

Ministry of Agriculture of the Republic of Kazakhstan
Kazakh Agrotechnical University named after S.Seifullin

Reviewed by
at the meeting of the
University Academic Council
Protocol № 15
« 31 » 05 2019

APPROVE
Chairman of the Board
JSC "Kazakh agrotechnical
University S.Seifullin "
A.K. Kurishbayev
« 05 » 2019



EDUCATIONAL PROGRAM

«Digital marketing»

(name of the program)

Code and classification of the field of education: 6B04 Business, management and law

Code and classification of training areas: 6B041 Business and management

Code in the International Standard Classification of Education: 0410

Qualification: Bachelor of Business and Management in the educational program 6B041
«Digital marketing»

Training term: 4 years

Nur-Sultan, 2019

Team of authors:

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The team of authors approved by the order of JSC "KATU named after S.Seifullin" № 932-H from 12.12.2018, № 962-H from 28.12.2018 and № 964-H from 28.12.2018.

Educational program 6B041 «Digital marketing»

considered at the meeting of the department "Marketing and Service"
Protocol No. 8 dated March 28, 2019

approved by the Faculty Council
Protocol No. 8 April 19, 2019

Acting Dean of the Faculty of Economics



Aitkhozhin S.K.

Head of the department



Rustembaev B.E.

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1 Passport of the educational program

1.1 The purpose of the educational program is to prepare highly qualified bachelor of business and management, who will master the tools of traditional marketing, as well as knowledge in the field of Internet marketing and e-commerce skills, will be able to solve marketing problems with the help of modern information technologies and software.

The objectives of the program are as follows:

1. The organization and direct participation of graduates in carrying out comprehensive research of national and international commodity markets in order to obtain information for making management decisions.
- 2 Identification of consumer requirements for the quality characteristics of goods and services, the formation of consumer demand and forecasting sales volumes.
3. Participation in the development and economic justification of operational and strategic plans for the enterprise in the national and international markets.
4. To reveal modern approaches to the organization of marketing activities in various industries and fields of activity.
5. Participation in the collection and analysis of information about the behavior of the market and competitors on it through the use of the Internet, storage of corporate databases.
6. Solving problems of optimization of marketing activities, shifting the emphasis to the area of speed of making decisions adequate to the information flow.
7. The use of modern information technologies in solving marketing problems in the electronic market.

2 General characteristics of the educational program (relevance, features, competitive advantages, uniqueness, stakeholders, etc.)

The educational program is designed on the basis of a modular learning system, forming general cultural, special language and professional competences.

A marketer is a specialist whose duties include the analysis and study of preferences, customer demand and, as a result, the development of a strategy that will help increase the competitiveness of the company's products, increase its turnover and profits. It is up to the marketer to continue the success, popularity and level of sales of the products promoted, since it helps the manufacturer to understand and satisfy the needs of the consumer as much as possible.

The specialty assumes that the marketer is engaged in research and analysis of the consumer market, competitors' activities, develops and implements the company's own marketing strategy, actively promotes and successfully sells goods and services. The marketer analyzes the information received, draws conclusions and makes the best decisions. Based on the results obtained, he develops a marketing mix, uses the most effective methods, techniques and technologies in order to more fully and qualitatively meet the needs of customers and ensure the profitability of the company's activities.

The advantages of the educational program are as follows:

- preparation is conducted in the Kazakh, Russian and English languages;
- the use of interactive teaching methods (interactive lectures, case studies, role-playing and business games, presentations and business projects;
- in-depth study of a foreign language;
- the passage of research practices in leading companies;
- High percentage of specialist employment.

The program on the specialty “Digital Marketing” is aimed at training highly qualified specialists who are able to form ideas about the modern theoretical and practical problems of marketing, management, economics and business using digital technologies.

The training program is focused on training professionals who effectively solve marketing problems, are able to make non-standard solutions that ensure the competitiveness, successful and sustainable development of the company.

The master program allows you to update and expand knowledge, improve your professional level and acquire additional analytical and research competencies.

Much attention is paid to the study of the development of the market of goods and services in Kazakhstan, advertising, strategies to promote goods and services to the market and much more.

3 Competency model (portrait) graduate

3.1 Professional activities

The scope of professional activity includes:

- research activities;
- production activity as a marketer, marketing manager, consultant, administrative specialist, researcher at institutes, research programs, international cooperation programs, etc .;
- educational, cognitive and planned activities in accordance with the obtained bachelor's degree in economics and business.

3.2 Types of professional activity

Types of professional activity:

- organization and conduct of the scientific, educational process in educational institutions by profile;
- research and development activities;
- accounting of business transactions in enterprises of various organizational and legal forms and sectors of the economy;
- experimental research activities;
- the rational organization of their financial and economic relations;
- assistance in protection of economic interests and property of individuals and legal entities.

3.3 General Education Competences

Know:

- The main teachings in the field of national economy;
- features of the organization of marketing activities in various industries and fields of activity;
- features of the marketing mix in some areas of activity;
- The specifics of marketing research for various industries and fields of activity;
- features of the commodity, pricing, distribution and communication policy of the enterprise of the selected industry or field of activity;
- approaches to the development of marketing strategies and marketing management in industries and fields of activity.
- methods of regulation of international trade, the system of currency regulation and control in Kazakhstan.

Be able to:

- apply the theoretical concepts, ideas and methods of classical marketing to solve specific practical problems in certain sectors of activity;
- make effective decisions about the prospect of improving the position of an enterprise in the market based on an analysis of the internal and external environment;
- use the basic theories of modern marketing to solve applied problems;
- apply the knowledge to choose the optimal strategy of the company based on market conditions in a particular field of activity.

Master:

- knowledge about the development of society, the diversity of cultures, civilizations, forms of social experience, the place of Kazakhstan in the world historical process;
- modern methods of assessing the market situation;
- the main methods of situational analysis of the position of the enterprise in the market space, in relation to the specific features and objectives of the use of marketing in certain industries and areas of activity;
- skills of analyzing the external and internal environment of the enterprise in various industry markets;
- information technologies for solving applied marketing tasks;
- the practice of international commercial transactions, the conclusion of the contract of sale and maintenance.

Have skills:

- independent organization and conduct of marketing research in a particular market, analysis and interpretation of results;
- analysis of marketing problems and specific market situations;
- drawing up marketing programs and planning strategic and tactical nature.

Be competent:

- in the application of special marketing terminology and vocabulary of the specialty;
- in the implementation of the collection, analysis and processing of data necessary to solve the set marketing tasks in organizations of the agro-industrial complex;
- in organizing and conducting marketing activities in organizations of the agro-industrial complex;
- in the preparation and implementation of marketing plans and programs in organizations of the agro-industrial complex;
- in the analysis and interpretation of marketing data on socio-economic processes and phenomena, identifying trends in socio-economic indicators of the activities of agricultural organizations.

3.4 Basic competences

of the mother tongue (Kazakh / Russian language): understand the content of any information, express thoughts, feelings, opinions in written and oral forms (listening, speaking, reading and writing);

of the foreign languages: master the basic skills of communication in a foreign language: understand, express, interpret concepts, thoughts, feelings, facts and opinions, both verbally and in writing (listening, speaking, reading, writing) in the appropriate range of social and cultural contexts;

of the fundamental mathematical, natural science and technical training: to develop and apply mathematical ways of thinking (logic, spatial thinking, etc.) in their professional activities; able to use the basics of natural science knowledge and methodology to identify production problems and solve professional problems;

of the computer training: confidently use modern information technology for work, leisure and communications; have the skills to use digital devices to participate in collaborating networks using the Internet in the field of professional activities;

of the educational training: to possess basic knowledge in the field of economic, administrative disciplines (sciences); have the ability to engage in self-study, to be able to effectively manage time and information; strive for professional and personal growth;

of the social training (personal, intercultural, civic competence): possession of ethical and legal norms of social behavior that allows you to effectively and constructively participate in social and working life; provide the ability to prevent and resolve conflict situations, find compromises, relate their opinion with the opinion of the team; comply with business ethics;

of the entrepreneurial and economic training: possess the basics of economic knowledge, have a scientific understanding of management, marketing, finance, etc .; know and understand the goals and objectives of state regulation of the economy; plan and manage projects to achieve professional goals;

of the cultural preparation: know the traditions and culture of the peoples of Kazakhstan; understand the importance of creative expression of ideas; be aware of the attitudes of tolerant personal behavior and the prevention of domestic racism, xenophobia, and extremism; have high spiritual qualities.

3.5 Professional competences

A graduate of the modular educational program “Digital Marketing” in the specialty 5B051100 - Marketing should have an idea about:

- the development of marketing thinking, the ability to generalize, analyze, perception of information, setting goals and choosing ways to achieve it;
 - the ability to find organizational and managerial marketing solutions applicable in the chosen field of activity, and the willingness to take responsibility for them;
 - awareness of the social significance of their future profession, possessing a high motivation to perform professional activities;
 - the ability to understand the nature and importance of information in the development of the modern information society, to be aware of the dangers and threats arising in this process, to comply with the basic requirements of information security, including the protection of state secrets;
 - mastering the basic methods, methods and means of obtaining, storing, processing information, have computer skills as a means of managing information;
- ability to work with information in global computer networks;
- the ability to process and interpret data collected on the basis of an analysis of the internal and external environment of the enterprise, to prepare expert opinions and recommendations in the field of marketing management in various fields and areas of activity;
 - the ability to plan and carry out work on the study of the organization of the work of marketing services.

Know:

- the main teachings in the field of national economy;
- features of the organization of marketing activities in various industries and fields of activity;
- features of the marketing mix in some areas of activity;
- the specifics of marketing research for various industries and fields of activity;
- features of the commodity, pricing, distribution and communication policy of the enterprise of the selected industry or field of activity;

- approaches to the development of marketing strategies and marketing management in industries and fields of activity.

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Be able to:

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- use the basic theories of modern marketing to solve applied problems;

- apply the knowledge to choose the optimal strategy of the company based on market conditions in a particular field of activity.

Master:

- knowledge about the development of society, the diversity of cultures, civilizations, forms of social experience, the place of Kazakhstan in the world historical process;

- modern methods of assessing the market situation;

- the main methods of situational analysis of the position of the enterprise in the market space, in relation to the specific features and objectives of the use of marketing in certain industries and areas of activity;

- skills of analyzing the external and internal environment of the enterprise in various industry markets;

- information technology for solving applied marketing tasks.

- the practice of international commercial transactions, the conclusion of the contract of sale and maintenance.

Have skills:

- independent organization and conduct of marketing research in a particular market, analysis and interpretation of results;

- analysis of marketing problems and specific market situations;

- drawing up marketing programs and strategic and tactical plans.

Be competent:

- in the application of special marketing terminology and vocabulary of the specialty;
- in the implementation of the collection, analysis and processing of data necessary to solve the set marketing tasks in organizations of the agro-industrial complex;

- in organizing and conducting marketing activities in organizations of the agro-industrial complex;

- in the preparation and implementation of marketing plans and programs in organizations of the agro-industrial complex;

- in the analysis and interpretation of marketing data on socio-economic processes and phenomena, identifying trends in socio-economic indicators of the activities of agricultural organizations.

4 Base professional practice (all types of practices)

Professional practices are held at Astana LineService LLP, Economic Research Institute under the President of the Republic of Kazakhstan, KazAgroMarketing JSC, etc.

5 Structure of the educational program for bachelor (undergraduate)

№	The name of the cycles of disciplines and activities	The total complexity	
		In academic hours	In academic credits
1	2	3	4
1	Cycle of general education disciplines (GED)	1680	56
1.1	General education disciplines (GED EC)	1530	51
	Philosophy	150	5
	Modern history of Kazakhstan	150	5
	Information and communication technology	150	5
	Culturology and psychology	120	4
	Political Science and Sociology	120	4
	Physical culture	240	8
	Kazakh (Russian) language	300	10
	Foreign language	300	10
1.2	General educational disciplines of the university component (GED UC)	150	5
	Economic theory	150	5
2	The cycle of basic disciplines (BD)	3360	112
2.1	The cycle of basic disciplines of the university component (BD UC)	1650	55
	Management	150	5
	Marketing	150	5
	Macroeconomics	180	6
	Law basics	90	3
	Mathematics in Economics	150	5
	Enterprise economy	150	5
	Taxes and taxation	150	5
	Finance	150	5
	Basics of Accounting	150	5
	Statistics	180	6
	Microeconomics	150	5
2.2	The cycle of basic disciplines of the component of choice (BD CC)	1710	57
	Internet technology and e-commerce	180	6
	Digital technology in marketing	120	4
	Entrepreneurship	120	4
	Econometrics for business solutions	150	5
	SMM-marketing SMM (Social Media Marketing)	180	6
	Distribution channels and marketing logistics	150	5
	Price policy and pricing	120	4
	Professional Kazakh (Russian) language	90	3

	Professionally-oriented foreign language	90	3
	Mathematical methods and models of decision making	120	4
	Integrated Marketing Communications	120	4
	Consumer behavior (demeanor)	150	5
	Market Analysis Tools	120	4
3	Cycle of majors	1800	60
	The cycle of majors in the university component (M UK)	1050	35
3.1	Branding and Leadership Personal Business	150	5
	Organization and planning of marketing activities	150	5
	Marketing management	150	5
	Marketing research	150	5
	Benchmarking	150	5
	Media planning	150	5
	Technology sales, business negotiations and presentations	150	5
	The cycle of specialized disciplines of the component by choice (SD CC)	750	25
3.2	International marketing	90	3
	Tourism marketing	90	3
	Marketing of goods and services	90	3
	Neuromarketing	90	3
	B2B marketing	90	3
	Educational practice	60	2
	(Internship) Production practice	60	2
	Undergraduate practice	180	6
	Additional types of training(ATT)		
4	Final certification (FC)	360	12
	Registration and protection of the diploma practice (RPDP)		
	Total	7200	240

Application 1. Academic calendar

Министерство сельского хозяйства Республики Беларусь. Е-mail: info@minagri.gov.by

1201. *Chrysomelidae* *Chrysomelidae*

REFERENCES

16

Автоматически заповест на 20.9.2023 г.
Съставител: С.В.И. - "Добрият човек"
Инициаторът на доклада: "Добрият човек"
Състав: Експертна комисия с председател С.В.И. - "Добрият човек"
Срок изготвяне: 4 часа
Образложение: актуално

Exercise	Exercises	Recesses	Transitions	Groups	Hours	Costs	Average	Minerals	Utilities	Total
1	1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4	4
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1. **NAME OF THE COMPANY:**
 2. **ADDRESS:**
 3. **CITY:** **STATE:** **ZIP:**
 4. **PHONE:** **FAX:**
 5. **E-MAIL:**
 6. **WEBSITE:**
 7. **INDUSTRY:**
 8. **PRODUCTS:**
 9. **MARKETING STRATEGY:**
 10. **COMPETITORS:**
 11. **FINANCIAL STATEMENTS:**
 12. **OTHER INFORMATION:**

- 1 - normal codecup
- 2 - yafusa internet
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- 100 - yafusa internet

А - кинематика
ВС - вращательное движение
А - движение по окружности
О - обобщение
СНС - система сил

Формы: 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21. 22. 23. 24. 25. 26. 27. 28. 29. 30. 31. 32. 33. 34. 35. 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 84

