

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

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Council

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Chairman of the Board
JSC "S. Seifullin Kazakh Agrotechnical
University.

A.K. Kurishbayev
"28" "05" 2020



EDUCATIONAL PROGRAM
"Business management and entrepreneurship"
(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 International Standard Classification of Education: 0410

Qualifications: Bachelor of Business and Management in the educational program 6B041 -
"Business Management and Entrepreneurship"

Duration of study: 4 years

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Educational program 6B041- "Business management and entrepreneurship"

reviewed at a meeting of the Department of Management

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1 Passport of the educational program

1.1 Purpose of the educational program

Formation of modern competencies in the context of qualitative changes in the domestic and international markets, the growth of entrepreneurial risks and preparation for professional activities in the field of business management as specialists in project offices, personnel management services, strategic development, divisions of the management apparatus of domestic and international companies, government departments and agencies, as well as training graduates to create and develop their own business.

2 General characteristics of the educational program

Currently, the direction of business management and entrepreneurship is one of the most popular and widely known in the world.

Why study Business management and entrepreneurship?

New businesses are the lifeblood of most developed or developing countries. They are needed by established companies, whether as a supplier offering new resources, or as new businesses within the company.

Our state is very interested in encouraging the creation of new enterprises and providing them with support, as they often play a key role in the development of regions or the creation of jobs. To succeed in business, it is not enough just to have a great idea, you need to learn a wide range of entrepreneurial concepts and skills, develop the right strategies for managing the company, create an effective team and be a skilled leader.

The educational program on business management and entrepreneurship will prepare students for innovation, teach them how to manage new ideas and apply knowledge to create a new business.

The program "Business Management and Entrepreneurship" was developed by a team of domestic and foreign scientists, teachers, successful businessmen, taking into account the trends of economic development and the requirements of the labor market. The program involves scientists from foreign universities: South Korea, Bulgaria, Lithuania, CIS countries, businessmen, employees of state and national companies.

The Business Management and Entrepreneurship OP combines the coverage of key business areas from the basics of economics and marketing to strategy development and human resource development with the opportunity to study more specialized disciplines, including business law, digital marketing, leadership and team management, financial management, etc.

3 Competency model (portrait) graduate

3.1 Professional activities

The field of professional activity includes the organization of labor and personnel management in the enterprise, economic management of the enterprise, features of business administration in small and medium-sized enterprises, sales management, Internet marketing technologies. Bachelor of Business and Management is a highly qualified specialist who knows modern methods of information collection and processing, risk assessment, modeling and forecasting of business processes, analysis of social and economic phenomena based on modern technologies. In Kazakhstan, there is a shortage of qualified personnel who are able to effectively engage in analytical activities both in large companies and in small and medium-sized businesses. The educational process combines the acquisition of competencies in the field of organizational and managerial, entrepreneurial and information and analytical activities.

3.2 Types of professional activity

The program "Business Management and Entrepreneurship" is aimed at training highly professional specialists in the field of management and marketing, aimed at a successful career as a customer service manager, marketer, digital marketer, sales manager, sales manager of companies, brand manager and business development specialist.

Graduates of the program create and manage their own businesses, work as specialists in the management apparatus and middle and top-level managers in domestic and foreign companies, including:

- in strategic development departments;
- in project offices, including digital project management;
- in customer support services, interaction with partners;
- in the company's line divisions;
- in the personnel development service.

3.3 General Education Competen

Bachelors of Business and Management will have the following general education competencies:

- explain and interpret subject knowledge (concepts, ideas, theories) in all fields of science that form the academic disciplines of the module (sociology, political science, cultural studies, psychology) (KK1);

- to know the traditions and culture of the peoples of Kazakhstan; to be aware of the attitudes of tolerant behavior of the individual and the prevention of domestic racism, xenophobia, extremism; to possess high spiritual qualities; to show a civil position based on a deep understanding and scientific analysis of the main stages, patterns and peculiarities of the historical development of Kazakhstan (KK1);

- confidently use modern information technologies for work, leisure and communication (KK2);

- to understand the content of any information, Express thoughts, feelings, and opinions in oral and written form (listening, speaking, reading and writing), to have the ability for interpersonal social and professional communication in the Kazakh, Russian and foreign languages (KK3);

- to master the basic skills of communication in a foreign language, skills of self-development and education throughout life (KK3);

- is able to use the basics of natural science knowledge, methods of scientific research and academic writing for use in solving professional and scientific management tasks (KK3);

- develop and apply mathematical ways of thinking (logic, spatial thinking, etc.) in their professional activities (KK4).

