

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



**APPROVING IT
by the US ALT of solution
«27»_03_2025y. (Протокол №8)
President-Rector
Zharmagambetova M.S.**

EDUCATIONAL PROGRAM

Name: 7M04173 Economics and Management (1 year specialization)

Degree level: Master's degree

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

Code and group of educational programs: M072 – Management and Administration

Date of registration in the Register: 23.05.2025

Registration number: 7M04101079

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.

Director of «Aitmahambet» LLP


(signature)

Makashev Zh.A.

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


(signature)

Mukymbekov Sh.M.

2 EXPERTS:

Head of the "Estimates and PIC"
Department
Scientific Research Institute LLP
transport and communications


(signature)

Berdimuratov S.J.

Head of Global Trans Logistics LLP


(signature)

Borsch A.B.

3 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	7M04101079
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	M072– Management and Administration
5.	Name of educational program	7M04173 - Economics and Management
6.	Type of ОП	New
7.	Goal of the ОП	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 МСКО	7
9.	Level by HPK	7
10.	Level by OPK	7
11.	Distinctive features ОП	No
12.	Partner university (COП)	-
13.	Partner university (ДПОП)	-
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 7M04173 – Economics and Management
18.	Availability of an annex to the license for the field of personnel training	
19.	Availability of accreditation ОП	
20.	Name of the accreditation body	
21.	Validity period of accreditation	

4. GRADUATE COMPETENCY MODEL

Objectives of the educational program:

- 1.To provide specialized applied training of personnel in the field of economics and management, capable of adapting to the needs of various areas of economic and management science and practice.
- 2.To ensure the training of a new generation of highly qualified professionals in economics and management for domestic and international companies of various forms of ownership.
- 3.To create and implement an innovative organizational and methodological system that ensures the professional training of competitive specialists for the sectors of the national economy.
- 4.To develop skills in applying advanced research and information technologies in professional activities.
- 5.To foster personal qualities and professional competencies in accordance with labor market requirements, develop logical analysis skills for problem-solving, and master effective communication abilities in the professional sphere.

Learning outcomes:

LO1 - Analyze market data and strategic modeling results to make informed managerial decisions in conditions of uncertainty and global competition.

LO2 - Design effective business models and marketing strategies based on the results of market research, characteristics of international financial markets, available investment resources, and professional communication skills in a foreign language in an international business environment.

LO3 – Evaluate risks and financial stability of projects using advanced financial management methods and modern project management tools.

LO4 – Develop comprehensive HR strategies and managerial decisions aimed at enhancing the efficiency of human resources in the implementation of strategic projects.

LO5 - Modify organizational structures and business processes to enhance company efficiency by developing employee motivation and development programs, taking into account psychological aspects of behavior, and applying lean manufacturing tools. (5S, Kaizen, Kanban and др.)

LO6 - Compare the effectiveness of implementing SMART technologies in transportation systems, the impact of external and internal factors on strategic business development, as well as the use of big data to justify managerial decisions in the digital economy.

Area of professional activity: economic, financial, marketing, production-economic, and analytical departments; financial, investment, consulting, engineering, and transportation-forwarding companies and organizations in various sectors of the national economy, industries, and forms of ownership.

Objects of professional activity: economic, financial, socio-management, marketing, production-economic, and analytical departments of organizations and enterprises, regardless of their type of activity, ownership form, organizational-legal forms; state authorities at the national and local levels; commercial and business structures.

Types of professional activity:

- Organizational and managerial
- Analytical
- Calculative and economic
- Consulting
- Entrepreneurial
- Research and development

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

5. MATRIX OF ALIGNMENT OF LEARNING OUTCOMES OF THE EDUCATIONAL PROGRAM WITH ACADEMIC COURSES/MODULES

№	Course title		Matrix of alignment of learning outcomes of the educational program with academic courses						
			Number of credits	PO1	PO2	PO3	PO4	PO5	PO6
1		2	3	4	5	6	7	8	9
1.	Management		2					+	+
2.	Foreign Language (Professional)		2		+				
3.	Management Psychology		2					+	
4.	Lean Manufacturing		4					+	
5.	SMART Technologies in Transportation		4						+
6.	Strategic Business Modeling		5	+	+				
7.	Market Research of the Market		5	+	+				
8.	Project Management		5		+	+			
9.	Human Resource Management		5				+	+	
10.	Financial Management (Advanced Course)		5		+	+			
11.	International Financial Markets		5		+	+			
12.	Industrial Practice		9	+	+	+	+	+	+
13.	Master's Student Experimental Research Work(ЭИРМ)		13	+	+	+	+	+	+
14.	Final Assessment (ИА) Preparation and Defense of the Master's Project		8	+	+	+	+	+	+