К. Успенский - Москва, Новодевичий монастырь, адрес
21. 22. 23 января - 36. 37. 38. 39. 40. 41. 42. 43. 44. 45. 46. 47. 48. 49. 50. 51. 52. 53. 54. 55. 56. 57. 58. 59. 60. 61. 62. 63. 64. 65. 66. 67. 68. 69. 70. 71. 72. 73. 74. 75. 76. 77. 78. 79. 80. 81. 82. 83. 84. 85. 86. 87. 88. 89. 90. 91. 92. 93. 94. 95. 96. 97. 98. 99. 100. 101. 102. 103. 104. 105. 106. 107. 108. 109. 110. 111. 112. 113. 114. 115. 116. 117. 118. 119. 120. 121. 122. 123. 124. 125. 126. 127. 128. 129. 130. 131. 132. 133. 134. 135. 136. 137. 138. 139. 140. 141. 142. 143. 144. 145. 146. 147. 148. 149. 150. 151. 152. 153. 154. 155. 156. 157. 158. 159. 160. 161. 162. 163. 164. 165. 166. 167. 168. 169. 170. 171. 172. 173. 174. 175. 176. 177. 178. 179. 180. 181. 182. 183. 184. 185. 186. 187. 188. 189. 190. 191. 192. 193. 194. 195. 196. 197. 198. 199. 200. 201. 202. 203. 204. 205. 206. 207. 208. 209. 210. 211. 212. 213. 214. 215. 216. 217. 218. 219. 220. 221. 222. 223. 224. 225. 226. 227. 228. 229. 230. 231. 232. 233. 234. 235. 236. 237. 238. 239. 240. 241. 242. 243. 244. 245. 246. 247. 248. 249. 250. 251. 252. 253. 254. 255. 256. 257. 258. 259. 260. 261. 262. 263. 264. 265. 266. 267. 268. 269. 270. 271. 272. 273. 274. 275. 276. 277. 278. 279. 280. 281. 282. 283. 284. 285. 286. 287. 288. 289. 290. 291. 292. 293. 294. 295. 296. 297. 298. 299. 300. 301. 302. 303. 304. 305. 306. 307. 308. 309. 310. 311. 312. 313. 314. 315. 316. 317. 318. 319. 320. 321. 322. 323. 324. 325. 326. 327. 328. 329. 330. 331. 332. 333. 334. 335. 336. 337. 338. 339. 340. 341. 342. 343. 344. 345. 346. 347. 348. 349. 350. 351. 352. 353. 354. 355. 356. 357. 358. 359. 360. 361. 362. 363. 364. 365. 366. 367. 368. 369. 370. 371. 372. 373. 374. 375. 376. 377. 378. 379. 380. 381. 382. 383. 384. 385. 386. 387. 388. 389. 390. 391. 392. 393. 394. 395. 396. 397. 398. 399. 400. 401. 402. 403. 404. 405. 406. 407. 408. 409. 410. 411. 412. 413. 414. 415. 416. 417. 418. 419. 420. 421. 422. 423. 424. 425. 426. 427. 428. 429. 430. 431. 432. 433. 434. 435. 436. 437. 438. 439. 440. 441. 442. 443. 444. 445. 446. 447. 448. 449. 450. 451. 452. 453. 454. 455. 456. 457. 458. 459. 460. 461. 462. 463. 464. 465. 466. 467. 468. 469. 470. 471. 472. 473. 474. 475. 476. 477. 478. 479. 480. 481. 482. 483. 484. 485. 486. 487. 488. 489. 490. 491. 492. 493. 494. 495. 496. 497. 498. 499. 500. 501. 502. 503. 504. 505. 506. 507. 508. 509. 510. 511. 512. 513. 514. 515. 516. 517. 518. 519. 520. 521. 522. 523. 524. 525. 526. 527. 528. 529. 530. 531. 532. 533. 534. 535. 536. 537. 538. 539. 540. 541. 542. 543. 544. 545. 546. 547. 548. 549. 550. 551. 552. 553. 554. 555. 556. 557. 558. 559. 560. 561. 562. 563. 564. 565. 566. 567. 568. 569. 570. 571. 572. 573. 574. 575. 576. 577. 578. 579. 580. 581. 582. 583. 584. 585. 586. 587. 588. 589. 590. 591. 592. 593. 594. 595. 596. 597. 598. 599. 600. 601. 602. 603. 604. 605. 606. 607. 608. 609. 610. 611. 612. 613. 614. 615. 616. 617. 618. 619. 620. 621. 622. 623. 624. 625. 626. 627. 628. 629. 630. 631. 632. 633. 634. 635. 636. 637. 638. 639. 640. 641. 642. 643. 644. 645. 646. 647. 648. 649. 650. 651. 652. 653. 654. 655. 656. 657. 658. 659. 660. 661. 662. 663. 664. 665. 666. 667. 668. 669. 670. 671. 672. 673. 674. 675. 676. 677. 678. 679. 680. 681. 682. 683. 684. 685. 686. 687. 688. 689. 690. 691. 692. 693. 694. 695. 696. 697. 698. 699. 700. 701. 702. 703. 704. 705. 706. 707. 708. 709. 710. 711. 712. 713. 714. 715. 716. 717. 718. 719. 720. 721. 722. 723. 724. 725. 726. 727. 728. 729. 730. 731. 732. 733. 734. 735. 736. 737. 738. 739. 740. 741. 742. 743. 744. 745. 746. 747. 748. 749. 750. 751. 752. 753. 754. 755. 756. 757. 758. 759. 760. 761. 762. 763. 764. 765. 766. 767. 768. 769. 770. 771. 772. 773. 774. 775. 776. 777. 778. 779. 780. 781. 782. 783. 784. 785. 786. 787. 788. 789. 790. 791. 792. 793. 794. 795. 796. 797. 798. 799. 800. 801. 802. 803. 804. 805. 806. 807. 808. 809. 810. 811. 812. 813. 814. 815. 816. 817. 818. 819. 820. 821. 822. 823. 824. 825. 826. 827. 828. 829. 830. 831. 832. 833. 834. 835. 836. 837. 838. 839. 840. 841. 842. 843. 844. 845. 846. 847. 848. 849. 850. 851. 852. 853. 854. 855. 856. 857. 858. 859. 860. 86

Дополнительно к этому:

Тестирование: 20 минут, 30 вопросов
Средняя оценка: 80% (8 из 10)
Средняя оценка: 80% (8 из 10)
Средняя оценка: 80% (8 из 10)
Средняя оценка: 80% (8 из 10)

2015

_____ 2019 г.

Application 2

Application 2: Comparison of the two different methods of measuring the area of a circle. The first method is by using the formula $A = \pi r^2$ and the second method is by using the formula $A = \frac{1}{2} C r$. The results are compared in the table below.

Method	Radius (cm)	Circumference (cm)	Area (cm ²)	Percentage Error	Comments	Source of Error	Improvements	Conclusion	Overall Rating
Method 1: $A = \pi r^2$	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Method 2: $A = \frac{1}{2} C r$	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Method 3: $A = \pi r^2$ (Hand-drawn)	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Method 4: $A = \frac{1}{2} C r$ (Hand-drawn)	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Method 5: $A = \pi r^2$ (Digital)	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Method 6: $A = \frac{1}{2} C r$ (Digital)	1.0	6.28	3.14	0.0%	Perfect	None	None	Excellent	5.0
	2.0	12.57	12.57	0.0%	Perfect	None	None	Excellent	5.0
	3.0	18.85	28.27	0.0%	Perfect	None	None	Excellent	5.0
	4.0	25.13	50.27	0.0%	Perfect	None	None	Excellent	5.0
	5.0	31.42	78.54	0.0%	Perfect	None	None	Excellent	5.0
Overall Summary: All methods performed perfectly, with no significant errors observed.									

[illegible]

Application 3 Description of the disciplines of compulsory and university components

1. Basic information about the discipline:	
Name of the discipline	Philosophy
2. Amount of credits	5
3. Prerequisite:	Sociology, political science, cultural studies, psychology, modern history of Kazakhstan.
4. Post requisites:	History and philosophy of science, philosophy of modern society.
5. Competences:	Formation of openness of consciousness, understanding of our own national code and national identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education.
6. Course author	Department of Philosophy
7. Literature	<p>1. Петрова В.Ф., Хасанов М.Ш. «Философия». – Алматы: Эверо, 2014.</p> <p>2. Бертран Р. «История западной философии» – М.: Издатель Litres, 2018. – 1195 с.</p> <p>3. Kenny A. «New History of Western Philosophy». Volume 1-4. – Oxford University Press, 2006 - 2010. (Кэнни Эй. «Нью хистори оф Вестерн философи». Волум 1-4 – Оксфорд юниверсити пресс, 2006-2010)</p>
8. Content of the discipline:	The emergence and development of philosophy. Basics of philosophical understanding of the world. Consciousness, soul and language. Being. Ontology and metaphysics. Human philosophy and value world. “Мәңгілік Ел” and “Рухани жаңғыру” are the philosophy of the new Kazakhstan.

1. Basic information about the discipline:	
Name of the discipline	Economic theory
2. Amount of credits	5
3. Prerequisite:	History of Kazakhstan, Mathematics
4. Post requisites:	Microeconomics, Macroeconomics, Economy of Kazakhstan
5. Competences:	<ul style="list-style-type: none"> - identify the fundamental problems of the functioning of the economy, the direction of development of economic science; - understand the diversity of economic processes in the modern world, their relationship with other processes occurring in society; - know the theoretical foundations and patterns of functioning of the economy, including transitional processes; - know the principles of making and implementing economic and managerial decisions; - identify problems of an economic nature in the analysis of specific situations, suggest ways to solve them and evaluate the expected results; - use basic and special methods of economic analysis of information in the field of professional activity; - develop and justify options for effective business decisions; - be able to collect, compile and analyze economic information. - know the basic concepts created during the long evolution of economic thought; - have the skills to analyze the state and trends of the socio-economic development of the national and world economies.
6. Course author	Musina R.S.

7. Literature	<p>1. Баликов В. З.. Общая экономическая теория. Учебник. –М.,2015</p> <p>2. Базылев Н.И. Экономическая теория/Базылев Н.И., Базылева М.Н. Минск, 2010.</p> <p>3. В. С. Гродский. Экономическая теория: учеб.пособие для студентов бакалавриата. Стандарт третьего поколения/В. С. Гродский. СПб.: Питер, 2013</p> <p>4. Джусибалиева А К., А А. Ержанова; Экономическая теория: учебное пособие/А.К. Джусибалиева, А.А. Ержанова; рец.: Б.Е. Рустембаев, К.К. Хасенова; М-во сельского хоз-ва. - Астана: КАТУ им.С.Сейфуллина, 2016.</p> <p>5. Курс экономической теории/под редакцией Чепурина М.Н., Киселевой Е.А., Киров: «АСА», 2010г.</p> <p>6. Макконнелл К., Брю С.: Экономикс: принципы, проблемы и политика, М.: Республика, 2011 г.</p> <p>7. Мусина Р.С., Овчинникова Т.В. Основы экономики и права: учебное пособие. Астана 2018</p> <p>8. Экономическая теория: Учебник/ под ред. В.Д. Камаева, Е.И. Лобачевой. – М.: Юрайт-Издат, 2010. – 557с.</p> <p>9. Экономическая теория.: Учебное пособие /Под ред. В.И. Видяпина. – М.: ИНФРА – М, 2011. – 714 с</p>
8. Content of the discipline:	<p>The subject and method of economic theory. The place and role of economic theory in the development of society. Basics of social production. Property relations and their role in the economy. Forms of social economy. Market and competition. Fundamentals of the theory of supply and demand. Fundamentals of the theory of individual reproduction. Circulation and turnover of capital (funds) of the enterprise. Costs and income of the enterprise (company). Factor markets. National economy as a system. Macroeconomic equilibrium. Economic growth and cyclical market economy. Unemployment and inflation as manifestations of economic instability. Monetary and financial system. International aspects of economic theory.</p>

1. Basic information about the discipline:	
Name of the discipline	Modern history of Kazakhstan
2. Amount of credits	5
3. Prerequisite:	School basic knowledge
4. Post requisites:	Culturology, political science, philosophy, sociology
5. Competences:	<p>To know the prerequisites for the formation of the statehood of modern Kazakhstan at the source of world and Eurasian historical processes; be able to critically analyze historical events, based on retrospective, comparative-historical and other scientific methods, have the skills to compare them with the world development of mankind; master the skills of analyzing the activities of historical personalities of modern Kazakhstan, complex historical processes and phenomena; fully take into account the priorities of a kind of Kazakhstan development, its features, etc.</p>
6. Course author	Department of History of Kazakhstan
7. Literature	<p>1. Современная история Казахстана: учебник для студентов неисторических спец. (бакалавриата) высш. учеб. заведений/Б. Г. Аяган [и др.]; ред. Б. Г. Аяган; Ин-т истории гос-ва М-ва образования и науки РК. – Алматы: Раритет, 2010,</p> <p>2. Аминов Т.М. Современная история Казахстана. Учебное пособие. Алматы., 2017 г.</p>

	<p>3. Назарбаев Н.А. Эра независимости.- Алматы: ҚАЗАқпарат, 2017.</p> <p>4. Нуртазина Р.А. Национальная безопасность Республики Казахстан: учеб.пособие.- Алматы: Бастау, 2014</p> <p>5. Ертлесова Ж. Реформы 90-х: интервью с ключевыми участниками событий. - Алматы, Атамұра. - 2016.</p>
8. Content of the discipline:	Features and specificity of historical processes, the formation of a patriotic spirit in students. The study of the specifics of the subject and methods of historical culture. Discipline The history of modern Kazakhstan is based on theoretical and methodological concepts. To clarify the chronological framework for the independence of Kazakhstan, priority is given to national ideas and movements.

1. Basic information about the discipline:	
Name of the discipline	Information and communication technology
2. Amount of credits	5
3. Prerequisite:	Mathematics, physics
4. Post requisites:	Mathematical methods and models for making marketing, Technology sales, business negotiations and presentations
5. Competences:	<p>As a result of studying this discipline, students will be able to:</p> <ul style="list-style-type: none"> - design and create simple websites; - to process vector and raster images; - create multimedia presentations; - use different social platforms for communication; - use various forms of e-learning to expand professional knowledge; - use various cloud services.
6. Course author	Department of Information and communication technologies
7. Literature	<p>1. Shynybekov D.A., Uskenbayeva R.K., Serbin V.V., Duzbayev N.T., Moldagulova A.N., Duisebekova K.S., Satybaldiyeva R.Z., Hasanova G.I., Urmashiev B.A. Information and communication technologies. Textbook: in 2 parts. Part 1, 1st ed. - Almaty: IITU, 2017. - 588 p.,</p> <p>2. Shynybekov D.A., Uskenbayeva R.K., Serbin V.V., Duzbayev N.T., Moldagulova A.N., Duisebekova K.S., Satybaldiyeva R.Z., Hasanova G.I., Urmashiev B.A. Information and communication technologies. Textbook: in 2 parts. Part 1, 1st ed. - Almaty: IITU, 2017. - 588 p.,</p> <p>3. Urmashiev B.A. Information and communication technology: Textbook/B.A. Urmashiev. – Almaty, 2016. - 410 p.,</p> <p>4. Нурпеисова Т.Б., Кайдаш И.Н. ИКТ. Учебное пособие/Алматы, изд-во Бастау, 2017, 183 с.</p> <p>5. Nurpeisova T.B., Kaidash I.N. ICT, Almaty, Bastau, 2017. 241 p.</p>
8. Content of the discipline:	The role of ICT in key sectors of social development. ICT standards. Introduction to computer systems. Computer systems architecture. Software. Operating Systems. Human-computer interaction. Database systems. Data analysis. Data management. Networks and telecommunications. Cybersecurity Internet technologies. Cloud and mobile technologies. Multimedia technology. Smart technology. E-technology. E-business. E-learning. E-government. Information technology in the professional field. Industrial ICT. ICT development prospects.

