services"

3. EDUCATIONAL PROGRAM PASSPORT

№	Field name	Описание
1.	Registration number	7M04101093

2.	Code and classification of the field of education	7M04 – Business, management and law
3.	Code and classification of study programs	7M041- Business and Management
4.	Code and classification of study programs	M075– Marketing and advertising
5.	Name of educational program	7M04172 - Marketing and business analytics
6.	Type of OII	New
7.	Goal of the OII	Training of a specialist with practical skills in strategic marketing, financial management, and project management, capable of making effective managerial decisions in the context of global competition and digital transformation.
8.	Level by MCKO	7
9.	Level by HPK	7
10.	Level by OPK	7
11.	Distinctive features OII	No
12.	Partner university (COII)	-
13.	Partner university (ДПОII)	-
14.	Form of education	Full-time
15.	Language of instruction	Kazakh, Russian
16.	Number of credits	60
17.	Awarded academic degree	Master of Economics and Business in the educational program 7M04172 – Marketing and business analytics
18.	Availability of an annex to the license for the field of personnel training	
19.	Availability of accreditation OII	
20.	Name of the accreditation body	
21.	Validity period of accreditation	

4. GRADUATE COMPETENCY MODEL

Objectives of the educational program:

1. To carry out specialized applied training of personnel in the field of economics and management, adapting to the needs of various fields of economic and managerial science and practice.
2. Providing training for a new generation of highly professional specialists in economics and management for domestic and international companies of various forms of ownership.
3. Creation and implementation of an innovative organizational and methodological system that will provide professional training for competitive specialists in the sectors of the national economy.
4. Formation of skills in the application of advanced research and information technologies in professional activities
5. The formation of personal qualities, professional competencies in accordance with the requirements of the labor market, the ability to apply logical analysis skills of tasks, mastering communication skills in the production sector.

Learning outcomes:

LO1 - Analyze the behavioral aspects of management by applying psychological approaches to effective work with personnel and managerial decision-making in the digital economy

LO2 - Аргументировать профессиональные предложения и решения в сфере управления и маркетинга на иностранном языке в письменной и устной форме, в межкультурной деловой среде.

LO3 – Design strategic business models and adaptive marketing strategies based on the results of marketing research and analysis of international market trends.

LO4 – Apply the concepts of lean manufacturing in the implementation of projects to optimize business processes in the field of marketing activities.

LO5 - Evaluate the effectiveness of sales management strategies based on customer behavior, market dynamics, and digital marketing channels.

LO6 - Interpret data for the development of management solutions based on the analysis of Big Data and digital tools in the context of digital business transformation.

LO7 - Synthesis of Strategic Management and digital analysis methods to optimize business processes and achieve sustainable competitive advantages in global markets.

Area of professional activity: marketing, production, economic and analytical services, investment, consulting, engineering, freight forwarding companies and organizations of various sectors of the national economy, spheres and forms of ownership.

Objects of professional activity: marketing, economic, financial, socio-managerial, production, economic and analytical services of organizations and enterprises, regardless of their type of activity, form of ownership, organizational and legal forms, commercial and business structures.

Types of professional activity:

- marketing ;
- organizational and managerial;
- analytical;
- settlement and economic;
- consulting;
- entrepreneurial;
- innovation and consulting activities.

Functions of professional activity:

- 1.Independent selection and justification of strategic goals, organization and conduct of scientific research on a relevant problem in accordance with the field of study;
- 2.Formulation of strategic tasks, selection of methods and their justification during the decision-making process, processing, and critical analysis of obtained data;
- 3.Organization of teams to solve economic and social problems, as well as management of these teams;
- 4.Collection, processing, analysis, and systematization of information, development of econometric models of studied processes, phenomena, and objects related to the field of professional

activity, evaluation and interpretation of the obtained results;

5.Preparation of assignments and development of project solutions considering uncertainty factors, development of a system of socio-economic indicators for economic entities, preparation of economic sections of enterprise plans, and organizations of various forms of ownership;

6.Development of strategies for economic agents' behavior in different market areas, justification of socio-economic indicators for the performance of enterprises, industries, regions, and the economy as a whole;

7.Management of a department, division, service, or subdivisions of enterprises and organizations of various forms of ownership.

List of specialist positions:

Performance management leader, HR director, program and project manager, innovation development manager, head of the financial and economic department, CFO (Chief Financial Officer), marketing department head, HR business partner, management consultant.

Professional certificates awarded upon completion of the program: 1C Accountant
Requirements for the previous level of education: Higher education (bachelor's degree).

The educational program of the specialized master's degree includes two types of internships:

- Industrial practice – in an organization;
- Experimental-research practice – at the site where the master's project is conducted.

Industrial practice: For a master's student, it is conducted with the purpose of consolidating the theoretical knowledge gained during the course of study, acquiring practical skills, competencies, and professional experience in the studied specialty, as well as mastering advanced practices. The content of the industrial practice is determined by the topic of the dissertation research.

Within the framework of a master's student's experimental research work, the individual work plan includes, for familiarization with innovative technologies and new types of production, the mandatory completion of a scientific internship in research organizations and/or organizations of relevant industries or fields of activity. The experimental research work is planned either concurrently with other types of academic work or during a separate period.

The results of the experimental research work are documented by the master's student in the form of a report at the end of each period of its completion

Purpose ЭИРМ is to obtain new results of significant importance for both theory and practice in the given subject area, as well as to master the theoretical and experimental methods of studying objects (processes, effects, phenomena, structures, projects) within this subject area.

The objectives of the experimental research work of a master's student are:

-organizing the master's student's training in the theory and practice of conducting experimental research;

-developing the master's student's creative thinking and independence, as well as deepening and consolidating the acquired theoretical and practical knowledge;

- identifying the most gifted and talented master's students and utilizing their creative and intellectual potential to solve current scientific and technical problems;

-fostering the master's student's interest in scientific creativity and training them in methods and approaches for independently solving applied problems.

The planning of the experimental research work in weeks is determined based on the standard weekly working hours of the master's student. The number of credits allocated for the completion of the experimental research work in a specific academic period is determined by the curriculum of the professional educational program.

The experimental research work is scheduled either concurrently with other types of academic work or during a separate period. The results of the experimental research work are documented by the master's student in the form of a report at the end of each period. The final outcome of the experimental research work is the master's project.

The scientific internship is conducted with the purpose of:

-completing the tasks of the master's thesis;

-becoming familiar with innovative technologies and new types of production;

-familiarizing with the latest theoretical, methodological, and technological achievements of domestic and foreign science;

-learning modern methods of scientific research, as well as the processing and interpretation of experimental data;

-consolidating theoretical knowledge gained during the course of study, acquiring practical skills, competencies, and professional experience in the studied specialty, as well as mastering advanced foreign experience.

The final assessment of a master's student is conducted in the form of writing and defending a master's project.

The purpose of the final assessment is to evaluate the master's student's scientific-theoretical and research-analytical level, the formed professional and managerial competencies, readiness to independently perform professional tasks, and the compliance of their training with the requirements of the master's educational program.

Students who have completed the educational process in accordance with the requirements of the educational program, curriculum, and course syllabi, and who have also passed the preliminary defense (extended session) based on the results of their dissertation research, are admitted to the final assessment.