6.STRUCTURE OF THE MAIN MASTER'S EDUCATIONAL PROGRAM IN THE SPECIALIZED FIELD

№ п/п	Names of Discipline Cycles and Types of Activities	Total Workload		
		in academic hours	in academic credits	
1	2	3	4	
1.	Theoretical Training	1170	39	
1	Cycle of Basic Disciplines (BD)	300	10	
1)	University Component (UC):	180	6	
	Management	60	2	
	Foreign Language (Professional)	60	2	
	Management Psychology	60	2	
2)	Elective Component (EC)	120	4	
2	Cycle of Specialized Disciplines (SD)	870	29	
1)	University Component	300	10	
2)	Elective Component	300	10	
03	Industrial Practice	270	9	
4	Master's Student Experimental Research Work	390	13	
1)	Master's Student Experimental Research Work, including Internship and Completion of the Master's Thesis	390	13	
5	Final Assessment (FA)	240	8	
1)	Preparation and Defense of the Master's Project (P&DMP))	240	8	
	Total	1800	60	

JSC "ALT University named after Mukhamedzhan Tynyshpaev"

Form of study: full-time

Duration of study: 1 year

THE CURRICULUM

The direction of training:

7M041 Business and Management

Group of educational programs:

M72-Management and management

Name of the educational program:

7M04173-Economics and Management

By the decision of the Academic Council of
ALT University named after M.Tynyshpaeva"
dated March 27, 2025, Protocol No. 8
Chairman of the Academic Council
Zharmagambetova M.S.

Admission: 2025

Degree: Master of Business and Management

№	Discipline code	Naming of cycles and disciplines	Total labor intensity		Form of control, semester		The amount of study load, hours						Semester distribution		Securing a position at the department
			in academic hours	in academic credits	Exam	KP (KR)	Total hours	Contact information				IWM	1 course		
								lectures	practical	laboratory facilities	IWMT		1 sem 15 weeks	2 sem 15 weeks	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	17
1	THE CYCLE OF BASIC DISCIPLINES (BD)														
1.1.	The university component		180	6			180	23	22	0	45	90	6	0	
1.1.1.	23-0-M.-VK-Meng	Management	60	2	1		60	15			15	30	2		TUiB
1.1.2.	23-0-M.-VK-Iya(P)	Foreign language (professional)	60	2	1		60		15		15	30	2		LE
1.1.3.	23-0-M.-VK-PU	Psychology of management	60	2	1		60	8	7		15	30	2		SGDiFV
1.2.	Component of choice		120	4	1	0	120	15	15	0	15	75	4	0	
1.2.1.	23-0-M.-KV-BP	Lean manufacturing	120	4	1		120	15	15		15	75	4		PS
	23-0-M.-KV-SMARTTT	SMART technologies in transport													
TOTAL OVER THE CYCLE BD			300	10			300	38	37	0	60	165	10	0	
2	THE CYCLE OF PROFILE DISCIPLINES (PD)														
1)	The university component		300	10			300	30	30	0	30	210	10	0	
2.1.1.	25-M-VK-SMB	Strategic business modeling	150	5	1		150	15	15		15	105	5		TUiB
2.1.2.	25-M-VK-MIR	Marketing market research	150	5	1		150	15	15		15	105	5		TUiB
2)	Component of choice		300	10	2	0	300	30	30	0	30	210	10	0	
2.2.1.	25-M.-KV-UP	Project management	150	5	1		150	15	15		15	105	5		TUiB
	25-M.-KV-UshR	Human resource management													TUiB
2.2.2.	25-M-KV-FM	Financial Management (advanced course)	150	5	1		150	15	15		15	105	5		TUiB
	25-M-KV-MFR	International financial markets													TUiB
3)	23-0-M.-VK-PPr	Production practice	270	9	2		270							9	
TOTAL OVER THE CYCLE PD			870	29			870	60	60	0	60	420	20	9	
Theoretical training			1170	39			1170	98	97	0	120	585	30	9	
3	Experimental research work of a Master's student (EIRM)		390	13			390							13	
1)	25-0-M.-VK-EIRM	Experimental and research work of a master's student, including an internship and a master's project	390	13	2									13	TUiB
4	Final certification (FC)		240	8			240							8	
1)	23-0-M.-VK-OZMP	Registration and protection of the Master's project (MIS)	240	8										8	TUiB
TOTAL FOR THE ENTIRE PERIOD OF STUDY			1800	60			1800	98	97	0	120	585	30	30	

Agreed:

Acting Vice-Rector for AD  Kojabergenova A.K.

Developed by:

Director of the LiB Institute"  Musaeva G.S.

Head of the TUiB Department  Musalieva R.D.