1. Basic information about the discipline:	
Name of the discipline	Culturology and psychology
2. Amount of credits	4
3. Prerequisite:	Basic school knowledge

4. Post requisites:	Knowledge acquired in studying the course “Psychology” is necessary for self-knowledge, socialization in modern society, building relationships in society, and also for continuing education in the magistracy.
5. Competences:	Students should know: the main forms of social interactions, factors of social development, types of social institutions and be able to analyze them; be able to master the basics of sociological analysis in studying the process of forming public opinion; scientific understanding of the sociological approach to the individual, factors of its formation in the process of socialization, the basic laws and forms of regulation of social behavior, the nature of the emergence of social communities and social groups.
6. Course author	Zh.S. Bekbayeva
7. Literature	<p>1. Гамезо М.В., Домашенко И.А., Атлас по психологии. М., 1998.</p> <p>2. Гиппенрейтор Ю.Б. Введение в общую психологию. Курс лекций. М., 1996</p> <p>3. Немов Р.С. Психология: Учебное пособие для студентов пед.вузов: В 3 кн. М., 1994, 1996.</p> <p>4. Общая психология. Курс лекций/Сост. Е.И. Рогов. М., 1995.</p> <p>5. Петровский А.В., Ярошевский М.Г. Психология: Учебник. М., 2001.</p> <p>6. Рубинштейн С.Л. Основы общей психологии. СПб., 1998.</p> <p>7. Столяренко Л.Д. Основы психологии: учебное пособие для студентов вузов, Ростов-на-Дону, 1995 г.</p>
8. Content of the discipline:	The development of the social and humanitarian worldview as the basis for the modernization of public consciousness through the formation of cultural identity, the ability to analyze and assess cultural situations based on an understanding of the nature of cultural processes, the specifics of cultural objects, the role of cultural values in intercultural communication Fundamentals of general psychology, personality psychology, individually-typological personality characteristics: temperament, character, abilities; Emotional-volitional sphere of personality, Cognitive processes: memory, attention, imagination, thinking and speech. Psychology of professional communication.

1. Basic information about the discipline:	
Name of the discipline	Political Science and Sociology
2. Amount of credits	4
3. Prerequisite:	Basic school knowledge
4. Post requisites:	Philosophy
5. Competences:	<p>Must know: the basic concepts of sociology, methods and functions of sociology; the main features and typology of social communities and society as a whole; criteria for social stratification and causes of social inequality; ways to resolve social conflicts; Features of the process of socialization of the individual and the form of regulation and self-regulation of social behavior; moral norms, regulation of relations between people and society.</p> <p>Have an idea: about the sociological approach in understanding the patterns in the development and functioning of society and the individual; about social structure, social stratification, social interaction and about the main social institutions of society;</p> <p>Must be able to: navigate in the basic concepts of sociology; to associate theoretical material with the problems of our time; understand the</p>

	specifics of social processes; evaluate the problem, express your point of view.
6. Course author	Department of Professional Studies
7. Literature	<ol style="list-style-type: none"> 1. Боровик В.С., Креиов Б.И. Основы политологии и социологии. Учеб. пособ.- М.: Высш. шк., 2008. 2. Кравченко А.И. Основы социологии: Учебное пособие для студентов сред. спец.уч.заведений. М.,2006 3. Политология: Учеб. Пос. для техн. ун-тов/Под ред.-й М.А.Васильюка. СПб., 2009 4. Харчева В. Основы социологии: Учебник для сред. спец. уч. заведений. М.2008
8. Content of the discipline:	Sociology as a science. Society as a sociocultural system. The social structure of society. Personality and society. Social processes. Social conflicts. Basics of political science. The subject of political science. The political system of society. Political institutions. Political power and political regimes. Subjects of a policy. Political socialization and culture. International relations and political processes in the modern world.

1. Basic information about the discipline:	
Name of the discipline	Statistics
2. Amount of credits	6
3. Prerequisite:	Mathematics in Economics
4. Post requisites:	Mathematical methods and models for making marketing decisions
5. Competences:	<p>As a result of mastering the discipline, the student must:</p> <p><i>Know:</i> modern methods of collecting, processing and analyzing economic and social data; methods of statistical analysis of economically significant problems and processes occurring in society, to predict their possible development in the future; methods of using modern information technology for processing economic data.</p> <p><i>To be able to:</i> solve typical economic-mathematical, statistical tasks; calculate economic and socio-economic indicators on the basis of methodologies and regulatory framework; use economic and statistical methods in building organizational and managerial models; apply methods of applied statistics to solve applied problems of economics.</p> <p><i>Possess:</i> modern quantitative methods of collecting, processing and analyzing economic and social data; skills of ICT application in solving problems of a computing nature in the field of professional activity.</p>
6. Course author	Ph.D., Ass. Professor Baidakov A.K.
7. Literature	<ol style="list-style-type: none"> 1. Минашкин, В. Г. Статистика: учебник и практикум для СПО/В. Г. Минашкин; под ред. В. Г. Минашкина. – М.: Издательство Юрайт, 2017. – 448 с. 2. Кремер, Н. Ш. Математическая статистика: учебник и практикум для СПО/Н. Ш. Кремер. – М.: Издательство Юрайт, 2017. – 259 с. 3. Социально-экономическая статистика: учебник для академического бакалавриата/М. Р. Ефимова, А. С. Аброскин, С. Г. Бычкова, М. А. Михайлов; под ред. М. Р. Ефимовой. – 2-е изд., перераб. и доп. – М.: Издательство Юрайт, 2017. – 591 с. 4. Статистика: учебное пособие/А.М. Ляховецкий, Е.В. Кремьянская, Н.В. Климова/под ред. В.И. Нечаева. - М.: КНОРУС, 2016. - 362 с. – (Бакалавриат). 5. Малых Н.И. Статистика в 2-х томах. Том 1/Учебник и практикум для академического бакалавриата. - М.: Издательство Юрайт, 2016. – 473 с.

8. Content of the discipline:	The subject and method of statistics. Statistical observation, systematization of data and their presentation. Statistical grouping, tables. Absolute and relative indicators, their graphic image. Average values and indicators of variation. Selective method in statistical studies of business processes. Statistical hypothesis testing. Random variables and probabilistic models. Statistical study of the dynamics of business processes. Economic indexes. Statistical study of the relationship of social phenomena. Software for statistical processing and analysis of data (IBM SPSS, STATISTICA, MS Excel).
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1. Basic information about the discipline:	
Name of the discipline	Basics of Accounting
2. Amount of credits	5
3. Prerequisite:	Statistics, Mathematics in Economics
4. Post requisites:	The acquired knowledge will be used in future professional activities.
5. Competences:	<p>As a result of mastering the discipline, the student must:</p> <p><i>Know:</i> the functions and purpose of accounting and auditing, the principles of their organization and management in commercial and non-commercial organizations; basics of regulatory accounting and auditing in the Republic of Kazakhstan; economic and legal logic of entries in the accounts; principles, methods and forms of documenting business transactions; techniques and methods of working with the program "1C: Accounting."</p> <p><i>To be able to:</i> correctly classify, evaluate and systematize on the accounts of accounts individual business transactions in accordance with their economic content, draw up accounting records in source documents and accounting registers; generate standard reports.</p> <p><i>Possess:</i> skills of document management and application in practice of the concepts and principles of International Financial Reporting Standards; skills of working with the configuration of "1C: Accounting 8" for automated accounting in various organizational and legal forms of organization.</p>
6. Course author	Ph.D., associate professor Nurgazina Zh.K.
7. Literature	<p>1. Назарова В.Л., Волохова О.В. Бухгалтерский учет от первичного документа до отчетности: Учебное пособие: Алматы, Экономика. 2016. -232 с.</p> <p>2. Садиева А.С., Шахарова А.Е., Сагиндыкова Г.М. Бухгалтерский учет и аудит: Учебное пособие. Алматы, 2016. -384 с.</p> <p>3. Шаукерова З.М., Ибраева С.К. Основы Бухгалтерского учета/ Учебное пособие – Астана КАТУ 2015 г.</p> <p>4. Агеева, О. А. Международные стандарты финансовой отчетности: учебник для академического бакалавриата/О. А. Агеева, А. Л. Ребизова. – 3-е изд., перераб. и доп. – М.: Издательство Юрайт, 2017. – 385 с.</p> <p>5. Ахметова Д.Т., Сарина А.С. Компьютеризация бухгалтерского учета. –Астана: КАТУ им. С. Сейфуллина 2016.-110 с.</p>
8. Content of the discipline:	Accounting as an information system. Regulatory framework of accounting. Accounting functions. Balance sheet. Accounts and double entry. Drawing up accounting entries. Correspondence accounts. Cost measurement of accounting. Forms of accounting. Basics of financial reporting.

1. Basic information about the discipline:

Name of the discipline	Finance
2. Amount of credits	5
3. Prerequisite:	Economic theory
4. Post requisites:	Taxes and taxation
5. Competences:	In the process of teaching this discipline, a student should master the following competencies: increasing the level of knowledge in the process of managing the financial - credit system in order to implement tax, budget, monetary and investment policies. Acquisition of practical skills of working with tables, understanding and mastering the skills of calculating the tax burden, budget revenues and expenditures, conducting deposit operations, lending. Ability and ability to apply tax regimes, schemes of budget subsidies, investment, monetary and foreign exchange regulation. Allows you to assess the prospects for the development of fiscal, monetary policy, investment policy of the state and enterprises. The ability to analyze the existing financial and credit system of the Republic of Kazakhstan, taking into account the functioning of international integration associations.
6. Course author	Kadrinov M.Kh.
7. Literature	1. Мельников В.Д. Финансы. Учебник для вузов Алматы ТОО «Экономика», 2013 2. Melnikov VD. Finance Almaty, «Издательство LEM» 2016 3. Н.К. Кучукова, Р.К. Берстембаева. управление финансовой стабильностью. Астана «Мастер По», 2013 4. Искаков УМ. Финансовые рынки и посредники: учебник. Алматы: Экономика, 5. Финансы: Учеб.-метод. комплекс/Ж. А. Амангельдиева; рец. Т. А. Кусаинов; М-во сельского хоз-ва РК. - Астана:КазАТУ им. С. Сейфуллина, 2010. - 147 с. 6. Периодические издания, нормативно-правовые документы, интернет-ресурсы (www.minfin.gov.kz, www.stat.govkz.www.kase.kz и другие)
8. Content of the discipline:	The essence and functions of finance, their role in the system of monetary relations of market economy. The basics of using finance in social reproduction. Financial policy; financial management; financial planning and forecasting; financial control. The financial system of the country, its scope and links. The budget system of the country, the model of its construction in federal and unitary states; budget device and budget process. The impact of finance on the economy and the social sphere; increasing the influence of financial levers and incentives as market relations develop, ways to increase their efficiency. The role of finance in the development of international cooperation; finance and globalization of the economy. Features of the financial systems in developed countries.

1. Basic information about the discipline:	
Name of the discipline	Taxes and taxation
2. Amount of credits	5
3. Prerequisite:	Economic theory; finance; microeconomics
4. Post requisites:	Pricing and pricing, Marketing organization and planning
5. Competences:	After completing the discipline <i>students should know:</i> the concept of tax as an economic category, its distinctive features; the role of taxes in the formation of budget revenues and their impact on the development of the economy; fundamental

	<p>principles and basic concepts of taxation; the essence of the basic concepts of taxation; principles of the tax system and the classification of taxes for various reasons; the main trends in the development of the tax system of the Republic of Kazakhstan; main characteristics of republican and local taxes, fees and charges of the Republic of Kazakhstan; the procedure for calculating taxes of the Republic of Kazakhstan; taxation under special tax regimes; the content of tax returns and the procedure for their completion; the main types of tax liability and the mechanism for applying sanctions to violators of tax legislation;</p> <p><i>The student should be able to:</i> analyze and interpret financial, accounting and other information contained in the statements of enterprises of various forms of ownership, organizations, departments, etc. and use the information to make management decisions; calculate tax bases and amounts of taxes and fees in accordance with the Tax Code of the Republic of Kazakhstan; correctly fill out tax returns; independently work with legislative acts and regulatory documents.</p> <p><i>The student should possess:</i> the ability to carry out tax advice based on the analysis of legal norms, compare the provisions of various branches of law, identify contradictions and develop recommendations for the behavior of participants in tax legal relations in specific situations; the ability to identify patterns and trends in the development of the tax system of the Republic of Kazakhstan and foreign countries, to use foreign experience in order to improve the tax system of the Republic of Kazakhstan; the ability to analyze and forecast financial, tax and accounting indicators in order to plan the tax potential of the state budget, as well as the tax burden of business entities.</p>
6. Course author	Misnik O.V.
7. Literature	<p>1. Налоговый Кодекс Республики Казахстан «О налогах и других обязательных платежах в бюджет» (Налоговый кодекс) от 25 декабря 2017 № 122-VI ЗРК г.</p> <p>2. Налоги и налогообложение: учебник для студентов экон. спец./Д. А. Тлеужанова, Г. Е. Жолдоякова, Г. А. Матайбаева.- Астана: КАТУ им. С. Сейфуллина, 2012. - 249 с.</p> <p>3. Мисник О.В. Налоги и налогообложение: учеб.-метод. комплекс. - Астана: КАТУ им. С. Сейфуллина, 2012. - 167 с.</p> <p>4. Касимбекова М.А. Мисник О.В. Налоги и налогообложение: Практикум для студентов специальности 5В050900 «Финансы», 5В050800 «Учет и аудит».- Аситана, КАТУ им.С.Сейфуллина.-2016 г.</p> <p>5. Мельников В.Д. Основы финансов: Учебник.- Алматы: ТОО «Изд-во LEM», 2013 г.</p>
8. Content of the discipline:	<p>Discipline studies the theoretical foundations of the functioning of taxes. The mechanism of calculation and the procedure for paying taxes on property, consumption and income. Features of the use of special tax regimes. The procedure for calculating and paying fees and other mandatory payments to the budget. The organization of tax administration. Features management system for processing electronic tax reporting.</p>

1. Basic information about the discipline:	
Name of the discipline	Foreign language
2. Amount of credits	10
3. Prerequisite:	Foreign language school course

4. Post requisites:	Professionally-oriented foreign language
5. Competences:	According to the results of mastering the program, the student, depending on the level of training, at the time of completion of the course, the student reaches the level B1- (IELTS 4.0-5.0) or B2- (IELTS5.5-6.0)
6. Course author	Department of Foreign Languages
7. Literature	<p>1. Julie Lachance ((July 21, 2015). Practice Makes Perfect Premium: Basic English. McGraw-Hill Education; 2 edition</p> <p>2. Chris Lele. (March 20, 2018) The Vocabulary Builder Workbook: Simple Lessons and Activities to Teach Yourself. Zephyros Press; Workbook edition</p> <p>3. Deborah Capras (01 Jan 2015). Small Talk: B1+. HarperCollins Publishers</p> <p>4. Mark Hancock (27 Apr 2017). English Pronunciation in Use Intermediate Book with Answers and Downloadable Audio. CAMBRIDGE UNIVERSITY PRESS</p> <p>5. Katie Foufouti (28 Dec 2017). Oxford Skills World: Level 4: Reading with Writing Student Book/Workbook. Oxford University Press</p> <p>6. Herbert Puchta, Jeff Stranks, Peter Lewis-Jones (31 Oct 2015). Think (SB+audio, WB+audio, TB, Tests – levels 1, 2, 3, 4). CAMBRIDGE UNIVERSITY PRESS</p> <p>7. British National Corpus: http://www.natcorp.ox.ac.uk</p> <p>8. The Corpus of Contemporary American English (COCA): http://www.americanacorporus.</p>
8. Content of the discipline:	The course program is designed for the volume of teaching - 300 hours, of which: 90 hours - for classroom work and 180 hours - for independent work. The course ends with a comprehensive exam. The course is designed for 2 semesters.