8.CATALOG OF UNIVERSITY COMPONENT COURSES

EDUCATIONAL PROGRAM 7M04173 – ECONOMICS AND MANAGEMENT

Education Level: Specialized Master's Program Duration of Study: 1 year Year of Admission: 2025

Module	Cycle	Component	Course Title	Total Workload		Semester	Learning Outcomes	Brief Course Description	Prerequisites	Postrequisites
				in academic hours	in academic credits					
1	2	3	4	5	6	7	8	9	10	11
Module 1 Language Competencies	BD	CC	Foreign Language (Professional)	60	2	1	PO2	Mastery of professional English at an advanced level (for non-language fields). Study of the grammatical features of the scientific style in both oral and written forms. Professional oral communication in monologue and dialogue formats within the educational program. Ability to present research results in the form of reports, essays, publications, and public discussions; interpret and present the results of scientific research in a foreign language.	Undergraduate Courses	Experimental Research Work, Final Assessment
Module 2 Professional Competencies	PD	DU	Market Research	150	5	1	PO1, PO2	The course studies methods of conducting market research, analyzing product promotion strategies, entering new markets, and using qualitative and quantitative data analysis related to the marketing of	Undergraduate Courses	Industrial Practice, Experimental Research Work, Final Assessment

	PD	DU	Strategic Modeling	Business	150	5	1	PO1, PO2	products, goods, and services. The course is aimed at developing skills in constructing, analyzing, and optimizing business models in the context of digital transformation. It covers concepts of strategic analysis, digital modeling tools, methods for visualizing and testing business hypotheses, and approaches to increasing economic productivity through diversification, technological modernization, and the implementation of innovative solutions for sustainable development, particularly focusing on enhancing the economic efficiency and resilience of enterprises.	Undergraduate Courses	Industrial Practice, Experimental Research Work, Final Assessment
	PD	DU	Industrial Practice		270	9	2	PO1-PO6	The main objectives of the industrial practice are: consolidating theoretical knowledge and practical skills in, the chosen educational program in a production environment, gaining experience in organizational work, and developing practical skills and competencies during the completion of the master's program.	Cycle of Basic Disciplines (BD), Cycle of Specialized Disciplines (SD)	Final Assessment
	PD	DU	Experimental Research Work		390	13	2	PO1-PO6	The purpose of the experimental research work (ERW) is to develop the	Cycle of Basic Disciplines (BD),	Итоговая аттестация

									ability to independently conduct experimental research related to solving complex professional tasks in innovative conditions, to foster the formation of professional scientific-research thinking in master's students, and to create a clear understanding of the main professional tasks and methods for solving them.	Cycle of Specialized Disciplines (SD)	
	PD	DU	Final Assessment: Preparation of the Master's Thesis (P&DMT)	240	8	2	PO1-PO6	The purpose of the master's final assessment is to evaluate the learning outcomes achieved upon completion of the master's educational program.	Cycle of Basic Disciplines (BD), Cycle of Specialized Disciplines (SD), Experimental Research Work (ERW)		
Module 3 – Business Management Competencies	BD	DU	Management	60	2	1	PO5, PO6	Provides knowledge about the organization as a management object, considers situational and process approaches in management, business process engineering and reengineering, studies management theory and practice, examines the roles of managers and subordinates, explores strategic planning of managerial activities, motivating employees for high performance, effective control, and more; develops practical skills in forming	Undergraduate Courses Industrial Practice, Experimental Research Work, Final Assessment		

	BD	DU	Management Psychology	60	2	1	PO5	management style and decision-making tactics. Focuses on the theoretical and methodological foundations of management psychology; key socio-psychological problems in management and ways to solve them; introduces methods to study important socio-psychological characteristics of individuals and teams, professional, interpersonal, and intrapersonal issues using management psychology tools.	Undergraduate Courses	Industrial Practice, Experimental Research Work, Final Assessment
Total				1380	46					

9. THE CATALOG OF DISCIPLINES OF THE COMPONENT OF CHOICE

EDUCATIONAL PROGRAMS 7M04173- Economics and Management

Level of education: Master's (Profile-oriented) Duration of study: 1 years Year of admission: 2025y.

Module	Cycle	Component	Name of the discipline	Total labor intensity		Term	Learning outcomes	A brief description of the discipline	Prerequisites	Post-requirements
				in academic hours	in academic credits					
1	2	3	4	5	6	7	8	9	10	11
Modul2- Professional Competencies	BD	CC	Lean manufacturing	120	4	1	LO5	Methods of minimizing losses and increasing production efficiency are being mastered. Managerial competencies are being developed in process analysis, decision-making, and the implementation of lean approaches. The ability to develop productivity improvement projects based on the rational use of resources is being formed. The principles of lean thinking focused on sustainable development, automation and improvement of all levels of production and management activities are studied.	Bachelor's degree disciplines	Industrial practice, experimental research, final certification
	BD	CC		120	4	1	LO6	The discipline reveals intelligent technologies of digital monitoring, automation and management of transport infrastructure facilities based on modern IT solutions. Develops competencies in the application of the Internet of Things, predictive analytics, artificial intelligence systems and digital twins to improve operational safety, reliability and efficiency. The methods of building SMART systems, digital modeling, data analysis and forecasting are being mastered to ensure the sustainable development of transport.	Bachelor's degree disciplines	Industrial practice, experimental research, final certification
	PD	CC	Project management	150	5	1	LO2, LO3	The discipline is aimed at developing a systematic understanding of the principles, methods and tools	Bachelor's degree disciplines	Industrial practice,

									of project management in various spheres of activity. Stages of the project life cycle, methods of planning, time, budget and risk control, team and stakeholder management are studied. Special attention is paid to project thinking, application of agile and classical methodologies (PMBOK, Agile, Scrum) and use of digital tools										experimental research, final certification
	PD	CC		150	5	1		LO4, LO5	The discipline develops a systemic understanding of the strategic importance of human resources and competence in the development and implementation of HR strategies that contribute to the sustainable development of the organisation.	Bachelor's degree disciplines									Industrial practice, experimental research, final certification
			Human resource management						Sustainable development issues in the field of labour are considered: ensuring full and productive employment, decent working conditions for all categories of the population, as well as the principles of fair and equal pay for work of equal value										
Module 3 – Business Management Competencies	BD	CC	Financial Management (Advanced Course)	150	5	1		LO2, LO3	Builds skills to use tools and knowledge for effective financial management, both in the corporate environment and for personal use, to analyze and make financial decisions that are important for effective business management, to manage company resources, including investments, capital, budgeting and accounting, to understand the impact of financial decisions on the strategic development of the organization and to adapt strategy to changing market conditions	Bachelor's degree disciplines									Industrial practice, experimental research, final certification
	PD	CC	International financial markets	150	5	1		LO2, LO3	Examines global financial markets, their structure and features, develops analytical skills necessary to make financial decisions on the world stage, understand how events in one country can affect financial markets around the world, factors that can affect financial markets in different countries, forecast changes in global financial markets.	Bachelor's degree disciplines									Industrial practice, experimental research, final certification
Total				840	28														

ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ

на образовательную программу 7М04173- Экономика и менеджмент

Образовательная программа «Экономика и менеджмент» реализуется на уровне высшего образования и направлена на подготовку специалистов, обладающих современными знаниями в области экономики и управления, способных анализировать экономические процессы, принимать обоснованные решения и эффективно организовывать деятельность предприятий и организаций в условиях рыночной экономики.

Цель программы заключается в формировании у обучающихся профессиональных компетенций, обеспечивающих готовность к осуществлению аналитической, управленческой и организационно-экономической деятельности.

Программа разработана в соответствии с требованиями ГОСО и учитывает положения действующих профессиональных стандартов в сфере экономики, финансов и управления персоналом.

Учебный план обеспечивает сбалансированное сочетание базовых и профильных дисциплин, формирующих у обучающихся как фундаментальные теоретические знания, так и практические навыки. Содержание программы отражает современные тенденции развития экономики, включая курсы по цифровой экономике, проектному управлению, финансовому менеджменту и управлению человеческими ресурсами.

Практико-ориентированный характер программы реализуется посредством учебных и производственных практик, выполнения курсовых и выпускных квалификационных работ, а также участия студентов в проектной и исследовательской деятельности.

Реализация программы обеспечивает достижение заявленных результатов обучения. Выпускники владеют современными методами экономического и финансового анализа, способны планировать и осуществлять управленческую деятельность, эффективно использовать ресурсы организации, применять методы финансового планирования и управления персоналом, а также работать в команде и принимать решения в условиях неопределённости.

Проведённая экспертиза показала, что образовательная программа «Экономика и менеджмент» отвечает современным требованиям рынка труда и государственным образовательным стандартам. В качестве рекомендаций предлагается дальнейшее развитие дисциплин, связанных с цифровыми технологиями и аналитикой данных, а также расширение возможностей академической мобильности магистрантов и сотрудничества с работодателями.

Начальник отдела «Смет и ПОС»
ТОО «НИИТК»



Бердимуратов С.Ж.

ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ

на образовательную программу по направлению подготовки
7M04173 – «Экономика и менеджмент»

Образовательная программа по направлению «Экономика и менеджмент» разработана и реализуется в соответствии с требованиями Федерального государственного образовательного стандарта высшего образования.

Цель программы заключается в подготовке высококвалифицированных специалистов, обладающих современными знаниями в области экономики, управления и организации деятельности предприятий и организаций различных форм собственности.