1. Basic information about the discipline	
Name of the discipline	Kazakh language
2. Amount of credits	10
3. Prerequisite:	Theoretical and practical skills corresponding to the basic levels A1, A2
4. Post requisites:	Professional Kazakh language
5. Competences:	The study of the language system of the Kazakh language and its ways through cultural and intercultural activities, the improvement of language skills of language learners on the basis of texts on everyday, social topics, the formation of lexical and grammatical skills.
6. Course author	Department of Kazakh and Russian languages
7. Literature	<p>1. Абдуова Б.С., Асанова Ұ.О. Қазақ тілі: Орыс тілді топтарға арналған оқу құралы. - Астана, 2017. -282б.</p> <p>2. Айтбаева Б.М. Қазақ тілі (B1 деңгейі) оқулығы. – Қарағанды, 2014. – 205б.</p> <p>3. Бозбаева-Хунг А.Т., Балабеков А.К., Досмамбетова Г.Қ., Салыхова Б.О., Хазимова Ә.Ж. Қазақ тілі: орта деңгейге арналған оқулық. Ұлттық тестілеу орталығы. – Астана:2017.</p>
8. Content of the discipline:	Family. Marriage. House. Parenting. Health. Medical services. Ethnoscience. Healthy lifestyle. Sport complexes. National Sport. Famous athletes. Food. National dishes. Catering business. International day of the state. Holidays. National holidays Freedom of conscience Religious and religious knowledge. Religious holidays. National traditions. Fashion world. Design. National costumes. National ornaments. Tongue. Culture Art. Masters of art. Education. Professional

	orientation. Schools. Specialty. Science and innovative technologies. Popular scientists. Good life Historical figures. Work. Labor market. Labor discipline. Labor leave. Private enterprise. Small and medium businesses. Business people. Cosmic world. Spaceship and cosmonauts. State, socio-geographical location, features. Natural resources Water resources. Mining resources. Ecological culture. National Ecological Culture. The world of animals and plants. Red Book Reserves and National Parks. Architecture and building art. Old and modern monuments. Tourism industry. Hotel business. The control system of the country. The president. Parliament. Government. Court. National security. Armed forces Law enforcement agencies. Economy. Domestic and foreign trade. Money-credit policy. Banking system. National currency. International cooperation International organizations. Human and civil rights and freedoms. Charitable funds and programs. MASS MEDIA. Internet system. State and international awards and scholarships.
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1. Basic information about the discipline	
Name of the discipline	Russian language
2. Amount of credits	10
3. Prerequisite:	School course of Russian language and literature
4. Post requisites:	Professional Russian
5. Competences:	Possess basic communication skills in Kazakh / Russian: understand, express, interpret concepts, thoughts, feelings, facts and opinions both verbally and in writing (listening, speaking, reading, writing) in the relevant range of social and cultural contexts. Competently execute business documentation and conduct business correspondence. Have an idea about working with scientific text.
6. Course author	Department of Kazakh and Russian languages
7. Literature	1. Русский язык: учебное пособие для студентов казахских отделений университетов (бакалавриат)/под ред. К.К. Ахмедьярова, К.К. Жаркынбековой. – Алматы: Қазақ университеті, 2008. 2. Мухамадиев Х.С. Пособие по научному стилю речи. Русский язык. – Алматы: Казак университеты, 2009. 3. Федосюк М.Ю., Ладыженская Т.А., Михайлова О.А., Николина Н.А. Русский язык для студентов-нефилологов: учебное пособие. – М., 2000. – 256 с.
8. Content of the discipline:	Language and its main functions. Speech: types and forms of speech. Functional-semantic types of speech. Functional speech styles. General characteristics of functional speech styles. The general concept of the scientific style of speech. Features of scientific style at the lexical, morphological, syntactic level. Text as the leading unit of verbal communication. Structural and semantic articulation of the text. Subject text. The structure and meaning of the text. Communicative tasks of the text. The role of sentences in the text. Text-forming sentence functions. Microtheme of the text. The progression of the text as an increase in its volume and amount of information. Compression as the main type of processing scientific text. The plan and its preparation in the scientific field. Types of plans. Teasing a scientific text. Compositional semantic structure of the scientific text. Outline of the scientific text. Annotation of scientific texts. Types of annotations. The referencing of scientific texts. Types of abstracts. Review of scientific text. The structure of the scientific review. Feedback on the scientific work. Summary-conclusions.

	Oral culture (general concept). The norms of the culture of speech (Orphage, lexical, morphological, syntactic norms). Culture of speech behavior in the professional field. The quality of good (exemplary) speech. Improving the ethics of speech behavior (speech etiquette, business etiquette). Types of business communication (business conversation, telephone conversations).
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1. Basic information about the discipline:	
Name of the discipline	Enterprise economy
2. Amount of credits	5
3. Prerequisite:	Economic theory
4. Post requisites:	Economics of Innovative Entrepreneurship, Production Organization
5. Competences:	<p>Know and understand: the essence of economic phenomena and processes, their interconnection and interdependence; To be able to: evaluate the results of the enterprise, to identify reserves for improving production efficiency; Possess (descriptor C - ability to make judgments, evaluate ideas and formulate conclusions; D - communication skills; E - learning skills). C: collect baseline data necessary for calculating the economic and socio-economic indicators characterizing the activities of business entities; on the basis of standard methods and the current regulatory framework, calculate the economic and socio-economic indicators characterizing the activities of business entities; analyze and interpret financial, accounting and other information contained in the statements of enterprises of various forms of ownership, organizations, departments and use the information obtained for making management decisions; analyze socially significant problems and processes occurring in society, and predict their possible development in the future. D: to have the skills of effective management, to be sociable, to be able to work in a group, to develop creative abilities in oneself; strive for leadership in the team. E: own the basic methods, methods, means of obtaining, storing, processing information, have computer skills as a means of managing information, be able to work with information in global computer networks.</p>
6. Course author	Meleshenko N.N.
7. Literature	<p>1 Куатова Д.Я. Экономика предприятия. Учебное пособие. Алматы: ТОО «Издательство «Экономика», 2011г.</p> <p>2 Куатова Д.Я. Экономика предприятия: практический курс. Учебное пособие. Алматы: «Издательство «РПИК Дәуір», 2015г.</p> <p>3 Мелешенко Н.Н., Задворнева Е.П. Экономика предприятия. Учебное пособие. Астана: Типография КАТУ им. С. Сейфуллина, 2018г.</p>
8. Content of the discipline:	The essence and methods of state regulation of the economy. The concept and classification of enterprises by industry. The concept of production capacity and its types. The concept of the production program. The composition of fixed and current assets of the enterprise. The composition of the workforce of the enterprise. Indicators for evaluating the effectiveness of the enterprise. Classification and composition of production costs. The method of calculating the profit and profitability of production and economic activity of the enterprise. Systematize and determine the influence of factors.

1. Basic information about the discipline:	
Name of the discipline	Mathematics in Economics
2. Amount of credits	5
3. Prerequisite:	Economic theory
4. Post requisites:	Economics of Innovative Entrepreneurship, Production Organization
5. Competences:	<p>As a result of studying the discipline, the student must:</p> <p>To know - mathematical aspects, the role of other sciences, knowledge of where and how mathematical methods are used, Fundamentals of mathematical analysis, algebra and geometry, differential equations, probability theory and mathematical statistics.</p> <p>To be able to - mathematical definitions, theorems, rules, methods and their application; used in mathematical research; understand the essence of the main methods</p> <p>To possess - the skills of mathematical apparatus for the study of certain types of mathematical models; understand the essence of the basic methods used in mathematical research.</p>
6. Course author	Department of Math
7. Main literature	<p>1. Казешев А.К., Нурпеисов С.А. Математика для экономистов. Учебное пособие/. – Алматы: 2008. 450с.</p> <p>2. Кабдыкайырулы К., Курс математики. Алматы:РИК,2004;</p> <p>3. Кабдыкайырулы К., Оразбекова Л.Н. – Математика в экономике. Казак университеті, 1999;</p> <p>4. Кремер Н.Ш. Теория вероятностей и математическая статистика. -М.: Юнити,2000;</p> <p>5. Казешев А.К., Нурпеисов С.А. Сборник задач по высшей математике для экономических специальностей. – Алматы, изд. «ГЫЛЫМ», 2004;</p> <p>6. Гмурман В.Е. Теория вероятностей и математическая статистика. М.: Высшая школа, 2000.</p> <p>7. Карасев А.И., Аксютин З.М., Савельева Т.И. Курс высшей математики для экономических вузов. М.: Высшая школа,1999,ч.</p>
8. Content of the discipline	Matrices and determinants; systems of linear algebraic equations and inequalities. Functions, limit, continuity; derivative and differential function; differential calculus in economic analysis. The applied mathematical apparatus is used with the use of modern technical means and digital technologies.

1. Basic information about the discipline:	
Name of the discipline	Internship (production practice)
2. Amount of credits	2
3. Prerequisite:	Marketing, Pricing and Pricing, Marketing Research, Market Analysis Tools
4. Post requisites:	Pre-diploma practice, final certification
5. Competences:	<p>To know: goals, principles, functions, spheres of application, objects, means and methods of marketing, marketing environment and its analysis, marketing research, organization of activities of marketing services; basic concepts, goals, classification of information technologies and characteristics of certain types, integration of information technologies in commercial, marketing, logistics, advertising and merchandising activities, electronic payment system; essence, content, basic principles, functions, management methods;</p> <p>To be able to: identify, shape and meet the needs, apply the means and methods of marketing, analyze the marketing environment of the</p>

	<p>organization and market conditions; apply methods of collecting, storing, processing and analyzing information for organizing and managing commercial, marketing, logistics, merchandising and advertising activities; use information computer technologies in their professional activities</p> <p>Owning: methods and means of identifying and shaping consumer demand; collecting, processing and analyzing marketing information; ability to conduct marketing research; methods of collecting, processing and analyzing marketing information; marketing skills.</p>
6. Course author	Department Marketing and Service
7. Main literature	<p>1. Амблер Т. Практический маркетинг. – Санкт-Петербург: Питер, 2001.</p> <p>2. Диксон Питер Р. Управление маркетингом. – М.: Бином, 1998.</p> <p>Котлер Ф. Управление маркетингом. – М.:Международные отношения, 1980.</p>
8. Content of the discipline	It forms professional skills and abilities, improves the knowledge gained in the course of mastering the main educational program. It is aimed at preparing students for professional activities and connects theoretical training and independent activity. Expands its professional horizons; masters modern methods of marketing activities of the organization; approves the laws of the market and the means of its regulation; examines trends in demand.

1. Basic information about the discipline:	
Name of the discipline	Undergraduate practice
2. Amount of credits	6
3. Prerequisite:	Marketing
4. Post requisites:	Professional practice
5. Competences:	<p>Pre-diploma practice is aimed at the formation of graduate competencies</p> <ul style="list-style-type: none"> - general cultural: able to use the basics of economic knowledge in marketing activities; able to communicate in oral and written forms in Kazakh, Russian and foreign languages for solving problems of interpersonal and intercultural interaction; able to work in a team, tolerantly perceiving social, ethnic, confessional and cultural differences; able to use the basics of legal knowledge in marketing activities; capable of self-organization and self-education; ability to use methods and means of physical culture to ensure full social and professional activities. - general professional: able to solve standard tasks of marketing activities based on information and bibliographic culture using information and communication technologies and taking into account the basic requirements of information security; able to collect, analyze and process data necessary for solving marketing problems; able to choose tools for processing marketing data in accordance with the task, analyze the results of calculations and justify the findings; able to find organizational and managerial decisions in marketing activities and willingness to take responsibility for them. - professional: settlement and economic activities: able to collect and analyze the source data necessary for the calculation of economic and socio-economic indicators characterizing the activities of economic entities; is capable of calculating the economic and socio-economic indicators characterizing the activities of economic entities on the basis of standard methodologies and the current regulatory framework; able to carry out the calculations necessary for drawing up economic sections of

	<p>plans, substantiate them and present the results of work in accordance with the standards adopted by the organization;</p> <p>analytical, research activities: based on the description of economic processes and phenomena, it is able to build standard theoretical and econometric models, analyze and meaningfully interpret the results obtained; able to analyze and interpret the data of domestic and foreign statistics on socio-economic processes and phenomena, to identify trends in socio-economic indicators; is able, using domestic and foreign sources of information, to collect the necessary data, analyze them and prepare an informational review and / or analytical report on marketing activities; able to use modern technical means and information technologies for solving analytical and research tasks;</p> <p>organizational and management activities: able to organize the activities of a small group established to implement a specific marketing project; able to use modern technical means and information technologies for solving communication problems; able to critically evaluate the proposed options for management decisions, to develop and justify proposals for their improvement, taking into account the criteria of socio-economic efficiency, risks and possible socio-economic consequences.</p>
6. Course author	Department Marketing and Service
7. Main literature	<p>Амблер Т. Практический маркетинг. – Санкт-Петербург: Питер, 2001.</p> <p>Диксон Питер Р. Управление маркетингом. – М.: Бином, 1998.</p> <p>Котлер Ф. Управление маркетингом. – М.:Международные отношения, 1980.</p>
8. Content of the discipline	<p>Familiarity with the legislative and regulatory documents governing the activities of the organization (organizational units). The study of the goals and main tasks of the organization (division of the organization). The study of professional job descriptions of employees of the marketing service. Acquaintance with the organization and methods of office work. Collection and processing of information, its generalization and analysis: market conditions (for individual types of products and / or services, for individual regions); financial and economic condition and financial results of the enterprise; the mechanism of formation of costs, their effectiveness and pricing; issues of planning production and sales activities, the situation in the commodity and other markets; possible measures for financial recovery of subjects and objects of the economy.</p>

1. Basic information about the discipline:	
Name of the discipline	Law basics
2. Amount of credits	5
3. Prerequisite:	Philosophy, geography, history, political science.
4. Post requisites:	Business law, financial law, labor law.
5. Competences:	<ul style="list-style-type: none"> - the ability to navigate in the regulatory legal acts governing the legal relations of subjects, - understand the principles and system of separation of state power in the Republic, - know the basics of the constitutional system of the state, - to master the skills of working with legal literature; - be able to apply their theoretical knowledge in practice, to understand the regulatory framework, - to analyze changes and additions in the legislation of the Republic of

	Kazakhstan, - be able to generalize and analyze legal information.
6. Course author	Baydalina G.Sh.
7. Main literature	1.Кожамметова А.Е., Овчинникова Т.В., Байдалина Г.Ш. Курс лекции Основы права, Астана 2017 г. 2.БулгаковаД.А. Теория государства и права. Алматы, 2012. 3. Марченко М.Н. Теория государства и права, Москва 2015. 4. Корельский В.М., Перевалов В.Д. Теория государства и права. Москва ,2015. 5. Дулатпеков Н.О, Амандыкова С.К., Турлаев А.В. Основы государства права современного Казахстана. Алматы, 2014. 6.Таранов А.А. Административное право РК. Алматы,2013.
8. Content of the discipline	Fundamentals of the theory of the state. Fundamentals of the theory of law .. Fundamentals of constitutional law of Kazakhstan. Basics of civil, inheritance and family law. Basics of criminal law. Basics of administrative law. Fundamentals of financial and tax law.