Содержание учебного плана отражает актуальные тенденции развития экономической науки и менеджмента, включает дисциплины, направленные на формирование профессиональных компетенций, необходимых для анализа, планирования и принятия управленческих решений в условиях рыночной экономики.

Учебные курсы логично структурированы, обеспечивают преемственность и последовательность формирования компетенций.

Материально-техническая база образовательной программы находится на должном уровне: используются современные учебные аудитории, компьютерные классы, специализированное программное обеспечение и электронные образовательные ресурсы.

Магистранты имеют доступ к электронно-библиотечным системам, базам данных и современным методическим материалам.

Практическая подготовка магистрантов организована на базе предприятий-партнёров, что обеспечивает получение обучающимися реальных профессиональных навыков и опыта работы.

Итоговая аттестация включает защиту выпускной квалификационной работы, отражающей уровень сформированных компетенций и способность выпускника применять полученные знания в профессиональной деятельности.

Руководитель ТОО
«Global Trans Logistics»



Борщ А.Б.

РЕЦЕНЗИЯ
на образовательную программу 7М04173 «Экономика и менеджмент»
(направление профильное-1 год)

Образовательная программа по направлению «Экономика и менеджмент» является современным и востребованным комплексом учебно-методических материалов, направленных на подготовку специалистов, обладающих профессиональными знаниями и навыками в области экономики, управления и предпринимательской деятельности.

Структура программы отличается логичностью и последовательностью. Учебный план охватывает базовые и профильные дисциплины, обеспечивающие формирование как фундаментальных теоретических знаний, так и практических умений, необходимых для успешной профессиональной деятельности.

Содержание дисциплин отражает актуальные вопросы управления организациями, анализа финансово-хозяйственной деятельности, стратегического и проектного менеджмента, а также внедрения инноваций и цифровых технологий в экономические процессы.

Кадровое обеспечение программы соответствует установленным требованиям: преподавательский состав представлен квалифицированными специалистами, имеющими ученые степени и звания, а также практический опыт в сфере экономики и управления. Это обеспечивает высокий уровень преподавания и связь учебного процесса с практикой.

Результаты освоения программы соответствуют заявленным целям и задачам подготовки. Формируемые у обучающихся компетенции отвечают требованиям рынка труда и профессиональным стандартам. Выпускники программы способны эффективно решать задачи в области экономики, планирования, анализа и управления, что подтверждает практическую направленность и высокое качество образовательного процесса.

Рецензент:

Директор ТОО «Берекет класс»



Жапаров М.А.

РЕКОМЕНДАТЕЛЬНОЕ ПИСЬМО

на образовательную программу: 7M04173 - «Экономика и менеджмент»

Настоящим письмом выражается рекомендация образовательной программы «Экономика и менеджмент» (уровень магистратуры), реализуемой ALT UNIVERSITY.

Программа отличается высоким уровнем академической подготовки, современным содержанием и практической направленностью обучения.

Учебные планы включают актуальные дисциплины в области экономического анализа, стратегического и операционного менеджмента, финансов, маркетинга и инновационного развития.

Особое внимание уделяется формированию у обучающихся аналитических, управленческих и исследовательских компетенций, необходимых для успешной профессиональной деятельности в условиях современной экономики.

В процессе реализации программы используются интерактивные формы обучения, проектная работа, кейс-методы и практики на базе ведущих компаний и организаций.

Программа направлена на подготовку специалистов, способных решать комплексные управленческие и экономические задачи, разрабатывать и внедрять эффективные стратегии развития организаций, а также осуществлять профессиональную деятельность в области экономики и менеджмента.

Рекомендуем магистерскую образовательную программу «Экономика и менеджмент» как современный, качественный и востребованный образовательный продукт, ориентированный на подготовку высококвалифицированных профессионалов, соответствующих требованиям современной экономики и международным образовательным стандартам.

Руководитель ТОО
«Global Trans Logistics»



Борщ А.Б.

JSC "ALT UNIVERSITY NAMED AFTER MUKHAMEDZHAN TYNYSHPAYEV"

**PROTOCOL No. 1
EXTRACT FROM PROTOCOL No. 1**

**Meeting of the Academic Committee on Educational Programs and Leading Faculty of the
Department of "Transport Services and Business"**

Almaty

"17" February 2025

Chairperson: Musaliyeva R.D.
Secretary: Kyzaybay A.

Attendees: Director of the Institute – Musayeva G.S., Head of the Department "TSaB" – Musaliyeva R.D., Professors: Zhanbirov Zh.G., Izteleuova M.S., Karsybayev E.E.; Associate Professors: Bitileuova Z.K., Vakhitova L.V., Kenzhebayeva G.Zh.; Assistant Professors: Musabayev B.K., Abibullayev S.Sh., Bekmagambetova L.K., Akhmetzhanova A.Kh., Sugurova A.Zh., Shakirtkhanov B.R., Toktamysova A.B.; Senior Lecturers: Badambayeva S.E., Userbayeva A.S., Nurzhaubayev M.M., Ursarova A.K., Alik A.R., Olzhabayeva R.S., Shortanbayeva A.T., Demeuova K.T.; Assistant Lecturers: Igenbayeva Sh.A., Aypenov Zh.S., Suyenishova M.E.

Students: Taigozha G. (Group EiM-23-1), Qazez G. (Group MiBA-24-1), Mukymbekov Sh.M. (Group MN-EiM-24-1).

Employers: Suvanbayeva F.G., Head of the Department "Project Management" at LLP "Scientific Research Institute of Transport and Communications"; Tokanov D.B., Director of LLP "Almaty Bureau of Certification"; Zhaparov M.A., Director of LLP "Bereket Klass"; Borshch A.B., Head of LLP "Global Trans Logistics".

AGENDA:

1. Review and update of the graduate competency model for the current educational programs.
2. Consideration of the possibility of including disciplines in the Work Curriculum (RUP) and Catalog of Elective Disciplines (CED) for the educational programs of the 2025 intake.
3. Review of new educational programs.

On the first issue

SPOKE: Head of the Department "TSaB" Musaliyeva R.D. proposed to review the graduate competency model at three levels of education: Bachelor's, Master's, and Doctoral studies, for the current, updated, and new educational programs of the Department "TSaB":

Bachelor's programs:

- 6B04142 Economics and Management (by industries)
- 6B04125 Marketing and Business Analytics
- 6B04145 International Trade
- 6B04144 E-Commerce

Master's programs:

- 7M04172 Marketing and Business Analytics
- 7M041 Economics and Management (scientific-pedagogical, 2 years)
- 7M04172 Marketing and Business Analytics (professional, 1 year)
- 7M04173 Economics and Management (professional, 1 year)

The graduate competency model includes the following sections:

- Goals and objectives of the educational program
- Learning outcomes

- Scope, objects, types, and functions of professional activity
- List of positions under the educational program
- Professional certificates obtained upon completion of studies
- Requirements for the previous level of education

SPOKE: Representative of employers, member of the Academic Committee of the Educational Program "6B11330 – Transport Logistics," Korzhumbayeva S.T., railway transportation specialist at LLP "Azurite," characterized the Graduate Competency Model for the current educational program as relevant and meeting the requirements of the labor market, and proposed leaving it unchanged.

SPOKE: Representatives of employers, members of the Academic Committee of the Educational Programs "6B11368 – International Logistics" and "6B11333 – IT Logistics," Mukhaev E.O., Secretary General of CILT Central Asia, and Akhmetova R.K., Director of the international transport and logistics company LLP "AsstrA Almaty," characterized the Graduate Competency Model for the current educational programs as relevant and meeting the requirements of the labor market, and proposed leaving it unchanged.

SPOKE: Representative of employers, member of the Academic Committee of the Educational Program "6B04142 – Economics and Management (by industries)," Suvanbayeva F.G., Head of the Department "Project Management" at LLP "NII TK," characterized the Graduate Competency Model for the current educational program as relevant and meeting the requirements of the labor market, and proposed leaving it unchanged.

SPOKE: Representative of employers, member of the Academic Committee of the Educational Program "6B04125 – Marketing and Business Analytics," Berdimurotov S.Zh., Head of the Department "Estimates and POS" at LLP "NII TK," characterized the Graduate Competency Model for the current educational program as relevant and meeting the requirements of the labor market, and proposed leaving it unchanged.

SPOKE: Representative of employers, member of the Academic Committee of the Educational Program "6B04144 – E-Commerce," Vasilieva E.A., Director of LLP "Vitrina Nedvizhimosti," characterized the Graduate Competency Model for the current educational program as relevant and meeting the requirements of the labor market, and proposed leaving it unchanged.

SPOKE: Representatives of employers, members of the Academic Committee of the Educational Program "6B04145 – International Trade," Borshch A.B., Head of LLP "Global Trans Logistics," stated that the new educational program deserves high recognition due to its relevance, practical orientation, and quality implementation. The program covers key aspects of foreign economic activity, including international law, logistics, instruments for regulating world trade, currency and financial relations, and strategies for entering foreign markets.

RESOLVED:

- To submit the graduate competency model for two levels of education (Bachelor's and Master's) for consideration and approval by the Academic and Methodological Council (AMC) of the Institute "Logistics and Business."