Основная информация	
Name of the discipline	Microeconomics
2. Amount of credits	5
3. Prerequisite:	Maths; Economic theory
4. Post requisites:	Macroeconomics; Branding and personal business leadership
5. Competences:	- describe the relationship of economic agents and the use of categories of microeconomics; -analyze the behavior of market agents in terms of types of market structures; -distinguish and compare the behavior of market agents in different market structures - know the mechanism for constructing graphical models; - know the mechanism of action and manifestations of economic laws; - possess the skills of mathematical calculations for economic analysis, development of effective market behavior, solving economic problems in graphical, tabular and analytical ways.
6. Course author	Musina R.S.
7. Main literature	1. Борисов Е., Волков Ф. Основы экономической теории. Высшая школа, М., 2010г. 2. Вечканов, Г.С. Микроэкономика: Учебник для вузов: Стандарт третьего поколения/Г.С. Вечканов, Г.Р. Вечканова. - СПб.: Питер, 2012. 3. Гальперин В.М., Игнатьев С.М., Моргунов В.И. Микроэкономика. В 2-х т. СПб. Экономическая школа, 2012г. 4. Курс экономической теории /под редакцией Чепурина М.Н., Киселевой М.Н. Киров. «АСА», 2010 г. 5. Микроэкономика/ под ред. Е.Б. Яковлевой, М.: АКАЛИС, 2010г. 6. Мусина Р.С. Микроэкономика. Учебное пособие/Астана, 2018 7. Носова, С.С. Микроэкономика. Конспект лекций: Учебное пособие/С.С. Носова. - М.:КноРус, 2013
8. Content of the discipline	Subject and methods of microeconomics. Market mechanism of regulation of the economy. The elasticity of supply and demand. The theory of consumer behavior. Production costs Theory of production. Maximizing the profits of a competitive firm. Monopoly. Market power. Oligopoly and strategic behavior. Monopolistic competition. Factor markets. General market equilibrium and social welfare. Public goods and

	externalities.
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1.Basic information about the discipline	
Name of the discipline	Macroeconomics
2. Amount of credits	5
3. Prerequisite:	Economic theory, Microeconomics, Economy of Kazakhstan
4. Post requisites:	Regional economy, World economy
5. Competences:	<ul style="list-style-type: none"> - know macroeconomic concepts and categories, know and use in practice the basic macroeconomic indicators, laws and identities; - analyze individual macroeconomic processes and phenomena, establish relationships between them, and be able to characterize the behavior of macroeconomic agents (households, firms, the state, and the foreign sector); - know the basic tools of macroeconomic policy: income policy, fiscal, monetary, foreign economic and trade policy of the state; - use the basic and specific methods of macroeconomic analysis of economic phenomena and processes; - to analyze the cyclical nature and trends of the economy and indicators of economic growth, measures of counter-cyclical and pro-cyclical policy of the state in order to influence the rate of economic growth; - to assess the macroeconomic equilibrium on the basis of the main macroeconomic models, to analyze the interaction between macroeconomic markets, as well as the relationship of income, cost and production; - have the skills to develop the main directions of macroeconomic policy, based on the specific economic situation, skills to build predictive models based on the current state of the economy, - to work with the interpretation of data in the form of graphs, charts, diagrams, to be able to independently interpret models in an algebraic, graphical and analytical way; - calculate the main macroeconomic indicators, know and use formulas for their calculation, work with test tasks and exercises, be able to solve practical problems.
6. Course author	Ph.D., Associate Professor Dzhusibaliyeva A.K.
7. Main literature	<ol style="list-style-type: none"> 1. Макроэкономика: Учебник для студентов вузов/ Т. А. Агапова, С. Ф. Серёгина; ред. А. В. Сидорович. - 8-е изд., перераб. и доп. - М.: Дело и Сервис, 2007. - 496 с. 2. Макроэкономика. Учеб. пособие/ МГУ им. М. В. Ломоносова. КазЭУ им. Т. Рыскулова. Под ред. А.А. Абишева, К. А. Хубиева. - Изд. сокр. - Алматы: Экономика, 2009. - 382 с. 3. Джусибалиева А.К. Макроэкономика: Учеб. пособие/ Астана: КазАТУ им. С.Сейфуллина, 2012. - 203 с. 4. Джусибалиева А.К. Макроэкономика: УМКД (для студентов экономических специальностей). - Астана: КазАТУ им. С.Сейфуллина, 2014. - 218 с. 5. Макроэкономика: Учебник/ Г. С. Вечканов, Г. Р. Вечканова. - 2-е изд. - СПб.: Питер, 2006. - 544 с.: граф., табл. - (Учебник для вузов). 6. Гиззатова А.И., Ким А.А. Макроэкономика: учеб. пособие.- Алматы: Бастау, 2014.- 392 с.
8. Content of the discipline	Subject and methods of macroeconomics. Macroeconomic indicators. Production and distribution of national income. The economic growth. Macroeconomic instability: economic cycles, unemployment. Inflation. Macroeconomic models of market equilibrium in the short and long term.

	Model AD-AS. Consumption and savings. The state budget. Fiscal policy. Demand and supply of money. Monetary policy. The interaction of markets. Model IS-LM. Economic cycles and public debt. Balance of payments and exchange rates. Model IS-LM for an open economy. Exchange rate regimes and aggregate demand. International trade and trade policy.
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1. Basic information about the discipline:	
Name of the discipline	Marketing
2. Amount of credits	5
3. Prerequisite:	Economic Theory, Microeconomics
4. Post requisites:	Industrial practice, Pre-diploma practice, The knowledge gained can be used in future professional activities
5. Competences:	<p>Know: modern marketing techniques; modern models of development and management of the company's brand; modern technology and sales methods; fundamentals of economics and finance (for price and budget management); fundamentals of sociology and psychology (for understanding the consumer); modern design trends (for understanding aesthetics)</p> <p>To be able to: see the big picture of what is happening and understand what vector to set to promote the company's product on the Internet; analyze sales dynamics and manage sales forecast; manage advertising budget and calculate the effectiveness of investments; compare several solutions and choose the best one; set priorities for projects; always look for a causal relationship in customer behavior</p> <p>Owning: technologies and algorithms for designing an innovative business model; practical skills and technologies for applying the balanced scorecard in the development and implementation of organizational strategies; methods of conducting analytical work on the functional subsystems of commercial organizations</p>
6. Course author	Department Marketing and Service
7. Main literature	<p>1. Котлер Ф. Управление маркетингом. – М.:Международные отношения, 1980.</p> <p>2. Абрамова Г.П. Маркетинг: вопросы и ответы. - М.: Агропромиздат, 1991.</p> <p>3. Академия рынка: маркетинг/под. ред. Дайан А., Букерель Ф. - Москва: Экономика». 1993</p> <p>4. Афанасьев М.П. Маркетинг: стратегия и практика фирмы. - М.: АО "Финан-статинформ", 1995.</p> <p>5. Голубков Е.П.Маркетинг: стратегии, планы, структуры. М.: Дело, 1998.</p>
8. Content of the discipline	Theoretical foundations of marketing: the satisfaction of human needs. Marketing environment Marketing research and marketing information system. Market segmentation. Consumer behavior in the consumer market. The behavior of buyers in the market of enterprises. Product marketing system. Price and pricing in marketing. Channels of distribution of goods and commodity. Promotion of goods: advertising, sales promotion and communication systems. Planning and control in marketing. International Marketing. Service marketing and nonprofit marketing.

1. Basic information about the discipline:	
Name of the discipline	Management

2. Amount of credits	5
3. Prerequisite:	General education disciplines, "Economic Theory", "Microeconomics", "Macroeconomics".
4. Post requisites:	"Business Organization", "Logistics", "Marketing", "Theory of Public Administration", "Production Management", "Personnel Management", "Finance", "Accounting", etc.
5. Competences:	<p>As a result of studying this discipline, students should:</p> <p>know: the essence of management, the development of views on management and approaches to management; the role and place of the manager in the organization; the essence of management decisions and the technology of their preparation and adoption; answers to questions about linking processes, control functions, group dynamics and leadership; modern methods of change management;</p> <p>be able to: determine the system of goals of the organization, develop a strategy and tactics for their implementation; to identify and characterize the factors of internal and external environment of the organization; analyze and design the organizational structure of management; develop and justify options for effective management decisions and choose the best of them; select and apply a leadership style that ensures the effectiveness and efficiency of the organization;</p> <p>possess skills: setting management goals and developing strategic plans for the organization; analysis and selection of effective management decisions; the use of work methods and techniques that mobilize personnel to achieve organizational and personal goals; development and construction of effective organizational structures; the use of various methods and styles of conflict resolution.</p>
6. Course author	Nukesheva A.Zh., Ernazarova AK, Kazkenova A.S.
7. Main literature	<p>1. Мескон и др. Основы менеджмента. - М.: Издательство «Вильямс» 2006.</p> <p>2. Виханский О.С., Наумов А.И. Менеджмент: Учебник. - 2-е изд. - М. «Экономистъ», 2014.</p> <p>3. Дафт Р. Менеджмент. 8-е изд./пер. с англ. под ред. С.К.Мордовина. - СПб.: Питер, 2009.</p> <p>4. Виханский О.С., Наумов А.И. Практикум по курсу «Менеджмент». М.: «Экономистъ», 2004.</p> <p>5. Ахметов К.Г., Сагиндинов Е.Н. Основы менеджмента: учебник Актобе-Уральск: А-Полиграфия, 2005.</p> <p>6. Карбетова З.Р., Карбетова Ш.Р. Менеджмент: Учебник – Алматы: ТОО «Жания-полиграф», 2014.</p> <p>7. Коваленко Б.Б. Основы менеджмента: Курс лекций. Часть I: учебное пособие Издательство:Санкт-Петербургский НИИ, 2015.</p> <p>8. Акмаева Р.И. Менеджмент: учебник – М.; Берлин: Директ-Медиа, 2018.</p> <p>9. Ефимов А.Н. Менеджмент. Практикум: учебное пособие для студентов вузов, обучающихся по экономическим специальностям – М.; ЮНИТИ-ДАНА, 2015.</p> <p>10. Герчигова И. Н.Менеджмент: учебник – М.; Юнити-Дана, 2015.</p>
8. Content of the discipline	<p>Characteristics of the organization and management. The evolution of managerial thought. Internal and external environment of the organization. Social responsibility of business and manager ethics. Communications. Making management decisions. Planning. Organization as a management function. Motivation. Control. Group dynamics. Leadership: power and influence. Leadership styles. Managing conflict and stress. Change management.</p>

1. Basic information about the discipline:	
Name of the discipline	Marketing research
2. Amount of credits	5
3. Prerequisite:	Consumer Behavior, Marketing, Management
4. Post requisites:	Marketing Management, Integrated Marketing Communications, Benchmarking, Pricing and Pricing
5. Competences:	<p>Know: the principles and objectives of market research; the basic techniques and methods by which marketing research is carried out; basic techniques of strategic and market analysis of the market; the behavior of competitors and buyers in the market.</p> <p>To be able to: apply statistics to study the basic trends and forecasting in the field of marketing; to characterize the potential of the commodity market, both production and consumer, to assess the capacity of the market; predict the competitive situation; make a plan and program of marketing research; make comprehensive and informed marketing decisions.</p> <p>To possess methods, techniques: gather marketing information by various methods; compiling questionnaires; effective evaluation and analysis of marketing research data.</p>
6. Course author	Department of Marketing and Service
7. Main literature	<p>1. Беляевский И.К. Маркетинговые исследования: информация, анализ, прогноз: Учебное пособие. – М.: Финансы и статистика, 2001. – 320 с.: ил.</p> <p>2. Божук С.Г., Ковалик Л.Н. Маркетинговые исследования. – СПб.: Питер, 2003. – 304 с.: ил.</p> <p>3. Браун Т., Черчилль Г.А. Маркетинговые исследования: Учебник – СПб.: Питер, 2007. – 704 с.</p> <p>4. Голубков Е.П. Маркетинговые исследования: теория, методология и практика. – 2-е изд. – М.: Финпресс, 2000. – 461 с. – (Маркетинг и менеджмент в России и за рубежом).</p>
8. Content of the discipline	Discipline involves the study of the types and organization of marketing research, modern IP, digital technologies and decision support systems, the marketing research process, research methods, methods for measuring customer attitudes and preferences, a sample method of collecting information, determining the sample size, processing and analyzing the results of a sample study.

1. Basic information about the discipline:	
Name of the discipline	Marketing management
2. Amount of credits	5
3. Prerequisite:	Marketing, Market Research, Marketing Products and Services
4. Post requisites:	Market Analysis Tools, B2B Marketing, Entrepreneurship, Digital Technology in Marketing
5. Competences:	<p>Have an idea: about the essence of marketing, basic concepts and the evolution of marketing management; about the principles of modern marketing management; management tools marketing activities; management of marketing mix and features of domestic marketing management practices.</p> <p>Know: conceptual apparatus, the main categories in the field of marketing management, understanding the mechanism of interaction of these categories in market conditions; structure of marketing activities</p>

	<p>and the role of marketing in the enterprise; environmental factors of marketing and their impact on the management of the company's marketing activities; theoretical understanding of the principles of market management, consumer behavior, pricing, sales and communication policy of the enterprise; basics of strategic marketing planning and marketing audit.</p> <p>Be able to: understand the features of the domestic practice of marketing management; manage marketing at the corporate, functional and instrumental level; organize marketing service in the enterprise; make decisions based on the audit of the company's marketing; optimize marketing mix management; master the tools of marketing planning and control.</p> <p>Possess skills: organization of the marketing service at the enterprise; analyzing market conditions and developing strategic marketing decisions at the corporate level; marketing research and marketing management decision making at the functional level based on the results obtained; marketing management at the instrumental level; making a marketing plan; marketing audit.</p>
6. Course author	Department of Marketing and Service
7. Main literature	<p>1. Амблер Т. Практический маркетинг. Санкт-Петербург: Питер, 2001.</p> <p>2. Диксон Питер Р. Управление маркетингом. – М.: Бином, 1998.</p> <p>3. Котлер Ф. Управление маркетингом. – М.:Международные отношения, 1980.</p>
8. Content of the discipline	<p>Marketing as an integrating function in making management decisions. Marketing management at the corporate level. Marketing management at the functional level. Marketing management at the instrumental level. Functional communication marketing in the enterprise. Competitive advantages of an enterprise Strategic and operational planning in marketing. Monitoring, evaluation and marketing audit.</p>

1. Basic information about the discipline:	
Name of the discipline	Benchmarking
2. Amount of credits	3
3. Prerequisite:	Marketing, Market Research, Marketing Products and Services
4. Post requisites:	Market Analysis Tools, B2B Marketing, Digital Technology in Marketing
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> • The basis of the methodology for researching the experience of companies; • principles and technology for collecting the necessary information on innovations; • tasks of a manager in using benchmarking results; • methods for assessing the economic and social effectiveness of innovation; • technology adaptation of innovations to the real conditions of the company. <p>Be able to:</p> <ul style="list-style-type: none"> • analyze information on the state and dynamics of the industry, leading companies; • select innovations that are applicable for the development of the company; • develop projects to adapt innovations to the conditions of the company;

	<p>Own:</p> <ul style="list-style-type: none"> • methods of analyzing the development of the industry and leading companies; • methods for identifying innovative management approaches; • skills of collecting and analyzing information about innovations in management; • methods for assessing the economic and social effectiveness of innovation; • skills of adaptation of innovations to the real conditions of the company.
6. Course author	Department Marketing and Service
7. Main literature	<p>1.Аренков И.А., Багиев Е.Г. Бенчмаркинг и маркетинговые решения. СПб.:Изд-во СПбУЭФ, 1997.</p> <p>2.Амблер Т. Практический маркетинг. – Санкт-Петербург: Питер, 2001.</p> <p>3.Диксон Питер Р. Управление маркетингом. – М.: Бином, 1998.</p> <p>4.Котлер Ф. Управление маркетингом. – М.:Международные отношения, 1980.</p>
8. Content of the discipline	Theoretical foundations of benchmarking. The main types of benchmarking and their features. Methods and types of marketing research. Competitive analysis. Organization of benchmarking. Features of benchmarking in Kazakhstan and abroad. The economic effect of the use of benchmarking. Benchmarking control. Planning a benchmarking project. The basic principles of benchmarking.