On the second issue

SPOKE: Head of the Department, with a proposal to hear the opinions of employer representatives and students on the inclusion of new disciplines in the Catalog of Elective Disciplines (CED) and Work Curriculum (RUP) for the 2025 intake.

It was noted that in the current academic year, due to amendments to the regulatory legal acts of the Ministry of Science and Higher Education of the Republic of Kazakhstan, there is a need to update the existing bachelor's educational programs. In addition, the prospect of participation in various rankings is being considered, which also requires a revision of current educational programs.

It was proposed to revise the names of disciplines in accordance with the programs of potential international partners, which provides a number of advantages in credit transfer and participation in international rankings; to reduce the number of disciplines in the educational programs, thereby consolidating similar disciplines, which would allow faculty to focus on delivering one complete course rather than splitting it into 2–3 similar courses.

It is recommended to allocate 6 to 9 credits per discipline, which will also positively affect students' selection of elective components and provide deeper immersion in each subject.

SPOKE: Employer representative, Vasilieva E.A., Director of LLP "Vitrina Nedvizhimosti," proposed changing the number of credits in the Work Curricula by reducing 9 credits to 6 credits, since theoretical training can be covered within 6 credits, and allocating more credits to the practical training of educational programs. She also emphasized the necessity of studying Chinese and German languages, including "Professional Chinese Language" and "Professional German Language," for international cooperation and international trade flows.

SPOKE: Students Taigozha G. (Group EiM-23-1), Qazez G. (Group MiBA-24-1), and Master's student Mukymbekov Sh.M. (Group MN-EiM-24-1) stated that it is necessary to include the following disciplines in the Work Curriculum (RUP) for all Bachelor's programs: "Professional Foreign Language" and "Fundamentals of Python Programming."

SPOKE: Chairpersons of the Academic Committees for educational programs presented the proposals of employers expressed in recommendation letters, as well as the proposals of the faculty of the Department "TSaB."

RESOLVED:

- To take the information into consideration;
- 1. To account for the proposals and recommendations of employers, faculty, and students;
- 2. To consider the inclusion in the RUP and CED/CVC for the educational programs of the 2025 intake of the following disciplines:
 - Fundamentals of Python Programming
 - Fundamentals of Artificial Intelligence
 - Chinese language
 - German language
 - Professional Chinese language
 - Professional German language
- 3. To update the educational programs of all levels, taking into account the optimization of disciplines, as well as the recommendations of employers and students, and to upload the updated educational programs into the ESUVO system.

On the third issue

Head of the Department "TSaB," Musaliyeva R.D., proposed reviewing new educational programs: **Bachelor's:** 6B04145 – International Trade **Master's:** 7M04173 – Economics and Management (professional, 1 year) 7M04172 – Marketing and Business Analytics (professional, 1 year)

Modern society is rapidly moving toward integration, digitalization, and international business, which makes transport services and marketing the foundation of the functioning of all spheres of activity: economy, industry, and the transport and communications sector. In this regard, the development of the proposed educational programs is extremely relevant today.

SPOKE: Akhmetzhanova A.Kh., Assistant Professor of the Department "TSaB." For the development of new professional educational programs (both at the bachelor's and master's levels), the study of the professional field should include the following key aspects:

The educational program in International Trade, aimed at exploring the field of professional activity, should cover the following areas:

- Theory of international trade: comparative advantage theory, factor endowment theory, theory of trade barriers
- History of international trade: from antiquity to modern times, key stages of globalization

- International trade systems: World Trade Organization (WTO), regional trade agreements such as EU, NAFTA, ASEAN
- Trade policy: tariffs, quotas, subsidies, anti-dumping measures
- International financial institutions: International Monetary Fund (IMF), World Bank, and their role in the global economy
- Economic integration: benefits and challenges of participating in trade blocs, and their impact on national economies
- Legal foundations of international trade: contracts, trade disputes, WTO rules, and international agreements
- Ethics and corporate social responsibility: ethical trade standards, environmental impact, and labor rights
- Financing of international trade: banking mechanisms, letters of credit, international settlements
- Currency risks and hedging: effects of exchange rate fluctuations on trade, risk management tools
- International logistics: transportation, customs procedures, compliance with standards
- Supply chain management: optimization, strategic planning, risk management
- International market research: demand analysis, consumer preferences, competitive advantages
- Marketing strategies for international markets: product localization, branding, advertising campaigns

SPOKE: Representative of employers, member of the Academic Committee of the Educational Program "International Logistics," Borshch A.B., Head of LLP "Global Trans Logistics," characterized the Graduate Competency Model for the current educational program as relevant and meeting the requirements of the labor market and proposed leaving it unchanged.

RESOLVED:

1. To take the above information into consideration.
2. To account for the recommendations of employers and students.
3. To propose the developed educational programs for inclusion in the EPVO – the Register of Higher and Postgraduate Educational Programs.

Chairperson:

Secretary:



Musaliyeva R.D.

Kyzaybay A.

JSC "ALT University named after Mukhamedzhan Tynyshepaev"

**PROTOCOL No. 7
EXTRACT FROM PROTOCOL No. 7**

meeting of the Coordinating Educational and Methodological Board (CEMB) of the Institute of Logistics and Business

Almaty

February 20, 2025

Chairperson: Musaeva G.S.

Secretary: Ursarova A.K.

Present: Musaeva G.S. – Chairperson, Director of the Institute "LiB," Assistant Professor of ALT; Badambaeva S.E. – Deputy Chairperson, Deputy Director of the Institute "LiB"; Elesheva Zh.B. – Secretary, Assistant Lecturer of the Department "TUiB"; Head of the Department "TUiB," Associate Professor Bitileuova Z.K.; Head of the Department "TUiB," Associate Professor Musaliyeva R.D.; Assistant Professor of "TUiB," Abibullaev S.Sh.; Assistant Professor of the Department "TUiB," Sugurova A.Zh.; Associate Professor of the Department "TUiB," Vakhitova L.V.; Associate Professor of the Department "TUiB," Musabaev B.K.; Associate Professor of ALT, Department "TUiB," Molgazhdarov A.S.; Senior Lecturer of the Department "TUiB," Ursarova A.K.; Senior Lecturer of the Department "TUiB," Nurzhaubaev M.M.; Senior Lecturer of "TUiB," Olzhabaeva R.S.

Industry representatives: Suvanbaeva F.G., Head of the "Project Management" Department, LLP "Research Institute of Transport and Communications"; Tokanov D.B., Director of LLP "Almaty Bureau for Certification"; Zhaparov M.A., Director of LLP "Bereket Klass"; Borshch A.B., Head of LLP "Global Trans Logistics."

Students: Taigozha G. (group EiM-23-1), Kazez G. (group MiBA-24-1), Mukymbekov Sh.M. (group MN-EiM-24-1).

AGENDA:

1. Review of new and updated educational programs.
2. Review of the Catalog of Elective Disciplines (CED), the Work Curriculum (WC), and the passport of the new educational program.

SPOKE: Head of the Department "TUiB," Musaliyeva R.D., presented new and updated educational programs for review:

New bachelor's and master's programs:

- Bachelor's: 6B04145 — "International Trade"
- Master's (professional, 1 year):
 - 7M04172 — "Marketing and Business Analytics"
 - 7M04173 — "Economics and Management"

Existing programs subject to updating:

- 6B04142 — "Economics and Management (by industry)"
- 6B04125 — "Marketing and Business Analytics"
- 6B04144 — "E-Commerce"

The Department "TUiB" held a meeting of the Academic Committee with the participation of employer representatives, leading academic experts, and students. The purpose of the meeting was a comprehensive discussion of the structure, content, and key components of the new bachelor's and master's programs. During the meeting, an analysis was carried out regarding the compliance of the programs with modern labor market requirements, educational standards, and student expectations. Special attention was paid to the integration of practice-oriented elements, innovative teaching methods, and the development of competencies necessary for the successful professional activities of graduates. A number of new relevant

disciplines were proposed by employer representatives and students, which were approved by the department and included in the new CED and WC.

RESOLVED:

1. To take the information into consideration.
2. To take into account all proposals and recommendations of employers and student representatives.
3. To submit the draft of the new bachelor's program 6B04145 — "International Trade" and the master's programs (professional, 1 year): 7M04172 — "Marketing and Business Analytics," 7M04173 — "Economics and Management," along with the CED and WC for review and approval by the Institute Council and the Academic Council of ALT University.

Chairperson of the CEMB:



Musaeva G.S.

Secretary:



Ursarova A.K.

14. APPROVAL SHEET

No	Full name	Place of work / study	Position	Date of approval	Signature
	Messasheva R.	ALT University	Head of dep	20.02.25	[Signature]
	Bigunimova A.C.	ALT University	Zab. kadr.	20.02.25	[Signature]
	Akhmedov P.T.	ALT University	Zab. kadr.	20.02.25	[Signature]
	Solomonova F.M.	ALT University	Zab. kadr.	20.02.25	[Signature]
	Kassanova D.T.	ALT University	Head of dep	20.02.25	[Signature]
	Turamkulov F.D.	ALT University	Zab. kadr. PC	20.02.25	[Signature]
	Tochomskaya I.N.	ALT University	Direktor HAT	20.02.25	[Signature]
	Mysakova L.S.	ALT University	Direktor UMB	20.02.25	[Signature]
	Seyidova M.	ALT University	Direktor UMC	20.02.25	[Signature]

[illegible]