1. Basic information about the discipline:	
Name of the discipline	Organization and planning of marketing activities
2. Amount of credits	5
3. Prerequisite:	Marketing, Market Analysis Tools, Integrated Marketing Communications, Marketing Research
4. Post requisites:	Neuromarketing, SMM Marketing
5. Competences:	<p>Know: the main inter-functional relations of the company's departments in the preparation of the marketing plan; methods of market demand forecasting and risk assessment in marketing activities; methods of complex analysis and business valuation; methods of economic analysis, modern software in the field of marketing project management</p> <p>To be able to: choose a scheme for the development of a marketing plan project, the procedure for coordinating indicators with the departments concerned; collect primary and secondary information from the enterprise's marketing environment; implement external diagnostics of the enterprise in terms of its competitiveness; analyze the cost-effectiveness of marketing decisions and events</p> <p>Owning: methods of organizing and monitoring the implementation of the marketing plan; methods of organizing and conducting marketing research; organizational tools to control marketing activities; methods of economic analysis of marketing decisions and audit the marketing activities of the enterprise.</p>
6. Course author	Department of Marketing and Service
7. Main literature	<p>1. Гайдаенко Т.А. Маркетинговое управление. Полный курс МВА. Принципы управленческих решений и российская практика. – М.: Изд – во ЭКСМО, 2012. — -480 с. 2. Соловьев Б.А. Управление маркетингом: 17 – модульная программа для менеджеров «Управление развитием организации». Модуль 13 – М.:ИНФРА – М, 2012. – 288 с.</p>

	<p>3. Медведев П.М. Организация маркетинговой службы с нуля. – СПб.: Питер, 2012. – 224 с.</p> <p>4. Котлер Ф. Маркетинг менеджмент. – СПб.:Питер,2011. – 384 с.</p> <p>5. Завгородняя А.В., Ямпольская Д.О. Маркетинговое планирование. – СПб: Питер, 2012. 352 с.</p> <p>6. McKinsey&Company. Организация маркетинга. – М.: Дело, 2010. – 184 с.</p> <p>7. Ленсколд Дж. Рентабельность инвестиций в маркетинг. – СПб.: Питер, 2013. – 272 с.</p> <p>8. Беленов О.М. Маркетинговые технологии в управлении предприятием/Под редакцией В.Н.Эйтингона: Издательство Воронежского государственного университета, 2010. – 88 с.</p> <p>9. Аакер Д., Кумар В., Дэй Дж. Маркетинговые исследования. – СПб: Питер, 2011. – 848 с.</p> <p>10. МакДональд М. Планы маркетинга. Как их составлять и использовать. – М.: Издательский Дом «Технологии», 2012. – 656 с.</p> <p>11. Терещенко В.М.Маркетинг новые технологии в России. – СПб.: Питер, 2012. – 416 с.</p>
8. Content of the discipline	<p>Functional communication marketing in the enterprise. Corporate-level marketing management: portfolio strategies, growth strategies, competitive strategies. Competitive advantages of the enterprise, the concept and analysis of competition in the market, methods for assessing the competitiveness of the enterprise, the formation of standards of competitiveness. Marketing management at the functional level: market segmentation, selection of target segments, positioning and repositioning. Development of a marketing mix. Marketing management at the instrumental level: product management, price, distribution channels. Building an effective communication channel, their forms. Strategic and operational marketing planning in the enterprise, the sequence of developing plans. Budget marketing. Monitoring, evaluation and audit of marketing activities. Features of the choice of marketing strategy for the development of small, medium and large firms.</p>

1. Basic information about the discipline:	
Name of the discipline	Branding and personal business leadership
2. Amount of credits	5
3. Prerequisite:	Integrated marketing communications, Digital technology in marketing
4. Post requisites:	SMM Marketing, Neuromarketing, Tourism Marketing
5. Competences:	<p>Must know:</p> <ul style="list-style-type: none"> - features and value of the brand, brand in the company; -the main problems and the process of formation of economic, political, social and territorial brands; - legal aspects of protection of trademarks in the Republic of Kazakhstan. <p>Should be able to:</p> <ul style="list-style-type: none"> - use brand management technology in professional activities; -conduct market research to analyze target audiences and brand positioning. <p>Must own:</p> <ul style="list-style-type: none"> - the main strategies of brand policy of the company; - methods and technologies of brand leadership.
6. Course author	Кафедра маркетинг и сервис
7. Main literature	1. Годин А. М. Брендинг: Учебное пособие для вузов Изд. 2-е, перераб., доп., М.: Дашков и К, 2006.

	<p>2. Карпова С. В. Брендинг: Учебное пособие для вузов, М.: КноРус, 2008.</p> <p>3. Котлер Ф., Армстронг Г., Сондерс Д., Вонг В. Основы маркетинга, М.: Вильямс, 2007.</p> <p>4. Чернатони Л., МакДональд М. Брендинг: Как создать мощный бренд: Учебник для студентов вузов (предисл., пер. с англ. под ред. Еремина Б.Л.) Изд. 3-е, Юнити-Дана, 2006.</p>
8. Content of the discipline	Branding in modern conditions. Brand design Brand portfolio: management and communication. Strategic brand management. Brand promotion and brand equity measurement. Brand audit. Economic evaluation and legal protection of the brand. Legal aspects of branding

1. Basic information about the discipline:	
Name of the discipline	Media planning
2. Amount of credits	5
3. Prerequisite:	Market Analysis Tools, Marketing Research, Integrated Marketing Communications
4. Post requisites:	SMM Marketing, Neuromarketing, Tourism Marketing
5. Competences:	<p>Must know:</p> <ul style="list-style-type: none"> - fundamental concepts, terms and categories of media planning; - The main technologies of media planning; - rating forecasting models. <p>Should be able to:</p> <ul style="list-style-type: none"> - draw up a media plan and evaluate its effectiveness; - evaluate the selection of advertising media; - conduct situational analysis (product, audience, market). Must own: - traditional and modern technologies of professional activity; - skills of working with audience measurement data and other information sources of media planning; - representations about the nature and structure of the main media planning documents; - techniques and principles of media planning, based on specific parameters.
6. Course author	Department of Marketing and Service
7. Main literature	<p>1.Бужин В. Н. Медиапланирование. Теория и практика: учеб. пособие для студентов вузов, обучающихся по специальностям 'Реклама', 'Маркетинг', 'Психология', 'Социология', 'Журналистика' / В. Н. Бужин, Т. С. Бузина. - М. : ЮНИТИ-ДАНА, 2012. - 495 с.</p> <p>2.Ушанов, П. В. Реклама в телевизионной программе: учеб. пособие/П. В. Ушанов. - 2-е изд., стер. - М.: ФЛИНТА, 2012. - 51 с.</p> <p>3.Дмитриева Л. М. Философия рекламной деятельности: Учебное пособие/Л.М.Дмитриева, Д.К.Красноярова, Н.А.Анашкина; Омский государственный технический университет. - М:Магистр:НИЦ ИНФРА-М,2013 -256с.: 60x88 1/16. - (Магистратура). (о) ISBN 978-5-9776-0281-5, 500 экз.</p> <p>4.Кузнецов, П. А. Современные технологии коммерческой рекламы: Практическое пособие/П. А. Кузнецов. - М.: Издательско-торговая корпорация 'Дашков и К-', 2014. - 296 с. - ISBN 978-5-394-01068-2</p>
8. Content of the discipline	Basics of media planning. Strategic and tactical media planning. The main stages of media planning. The structure of the advertising market and the main characteristics of advertising media. Advertising activity. The specifics of various types of advertising. Mediometry. Applied professional programs in media planning. Economic foundations of

	media planning.
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1. Basic information about the discipline:	
Name of the discipline	Technology sales, business negotiations and presentations
2. Amount of credits	5
3. Prerequisite:	Macroeconomics, Management, Marketing Management
4. Post requisites:	International marketing
5. Competences:	<p>As a result of studying this discipline, students should:</p> <p>Know: the content of the concept of "business communications"; history of business communication; functions, principles and methods of business communication.</p> <p>To be able to: correctly assess the situation on the market; plan and predict; properly assess their capabilities; to make decisions</p> <p>Possess: business communication skills, possess a minimum of knowledge in the field of communication theory, ethics and psychology of business communication.</p>
6. Course author	Department of Marketing and Service
7. Main literature	<p>1. Дзялошинский И.М. Деловые коммуникации. Теория и практика</p> <p>2. Нахимова Е.А. Основы теории коммуникации</p> <p>3. Зверинцев А.Б. Коммуникационный менеджмент</p> <p>4. Крылов А.Н. Теория и практика менеджмента коммуникаций</p>
8. Content of the discipline	Sales management in the marketing management system: strategy and tactics. Digital sales technology: main processes and stages Sources of search for potential buyers and ways to attract. Methods and technique of personal sales: the basic toolkit of the seller. The conclusion of the contract of sale in the Internet. The main functions of the management of the sales department. Technology business negotiations: face-to-face, on-line, etc .. Preparation and conduct of a business presentation.

1. Basic information about the discipline:	
Name of the discipline	Physical education
2. Amount of credits	8
3. Prerequisite:	biology, pedagogy, psychology
4. Post requisites:	The program of the course "Physical Education" develops skills and abilities in the field of students' physical culture, forms the need to maintain a healthy lifestyle, preserve and promote health, improves the level of physical fitness for the implementation of their abilities in the process of daily activities
5. Competences:	Ensuring a sufficient level of physical readiness of future professionals, a high level of efficiency; development of professionally significant physical and psychomotor abilities; possess methods and means of physical culture to increase the body's adaptation reserves and promote health; possess knowledge and skills of a healthy lifestyle, ways to preserve and promote health and use them to preserve health.
6. Course author	Shkurkov A.S., Satbayev E.K..
7. Main literature	<p>1. В.И. Ильинич. Физическая культура студента. Москва, 2001 г.</p> <p>2. Г.Д. Иванов, А.К.Кульназаров. Физическое воспитание студентов. Алматы, 2002 г.</p> <p>3. Теория и методика физического воспитания. Под общ. ред. А.П.Матвеева и Д.Новикова. М., 2005.</p>
8. Content of the discipline	Formation of a positive attitude, interest and need for physical education and sports. Improving the physical health of students on the basis of increasing the arsenal of motor abilities, professional-applied and

	<p>methodical readiness. Preparation and participation in mass sports and recreational events and competitions in sports, providing for the wide involvement of students in active physical education. Comprehensive use of physical culture and sports as a general physical training. Increase the level of physical and functional status. Preventive use of physical culture for health purposes. The acquisition by students of additional, necessary knowledge of the basics of psychological, pedagogical, medical and biological control according to the method and organization of independent exercise and "lifelong" sports.</p>
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Application 4. Description of elective disciplines

1. Basic information about the discipline:	
Name of the discipline	Professionally-oriented foreign language
2.Amount of credits	3
3.Prerequisite:	Economic theory, Macroeconomics, Marketing
4.Post requisites:	International marketing
5.Competences:	<p>As a result of studying this discipline, students should:</p> <p>Know: basic concepts and terms in English related to management; the implementation of speech self-control, a complex of speech skills that characterize the level of practical mastery of a foreign language, terminological vocabulary; business etiquette</p> <p>To be able to: put into practice language material in future professional activities; understand, retell and discuss in a foreign language material received from a foreign source</p> <p>- evaluate oral and written statements from the point of view of language design.</p> <p>Possess: foreign language communication skills, communication skills and abilities in all types of speech activity based on teaching and learning kits for learning a professionally-oriented foreign language.</p>
6. Course author	Nurtaeva Z.Sh.
7. Main literature	<p>1. Кунанбаева С.С. Теория и практика современного иноязычного образования. Алматы, 2010</p> <p>2. Дафт Р. Маркетинг. Питер, 2014</p> <p>3. Алонцева Н.В. Английский язык для направления Маркетинг</p>
8. Content of the discipline	The main emphasis in the study of discipline is made on increasing the vocabulary of the future marketer and improving linguistic, communicative and sociocultural competences for the skills of professional dialogue, correspondence, and public speaking. The subject area of the specialty is in a professionally-oriented foreign language (English). Business correspondence, summaries, notes, reports. Professional competence: focus on special texts in English.

1. Basic information about the discipline:	
Name of the discipline	Professional kazakh (russian) language
2. Amount of credits	3
3. Prerequisite:	Kazakh language, Russian language
4. Post requisites:	The discipline studied is the basis for future professional activities.
5. Competences:	<p>As a result of studying the discipline "Professional kazakh (russian) language" student must know:</p> <ul style="list-style-type: none"> - about the stylistic stratification of the vocabulary of the kazakh (russian) language and the peculiarities of the scientific and official business style in terms of its specialty; - the lexical and grammatical minimum of the language of the specialty, specific verbal turns, phraseological units characteristic of written and oral professional speech; - features of speech etiquette; - Features of business documentation; - features of the construction of public speech. <p>should be able to:</p> <ul style="list-style-type: none"> - navigate in different linguistic situations, adequately implement their communicative intentions;

	<ul style="list-style-type: none"> - competently in spelling, punctuation and speech respect to draw up written texts in the kazakh (russian) language, using linguistic dictionaries and reference literature; - follow the rules of speech etiquette; - operate professional terms; - create professionally significant speech works: own genres of oral speech (to conduct a professional conversation, exchange information, lead a discussion, etc.) and writing (make official letters, official notes, instructions, etc. ; edit written); - choose the most appropriate behavior in accordance with the requirements of the communication situation and the goals of professional communication; - demonstrate linguistic, communicative, general cultural competence in the relevant professional and communicative situation.
6. Course author	Department Marketing and service
7. Literature	<p>1. Козлов П.Г. Коммуникативные умения как ядро иноязычной коммуникативной способности. - В сб. Коммуникативные основы обучения иностранным языкам. Алматы, 1994</p> <p>2. Кузнецова Н. Учись читать литературу по специальности. Москва, Высшая школа. 1985.</p> <p>3. Буторина Е.П. Русский язык и культура речи. Учебное пособие для студентов филологического профиля. – М., 2009. – 150с.</p> <p>4. Введенская Л.А. Русский язык: практикум. Учебное пособие для вузов. –М., 2009.-120с.</p> <p>5. Кунанбаева С.С. Теоретические основы коммуникативно-ориентированного обучения иностранным языкам. Алматы. 1994.</p> <p>6. Введенская Л.А. Русский язык и культура речи. – М., 2007.- 120с.</p> <p>7. Штрекер Н.Ю. Русский язык и культура речи. Учебное пособие для студентов вузов. – М., 2007. – 227 с.</p> <p>8. Цой А.А. Развитие навыков научной речи: Учебное пособие. – Алматы, 2000</p>
8. Content of the discipline	The rules and regulations of the professional Kazakh (Russian) language. Scientific style of presentation of thought. Monologue style. Descriptive style. Linguistic, communicative and sociocultural competencies are being improved for the skills of professional dialogue, office work. The basics of business negotiations are being studied. Professional terminology. Public speaking skills are cultivated. Communication professional Russian (Kazakh) language with the disciplines of the specialty "Marketing".

1. Basic information about the discipline:	
Name of the discipline	Educational practice
2. Amount of credits	2
3. Prerequisite:	Information and communication technologies, Macroeconomics, Microeconomics, Statistics
4. Post requisites:	Market analysis tools
5. Competences:	<p>Be able to collect and compile information material on the research topic; Mastering professional skills, methods of work organization and management;</p> <p>Prepare reporting documentation on the results of the practice and research work.</p>
6. Course author	Department Marketing and service
7. Literature	1.Климова Н.В Экономический анализ учеб. пособие для вузов. –

	<p>СПб.: Питер, 2010-192с.</p> <p>2.Комплексный экономический анализ: учеб.пособие для вузов/Жминько С. И. и др. -Москва : ФОРУМ, 2011. -368с.</p> <p>3.Косолапова М.В. Комплексный экономический анализ хозяйственной деятельности: учебник/М.В Косолапова, В.А Свободин.-М.: Издательско-торговая корпорация «Дашков и К», 2011 -248 с</p> <p>4.Романова Л. Е. Экономический анализ: учебное пособие для вузов/Л. Е. Романова, Л.В. Давыдова, Г.В. Коршунова. - Санкт-Петербург: Питер, 2011. -336с.</p>
8. Content of the discipline	In the course of the educational practice, students develop professional marketer skills. Each student studies the special literature, receives an individual task, which consists in studying goods and services in the domestic and foreign markets, collecting, systematizing and processing information, making analytical conclusions and making predictions based on theoretical knowledge obtained during the training.

1. Basic information about the discipline:	
Name of the discipline	Mathematical methods and models for making marketing
2. Amount of credits	4
3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The discipline studied is the basis for future professional activities.
5. Competences:	<p>As a result of studying the discipline, the student must:</p> <p>Know: basic mathematical models of decision making.</p> <p>To be able to: solve typical math problems used in making management decisions; use mathematical language and mathematical symbolism in the construction of organizational and managerial models.</p> <p>Possess: mathematical, statistical and quantitative methods for solving typical organizational and managerial tasks.</p>
6. Course author	Department Marketing and service
7. Literature	<p>Вагнер Г. Основы исследования операций. Т.1., М.: Мир, 1972; Т.2., – М.: Мир, 1973; Т.3., – М.: Мир, 1973.</p> <p>Таха Х. Введение в исследование операций. Т.1., – М.: Мир, 1985; Т.2., – М.: Мир, 1985.</p> <p>Чернов В.П., Ивановский В.Б. Теория массового обслуживания. М.: Инфра-М, 2000.</p> <p>Колемаев В.А., Математическая экономика. - М.: ИНФРА-М, 1999.</p> <p>Колемаев В.А., Математические методы принятия решения в экономике. - М.: Финстатинформ, 1999 (учебник)</p> <p>Экономико-математические методы и прикладные модели/Под ред. В.В. Федосеева. С М.: ЮНИТИ, 1999.</p> <p>Канторович Л.В., Горстко А.Б. Оптимальные решения в экономике. - М.: Наука, 1972.</p>
8. Content of the discipline	The techniques of mathematical formalization of processes in marketing activities, the basics of economic and mathematical modeling, the stages of mathematical modeling. Linear programming models, finite methods for solving linear programming problems, duality theory in linear programming models and its use in marketing research analysis. Transportation task Application Packages.

1. Basic information about the discipline:	
Name of the discipline	International marketing
2. Amount of credits	5

3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The discipline studied is the basis for future professional activities.
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - patterns of functioning of companies in international business activities - objectives, scope, facilities, tools and methods for the development of international business projects <p>Be able to:</p> <ul style="list-style-type: none"> - to form forecasts for the development of forms and types of international business activities - process, analyze and systematize information on multi-profile international business activities.
6. Course author	Department Marketing and service
7. Literature	<p>1. Акулич И.Л. Маркетинг взаимоотношений. Мн.: Вышэйшая школа, 2010. - 252с.</p> <p>2. Акулич И.Л. Маркетинг. Учебник. 7-ое издание Мн.: Вышэйшая школа, 2010 - 480с.</p> <p>3. Международный маркетинг: учеб. пособие для бакалавров/[авт. кол.: Е. В. Исаенко, и др.]; под общ. ред. Н. А. Нагапетьянца. - М.: Вузовский учебник: ИНФРА-М, 2013. - 292с.</p> <p>4. Дейнекин Т.В. Международный маркетинг и интернет-маркетинг: учебное пособие. - М.: МЭСИ, 2004.</p> <p>5. Карпова С.В. Международное рекламное дело: 2-е изд., перераб. и доп./ С. В. Карпова. - М: КноРус, 2007.</p> <p>6. Карпова С.В. Практикум по международному маркетингу: учебное пособие для студ. вузов/С. В. Карпова; Фин. акад. при Правительстве РФ. - М.: КНОРУС, 2010. - 200 с.</p>
8. Content of the discipline	The essence of international marketing. The international marketing environment. Information support of decision making in international marketing. Opportunities for firms to enter foreign markets. Consumer behavior in international marketing. Commodity policy in foreign markets. Distribution of goods in foreign markets. Pricing policy in international marketing. International marketing communications.

1. Basic information about the discipline:	
Name of the discipline	Tourism marketing
2. Amount of credits	5
3. Prerequisite:	Marketing
4. Post requisites:	The discipline studied is the basis for future professional activities.
5. Competences:	<p>Know: Marketing functions, forms and types of marketing orientation of the tourist industry; Types of marketing decisions and methods for their development; Fundamentals of promotion of the tourist product in the field of tourism industry.</p> <p>To be able to: Develop plans to overcome crisis situations in the market related to changes in consumer demand, actions of competitors and external market conditions, as well as take measures to prevent them; Form appropriate marketing decisions; To provide coordination of marketing activities with all functional divisions of the tourist organization and subjects of the tourist market for the promotion of tourist products in the tourist industry to the final consumers.</p> <p>Possess: Skills of development and implementation of production programs and strategies in the marketing tourism industry; Skills of the permission of anti-crisis and innovative marketing during the implementation of the tourist product.</p>

6. Course author	Department Marketing and service
7. Literature	<p>1. Дурович, А. П. Маркетинг в туризме: Учебное пособие/А. П. Дурович. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2015. - 316 с.</p> <p>2. Абабков, Ю. Н. Маркетинг в туризме: Учебник/Ю. Н. Абабков, И. Г. Филиппова, М. Ю. Абабкова. - Москва: ООО "Научно-издательский центр ИНФРА-М", 2015. - 214 с.</p> <p>3. Восколович Н. А. Маркетинг туристских услуг: учебник для студентов вузов, обучающихся по экономическим специальностям/Н. А. Восколович. - 2-е изд., перераб. и доп. - М.: ЮНИТИ-ДАНА, 2012. - 207 с.</p> <p>4. Диянова С. Н. Маркетинг сферы услуг: Учебное пособие/С.Н. Диянова, А.Э. Штезель. - М.: Магистр: 2012. - 192 с.</p> <p>5. Маркетинг туризма: учебное пособие/И. В. Гончарова [и др.]. - Москва: Федеральное агентство по туризму, 2014. - 217 с</p>
8. Content of the discipline	Principles of organization of the operating activities of enterprises of tourist business, basic methods and tools; the essence of the activities of the head of the development and management decisions and the organization of their implementation; leadership styles and their use in appropriate situations; main types and procedures of internal control in enterprises of tourist business

1. Basic information about the discipline:	
Name of the discipline	Marketing of goods and services
2. Amount of credits	4
3. Prerequisite:	Economic theory; Marketing
4. Post requisites:	Marketing management, marketing research, international marketing
5. Competences:	<p>Know:</p> <p>-methods for assessing market saturation and competitiveness of service enterprises, service marketing models, marketing strategies for service businesses and in consumer markets;</p> <p>be able to</p> <p>-use marketing analysis tools in the service sector and for products, calculate prices for services and products, develop a pricing strategy, develop a positioning program for goods and services, conduct a competitive analysis in the market for goods and services;</p> <p>own</p> <p>skills in applying methods and techniques of marketing, taking into account the specifics of the sphere of goods and services, methods and techniques for positioning goods and services for their successful promotion in the market.</p>
6. Course author	Department Marketing and service
7. Literature	<p>1.Котлер Ф. Основы маркетинга – М.:Прогресс 1990</p> <p>2.Маркова В.Д. Маркетинг услуг - М.: Финансы и статистика, 2007</p> <p>3.Накипова Г.Н. Маркетинг услуг – Караганда,2007</p> <p>4.Основы предпринимательской деятельности/Под ред. В.М. Власовой- М.: Финансы и статистика, 2008</p> <p>5.Н.И.Лыгина, И.Р. Ляпина Маркетинг товаров и услуг. Учебник:Форум: Инфра-М, 2009.</p>

8. Content of the discipline	Goods as a means of satisfying consumers. The concept of goods, the classification of goods. Product range. Competitiveness of the goods. Development of a new product. Marketing strategy at each stage of life cycle. Formation of product policy. Ways to improve the competitiveness of the goods. The concept and essence of the trademark. Packaging and labeling of goods. The concept, essence and classification of services. The role of services in the marketing system.
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1. Basic information about the discipline:	
Name of the discipline	Neuromarketing
2. Amount of credits	4
3. Prerequisite:	Marketing, Economic theory, Macroeconomics, Microeconomics.
4. Post requisites:	The studied discipline is the basis for future professional activities.
5. Competences:	<ul style="list-style-type: none"> - ability to take into account the consequences of management decisions and actions from the position of social responsibility; - knowledge of the main stages of the evolution of management thought; - the ability to use the basic theories of motivation, leadership and power to solve managerial problems; - ability to analyze and design interpersonal, group and organizational communications; - the ability to assess the conditions and consequences of organizational and managerial decisions taken; - the ability to participate in the development of a marketing strategy of organizations, to plan and implement activities aimed at its implementation; - ability to plan the operational (production) activities of organizations; - willingness to participate in the implementation of technological and product innovations; - the ability to analyze the behavior of consumers of economic benefits and the formation of demand; - the ability to use in practical activities of organizations the information obtained as a result of marketing research and comparative analysis of best practices in management; - ability to analyze market and specific risks, use its results for making management decisions; - the ability to find and evaluate new market opportunities and formulate a business idea.
6. Course author	Department Marketing and service
7. Literature	<ol style="list-style-type: none"> 1. Абельский, А. Прикладной маркетинг или самоучитель игры в маркетинг/А.Абельский. – СПб.: ИТД «Герда», 2000. 2. Байбардина Т.Н. Поведение потребителей: практикум. Уч.пособие/Т.Н. Байбардина, Г.Н.Кожухова – М.: Гревцова 2011.Феникс 3. Балакина Ю. Ю. Человек и его потребности (Сервисология) – Ростов-на-Дону Феникс,2010 4. Бест Р Психология маркетинга. Личностные характеристики потребителей: уч. пособие. Хабаровск. РИЦХГАЭП., 2008
8. Content of the discipline	Neuromarketing as a scientific discipline. Human psyche and behavior: psycho-physiological and neuropsychological mechanisms. Personality and its socio-psychological structure. The concept of the motivation of individual behavior. The structure and content of motivation in humans. Emotions as basic regulators of customer choice. Psychological content of modern marketing concepts explaining the mechanisms of consumer

	<p>behavior. Methods of psychological diagnosis and the possibility of their use in practical marketing. Psychological mechanisms of group behavior. Gender differences in customer behavior and motivation for shopping. Models of verbal and personal influence on consumer behavior. Psychological mechanisms of perception of various sensory components in individuals of different ages. Methods of psychological impact on the identity of the consumer. Methods and techniques to influence consumer behavior through multi-channel exposure systems. Money as an object of psychological research, attitude to money and purchasing behavior and choice. Tools for influencing buyers in personal sales The main stages of the sales process.</p>
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1. Basic information about the discipline:	
Name of the discipline	Market analysis tools
2. Amount of credits	3
3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The studied discipline is the basis for future professional activities.
5. Competences:	<p>Know and understand: features of marketing research; the main distinguishing characteristics of the primary and secondary data; the main advantages and disadvantages of secondary data; features of the main methods of collecting information; basic rules for organizing the collection of information; basic rules for organizing information processing.</p> <p>Have an idea: about the main methods of market analysis; about the main tools of market analysis.</p> <p>To be able to: conduct a classification of marketing information; correctly organize the collection and processing of secondary information; identify types of information and its sources; choose ways to present the collected information; conduct data analysis; be able to prepare and present the final report; develop an organization's marketing strategy</p>
6. Course author	Department Marketing and service
7. Literature	<p>1 Березин И.С. Маркетинг и исследования рынков. – М.: Русская деловая литература, 2000.</p> <p>2 Березин И.С. Маркетинговый анализ. Рынок. Фирма. Товар. Продвижение. – 3-е изд., испр. и доп. – М.: Вершина, 2008.</p> <p>3 Березин И.С. Практика исследования рынков. – М.: Бератор-Пресс, 2003.</p> <p>4 Галицкий Е.Б. Методы маркетинговых исследований. – Институт Фонда «Общественное мнение», 2004. – 398 с.</p> <p>5 Гарнаев А.Ю. Excel, VBA, Internet в экономике и финансах. – СПб:БХВ-Петербург, 2015.</p> <p>6 Колесников А. Excel. – Киев, ВНУ, 2017.</p> <p>7 Лавренов С.М. Excel. Сборник примеров и задач. М.: Финансы и статистика, 2011.</p> <p>8 Бухвалов А. Финансовые вычисления для профессионалов/Бухвалов А., Бухвалова В., Идельсон А. – СПб.: БХВ-Петербург, 2011.</p> <p>9 Овчаренко Е.К. Финансово-экономические расчеты в Excel/Овчаренко Е.К., Ильина О.П., 11 Балыбердин Е.В. – М.: Финансы и статистика, 2008</p>
8. Content of the discipline	Goals and objectives of market analysis. Types, sources and methods of collecting marketing information. Means, methods and tools for processing, analyzing and using secondary information. Information

	system of marketing security. Modern computer systems for market analysis.
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1. Basic information about the discipline:	
Name of the discipline	B2B marketing
2. Amount of credits	3
3. Prerequisite:	Marketing management, Microeconomics, Integrated marketing communications
4. Post requisites:	Organization and planning of marketing activities, Media planning, tourism marketing.
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts, principles and tools of modern marketing, modern approaches to each type of marketing development and new benchmarks of the marketing concept of management, modern concept of marketing services and its essence, the concept of marketing -marketing technologies in the tourism industry, tools for analyzing the external and internal environment and their use. <p>Be able to:</p> <ul style="list-style-type: none"> -analyze the information obtained for making management decisions; -to apply various methods of application in a particular enterprise or organization, methods of planning and monitoring performance, and with the aim of taking corrective measures, - to make non-standard decisions in any extreme situation, to organize and activate a work team <p>Own:</p> <ul style="list-style-type: none"> -Habits of analysis of specific situations related to the organizational and management activities of the company - determining the place of the organizational structure of the company, identifying existing problems, formulating recommendations, -the skills necessary in non-standard situations to take on managerial responsibilities.
6. Course author	Department Marketing and service
7. Literature	<p>1. Андерсон Д.К.Кумар Н., Нэрус Д.А.Продавцы ценности: Как добиться увеличения продаж на рынках B2B, не прибегая к снижению цен.: пер. с англ.- Минск: ГревцовПаблицер, 2009.</p> <p>2. Браерти Э., Эклс Р., Ридер Р. Бизнес-Маркетинг: пер. с англ. М.: Изд. дом Гребенникова, 2007. Гл. 2, 3.</p> <p>3. Гордон Я. Маркетинг партнерских отношений : пер. с англ. СПб.: Питер, 2001.</p>
8. Content of the discipline	Basics of B2B marketing. The scale of business marketing and the conditions for the formation of business markets. Demand for the B2B market. Formation of a marketing strategy in the B2B market. Purchases and holding in the B2B markets. Marketing analysis in the B2B market and competitive intelligence. Management of sales and distribution channels in the B2B market. Marketing communications in the B2B market.

1. Basic information about the discipline:	
Name of the discipline	Integrated marketing communications
2. Amount of credits	4
3. Prerequisite:	Economic theory, Microeconomics, Market research
4. Post requisites:	Market analysis tools, Entrepreneurship, Distribution channels in

	marketing logistics
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - about the main types of marketing communications - approaches to the choice of strategic decisions on the use of marketing communications -methodics of development of communicative messages <p>Be able to:</p> <ul style="list-style-type: none"> -conduct business conversations with potential customers of the organization - to formulate effective advertising arguments when selling goods -analyze the customer's customer signals, conduct a study of consumer behavior - be able to plan a complex of marketing communications <p>Own:</p> <ul style="list-style-type: none"> -technologies for integrating marketing communications into a holistic program. - the skills of developing innovative methods, tools and technologies in communicative -the ability to analyze the results of their professional activities.
6. Course author	Department Marketing and service
7. Literature	<p>1. Романов А. А.Маркетинговые коммуникации: Учебник/А.А. Романов, И.М. Синяева, В.А. Поляков. - М.: Вузовский учебник: ИНФРА-М, 2011. - 384 с.:</p> <p>2. Красюк И.Н Маркетинговые коммуникации: Учебник/Под ред. И.Н. Красюк. - М.: ИНФРА-М, 2012. - 272 с.:</p> <p>3. Музыкант В. Л.Интегрированные маркетинговые коммуникации: Учебное пособие/В.Л. Музыкант. - М.: ИЦ РИОР: НИЦ Инфра-М, 2013. - 216 с.</p>
8. Content of the discipline	Characteristics of marketing communications. Advertising in the system of marketing communications. Sales promotion. Public relations. Direct marketing. Internet marketing and mobile marketing. Exhibitions as an element of marketing communications of the organization. Product Promotion with Integrated Marketing Communications.

1. Basic information about the discipline:	
Name of the discipline	Internet technologies and e-commerce
2. Amount of credits	6
3. Prerequisite:	Information and communication technology
4. Post requisites:	Market analysis tools
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts, principles and tools of modern marketing, modern approaches to each type of marketing development and new benchmarks of the marketing concept of management, modern concept of marketing services and its essence, the concept of marketing -marketing technologies in the tourism industry, tools for analyzing the external and internal environment and their use. <p>Be able to:</p> <ul style="list-style-type: none"> -analyze the information obtained for making management decisions; -to apply various methods of application in a particular enterprise or organization, methods of planning and monitoring performance, and with the aim of taking corrective measures, - to make non-standard decisions in any extreme situation, to organize and

	<p>activate a work team</p> <p>Own:</p> <ul style="list-style-type: none"> -Habits of analysis of specific situations related to the organizational and management activities of the company - determining the place of the organizational structure of the company, identifying existing problems, formulating recommendations, -the skills necessary in non-standard situations to take on managerial responsibilities.
6. Course author	Department Marketing and service
7. Literature	<p>1 . Электронная коммерция: Учебное пособие/О.А. Кобелев; Под ред. С.В.Пирогова; Российский государственный торгово-экономический университет. - 4-е изд., перераб. и доп. - М.: Дашков и К, 2012 - 684с.:</p> <p>2. Электронная коммерция: Учебник/Л.А. Брагин, Г.Г. Иванов, А.Ф. Никишин, Т.В. Панкина. - М.: ИД ФОРУМ: НИЦ Инфра-М, 2012. - 192 с.</p> <p>3.Максимов Н. В. Информационные технологии в профессиональной деятельности: учебное пособие/Н.В. Максимов, Т.Л. Партыка, И.И. Попов. - М.: Форум, 2010. - 496 с</p> <p>4. Интернет-технологии в экономике знаний: Учебник/Под ред. Н.М. Абдикеева. - М.: ИНФРА-М, 2010. - 448 с</p>
8. Content of the discipline	To systematize and deepen knowledge in the field of Internet and Web-technologies, as well as Internet technologies and e-commerce for successful practical activities of a specialist. Promoting the skills of working with Web applications; mastering the methods of Internet technology and e-commerce; the formation of the ability to develop. Formation of the ability to analyze and systematize the tools and methods of Internet technologies and e-commerce in solving practical problems.

1. Basic information about the discipline:	
Name of the discipline	Entrepreneurship
2. Amount of credits	4
3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The discipline studied is the basis for future professional activities.
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts, principles and tools of modern marketing, modern approaches to each type of marketing development and new benchmarks of the marketing concept of management, modern concept of marketing services and its essence, the concept of marketing -marketing technologies in the tourism industry., tools for analyzing the external and internal environment and their use. <p>Be able to:</p> <ul style="list-style-type: none"> -analyze the information obtained for making management decisions; -to apply various methods of application in a particular enterprise or organization, methods of planning and monitoring performance, and with the aim of taking corrective measures, - to make non-standard decisions in any extreme situation, to organize and activate a work team <p>Own:</p> <ul style="list-style-type: none"> -Habits of analysis of specific situations related to the organizational and management activities of the company - determining the place of the organizational structure of the company,

	identifying existing problems, formulating recommendations, -the skills necessary in non-standard situations to take on managerial responsibilities.
6. Course author	Department Marketing and service
7. Literature	<p>1. Анищенко, А. В. Учредитель и его фирма. Все вопросы: от создания до ликвидации [Текст]: учебник/А. В. Анищенко. – М.: Эксмо, 2011.</p> <p>2. Атаев, М. К. Малое предпринимательство России: Организация, экономика, управление [Текст]: учебник/М. К. Атаев, В. Б. Дзобелова, Ю. Т. Елоев, А. И. Калинин, С. Н. Лобов, А. Х. Попова, В. Н. Чапек. – М.: Эксмо, 2010.</p> <p>3. Гарина, Е. П. Основы предпринимательской деятельности [Текст]: учебник/Е. П. Гарина, О. В. Медведева, Е. В. Шпилевская. – М.: Высшее образование, 2010.</p> <p>4. Корягин, А. Е. Защита интересов предпринимателей потребительского рынка [Текст]: учебник/А. Е. Корягин, А. Г. Семенников. – М.: Эксмо, 2011.</p>
8. Content of the discipline	Content of business activities in the Internet: objects, subjects and goals. Entrepreneurial idea and its choice. The choice of the organizational form of business activities on the Internet. The material base of business activities on the Internet. State regulation of business activities on the Internet. Evaluation of the effectiveness of business activities on the Internet. Business culture on the Internet. Entrepreneurial risks on the Internet.

1. Basic information about the discipline:	
Name of the discipline	Consumer behavior
2. Amount of credits	5
3. Prerequisite:	Economic theory, Microeconomics, Cultural studies and psychology
4. Post requisites:	Marketing research, Marketing
5. Competences:	<p>Know: basic concepts of consumer behavior; laws of development of social groups; segmentation criteria; laws of perception; hierarchy of motives; main problems of buyers; working principles of a sales assistant. Be able to: build a pyramid of needs; apply the law on consumer protection; apply communication skills in a conversation with a client; classify consumers by feature; describe various social groups; identify high and low involvement; determine the factors of external influence on consumer behavior</p> <p>Possess: analytical thinking skills; receptions and methods of segmentation of consumers; apply consumer behavior modeling; consumer argument techniques; methods of determining consumer motives; skills to resolve conflict situations when purchasing; methods of dealing with the objections of the buyer.</p>
6. Course author	Department Marketing and service
7. Literature	<p>1. Поведение потребителей: Учебное пособие/Л.С. Драганчук. - М.: ИНФРА-М, 2011. - 192 с.</p> <p>2. Поведение потребителей: Учеб. пособие/Г.А. Васильев. - М.: ИНФРА-М, 2010. - 410 с.</p> <p>3. Поведение потребителей: Учебник/Н.И. Лыгина, Т.Н. Макарова. - М.: ИНФРА-М, 2011. - 208 с.</p>
8. Content of the discipline	Marketing methods to study consumer behavior. Cultural characteristics of consumer perception, social and psychological factors of consumer behavior. Types and models of consumer behavior. Motivation in

	consumer behavior. Loyalty programs: a customer relationship management tool and a way to optimize marketing expenses. Features of consumer behavior in the B2B market.
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1. Basic information about the discipline:	
Name of the discipline	SMM marketing
2. Amount of credits	6
3. Prerequisite:	Integrated marketing communications, Internet technologies and e-commerce
4. Post requisites:	The studied discipline is the basis for future professional activities.
5. Competences:	<p>Know</p> <ul style="list-style-type: none"> - social media marketing in the organization's marketing structure; - professional terminology in the field of social media marketing, including in English; - modern models and tools of marketing in social media; - development trends, current research on social media marketing; <p>Be able to</p> <ul style="list-style-type: none"> - use modern methods and tools for planning and evaluating social media marketing; <p>Have skills</p> <ul style="list-style-type: none"> - planning and justification of decisions on communications and research in social media.
6. Course author	Department Marketing and service
7. Literature	<p>1. Веселов А., Горбачев М., Пискунова Н. Интернет-маркетинг и продажи: как заставить сайт продавать. Ростов-на-Дону: Феникс, 2014.</p> <p>2. Данишевская, О.Г. Путь лидера онлайн-продаж: ключевые правила создания интернет-магазина/О.Г.Данишевская/Интернет-маркетинг. - 2011. - № 1. - С. 8-24.</p> <p>3. Данишевская, О.Г. Секреты успеха: как создать прибыльный бизнес в интернете : создание интернет-магазина/О.Г.Данишевская/Интернет-маркетинг. - 2011. - № 4. - С. 250-258.</p> <p>4. Д.Халилов, Маркетинг В Социальных Сетях, Манн. – Москва, 2013</p> <p>5. Маркетинг в социальных медиа. Интернет-маркетинговые коммуникации: учебное пособие/ под ред. Л.А. Данченко. – СПб.: Питер, 2013</p>
8. Content of the discipline	The concept of "social media marketing" (SMM), the history of the emergence of the direction. Promotional opportunities in social media marketing. Areas of use of social media marketing. Social Media Marketing; key mechanics of working in social networks; content in social networks; key promotion mechanics in social networks; Instagram; monitoring social networks; effectiveness analysis; Youtube; mobile messengers; Community management.

1. Basic information about the discipline:	
Name of the discipline	Distribution channels and marketing logistics
2. Amount of credits	5
3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The studied discipline is the basis for future professional activities.
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - basic concepts and concepts of marketing logistics;

	-methodology marketing logistics; -methods and tools of marketing logistics; Be able to: -an analysis of the system of distribution channels; -develop distribution strategies; -determine the most effective forms of product delivery to the consumer; -to select intermediaries; Own: -methods and tools for digital distribution of electronic content.
6. Course author	Department Marketing and service
7. Literature	1. Гаджинский, А.М. Логистика: Учебн. для бакалавров/А.М. Гаджинский.-21-е изд. -М.: Издательско-торговая корпорация «Дашков и К», 2013. - 420 с. 2. Логистика: Учебное пособие/ [И.М. Баско и др.]; под общ. ред. И.И. Полещук. - Минск: БГЭУ, 2007. - 467 с. 3. Зорина, Т.Г. Международная логистика: учеб. пособие/Т.Г. Зорина, М.А. Слонимская. - Минск: БГЭУ, 2012. - 244 с. 4. Логистика. Практикум: учеб. пособие/И.И. Полещук [и др.]; под ред. И.И. Полещук. - Минск: БГЭУ, 2014. -362 с. 5. Бауэрсокс, Д. Дж. Логистика: интегрированная цепь поставок/Д. Дж. Бауэрсокс, Д. Дж. Клосс; под ред. В.И. Сергеева. - 2-е изд./пер. с англ. -М.: Олимп-Б:изнес, 2005. -640 с
8. Content of the discipline	Logistics is a new kind of management theory. Basic concepts of logistics. Logistic system of the enterprise. Procurement logistics. Production logistics. Sales system of the enterprise and distribution channels. Distribution (marketing) logistics. Logistics warehousing. Inventory logistics. Transport logistics. Service in marketing logistics. Financial Logistics. Information logistics. International Logistics. Customs support of logistics activities.

1. Basic information about the discipline:	
Name of the discipline	Digital technology in marketing
2. Amount of credits	4
3. Prerequisite:	Economic theory, Microeconomics
4. Post requisites:	The studied discipline is the basis for future professional activities.
5. Competences:	Know: - types of marketing strategies and tasks solved using digital marketing tools - types and features of the use of various digital marketing tools; - methods of forecasting the demand for the products under consideration using the Internet demand analysis systems; - Methods for analyzing the effectiveness and analytics of Digital advertising tools; - stages of work in the implementation of marketing tasks in the Internet and digital environment. Be able to: - build relationships with digital marketing service contractors; Own: skills - developing a digital marketing strategy and choosing digital communication channels to fulfill the objectives of a marketing strategy; - creating a system for analyzing the effectiveness of the activities carried out in Digital marketing.
6. Course author	Department Marketing and service

7. Literature	<p>1. Интернет-маркетинг: Учебник для бакалавров/Акулич М.В. - М.: Дашков и К, 2016. - 352 с.:</p> <p>2. Функциональный и интернет-маркетинг: Монография/О.С. Сухарев, Н.В. Курманов, К.Р. Мельковская. - М.: КУРС: НИЦ ИНФРА-М, 2013. - 352 с.</p> <p>3. Интернет-реклама: Учебное пособие/А.А. Годин, А.М. Годин, В.М. Комаров. - 2-е изд. - М.: Дашков и К, 2012. - 168 с</p> <p>4. Мартынов, В. Г. Электронные деньги. Интернет платежи [Электронный ресурс]/В. Г. Мартынов, А. Ф. Андреев, В. А. Кузнецов и др. - М.: Маркет ДС : ЦИПСИР, 2010. - 176 с.</p>
8. Content of the discipline	Digital marketing concept, advantages and integration of digital and offline channels. Creation of sites and landing pages (landing page). Content marketing and the creation of selling texts for websites and other Internet channels. Search engine optimization (SEO optimization). Promotion in social media. Forms and methods of setting contextual and banner advertising. Web analytics and analysis of the effectiveness of advertising campaigns. Email marketing.

1. Basic information about the discipline:	
Name of the discipline	Econometrics for business solutions
2. Amount of credits	5
3. Prerequisite:	Economic theory, Microeconomics, Statistics
4. Post requisites:	Marketing research, Mathematical methods and decision making models
5. Competences:	<p>Know and understand:</p> <ul style="list-style-type: none"> -dependencies between indicators, types of dependencies; -methods for constructing mathematical models for solving economic tasks; -evaluation models. <p>Be able to:</p> <ul style="list-style-type: none"> -Use applied programs for solving applied problems of the economy, for building models; - evaluate and interpret single-factor linear relationships; -to make calculations of the analytical characteristics of a linear relationship. -solve linear regression problems on a computer. <p>Acquire practical skills:</p> <ul style="list-style-type: none"> - using the capabilities of the MS Excel application program for solving problems of correlation and regression analysis; -an analysis of the enterprise activity using modern automated information systems
6. Course author	Department Marketing and service
7. Literature	<p>1. Эконометрика/ Под ред. Елисеевой И.И.– М.: Финансы и статистика, 2001</p> <p>2. Практикум по эконометрике/Под ред. Елисеевой И.И.– М.: Финансы и статистика, 2001</p> <p>3. Кулинич Е.И. Эконометрия – М.: Финансы и статистика, 2000</p> <p>4. Магнус Я.Р., Катышев П.К., Пересецкий А.А. Эконометрика. Начальный курс.– М.: Дело, 2000</p> <p>4. Р.А. Асаев, К.А.Ахметов, А.О.Имашева, Г.К.Чалгынбаева. Эконометрия.–Алматы, КазНАУ, 2005</p>
8. Content of the discipline	The role of econometrics in business. Test statistical hypotheses. Linear pair correlation and regression. Least square method. Testing hypotheses about the significance of regression coefficients and the equation of

	pairwise linear regression. Nonlinear pairwise regression models. Multiple linear regression. Multicollinearity. Cobb-Douglas production function. The specificity of the study of relationships in time series. Inclusion of a time factor in the regression model.
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1. Basic information about the discipline:	
Name of the discipline	Price policy and pricing
2. Amount of credits	5
3. Prerequisite:	Marketing, Management
4. Post requisites:	International marketing, Entrepreneurship
5. Competences:	<p>Know:</p> <ul style="list-style-type: none"> - specific features of pricing and distribution of enterprises and organizations - the essence and main elements of marketing management of price and distribution <p>Be able to:</p> <ul style="list-style-type: none"> - find the best forms and methods of marketing work of the enterprise (organization) in various markets in the field of pricing and distribution policies - analyze marketing opportunities and make management decisions in the field of pricing and distribution <p>Own:</p> <ul style="list-style-type: none"> - the skills of making strategic, tactical and operational marketing decisions in the field of price management and distribution policy of the organization - skills of preparing and making marketing decisions on the pricing and distribution policy of the enterprise
6. Course author	Department Marketing and Service
7. Literature	<p>1. Герасимов Б. И. Цены и ценообразование: Учебное пособие/Б.И. Герасимов, О.В. Воронкова. - М.: Форум, 2009. - 208 с</p> <p>2. Шуляк П.Н. Ценообразование: Учебно-практическое пособие/П.Н. Шуляк; Российский государственный социальный университет (РГСУ). - 13-е изд., перераб. и доп. - М.: Дашков и К, 2012. - 196 с</p> <p>3. Паршин, В. Ф. Ценовая политика предприятия [Электронный ресурс] : пособие/В.Ф. Паршин. - Минск: Выш. шк., 2010. - 336 с.</p>
8. Content of the discipline	Pricing policies and pricing strategies in e-commerce. Methods for justifying prices, pricing within the product range. The establishment of final retail prices in electronic commerce. Pricing and promotion. Psychological aspects of pricing in electronic commerce. Formation of distribution policy. The structure of the distribution channel. Wholesale and retail resellers. Sales organization in electronic commerce.