3.4 Basic Competences

Bachelors of Business and Management have the following basic competencies::

- possess basic knowledge in the field of economic and managerial disciplines (sciences); have the ability to engage in self-study, be able to effectively manage time and information; strive for professional and personal growth (KK4);

- possess ethical, scientific and legal norms of social behavior that allow for effective and constructive participation in public and working life; develop the ability to prevent and resolve conflict situations, find compromises, correlate your opinion with the opinion of the team; comply with the norms of business ethics (KK4);

- possess the basics of economic knowledge (scientific ideas about management, marketing, finance, etc.) and the training skills necessary for independent continuation of further training (KK4);
- know and understand the goals and objectives of state regulation of the economy (CC4);
- Plan and manage projects to achieve professional goals (CC5).

3.5 Professional Competences

Bachelors of Business and Management have the following professional competencies::

- be able to develop successful business communication and transferable skills (KK5);
- use effective sales and customer service methods (KK6);
- identify effective management, team building, and leadership skills needed to accelerate the development of an existing small and medium-sized enterprise (in-house training) (CC6);
- apply knowledge of the marketing function to the organization's work (CC6);
- Create strategies for the successful planning and operation of small and medium-sized enterprises (CC6);
- use a variety of software applications to improve the productivity and profitability of the business (KK7);
- develop and submit a comprehensive business plan that includes all financial, marketing, operational and legal aspects of the business (KK7);
- apply research skills to collect and interpret available information; select methodology and analysis; summarize research results based on the principles of academic integrity (CC7).

4 Base of professional practice traineeship

Professional practice is an integral part of bachelor's training and provides for students to master not only the skills of theoretical training, but also practical skills. The main types of professional practice are educational, industrial and pre-graduate.

The main purpose of professional practice is to prepare a systemically and broadly thinking intellectual who knows the basics of the theory of economics and creative activity, has practical skills in collecting, processing and analyzing data, the results of scientific experiments, is capable of independent generation of ideas, has the aptitude and ability to create a business, combined with fundamental professionalization in the chosen field of study.

The purpose of professional practice: to consolidate the acquired theoretical knowledge and acquire practical skills and experience to identify and formulate the problem, its research and substantiate solutions.

The purpose of the training practice is the acquisition of primary professional competencies, including the consolidation and deepening of theoretical knowledge gained in the course of training, obtaining the first skills of research activities, business correspondence skills, and the acquisition of practical skills and work skills in accordance with the specialty of training. Educational practice is conducted on the basis of the KATU named after S. Seifullin with short excursions to organizations that are objects of future professional activity.

Professional practice bases: public administration bodies, national companies, agricultural enterprises and other companies. The University has signed contracts with enterprises for students to complete practical training. The objects of professional practice for students of the educational program are national companies, state bodies, the "Damu" Foundation, such holding companies as "BI Group", "AKMOL HOLDING", "Alageum Electric", joint stock companies "Aktyk", "Akmola Car Repair Plant", large agricultural enterprises "Rodina", "Novokubanskoe", etc

5 Structure of the educational program

№	Name of cycles and disciplines	Total complexity	
		in academic hours	in academic credits
1	2	3	4
1	Cycle of general education (GED)	1680	56
1)	Required component	1530	51
	Modern history of Kazakhstan	150	5
	Philosophy	150	5
	Foreign language	300	10
	Kazakh (Russian) language	300	10
	Information and communication technology (in English)	150	5
	The module of socio-political knowledge (sociology, political science, cultural studies, psychology)	240	8
	Physical education	240	8
2)	University component (list of disciplines according to RUP OP)	150	5
	Economic theory	150	5
	Component of choice (list of disciplines according to WSP EP)		
2	The cycle of basic disciplines (BD) (list of disciplines according to WSP EP)	3360	112
1)	University component (list of disciplines according to WSP EP)	1650	55
	Law basics	90	3
	Mathematics in Economics	150	5
	Microeconomics	150	5
	Macroeconomics	180	6
	Management	150	5
	Marketing	150	5
	Statistics	180	6
	Finance	150	5
	Enterprise economy	150	5
	Basics of Accounting	150	5
	Taxes and taxation	150	5
	Educational practice	90	3
2)	<i>Component of choice (list of disciplines according to WSP EP)</i>	<i>1800</i>	<i>57</i>
	Foreign language (additional) / Profession-oriented foreign language (3) / "Professional Kazakh (Russian) language (3)	180	6
	Logistics and supply chain management	90	3
	Entrepreneurship	150	5
	Business communications	150	5
	Econometrics for business solutions	150	5
	Business Law	150	5
	Business Process Analysis	150	5
	Rationing and wages	150	5

	Management Accounting	150	5
	1C: Enterprise Management	150	5
	Financial management	150	5
	Innovative Management	150	5
3	The cycle of the main disciplines (MD) (list of disciplines according to the WSP EP)	1800	60
1)	University component	1050	35
	Business organization by industry (agriculture)	150	5
	Marketing management	150	5
	Human Resource Management	150	5
	Project management in the agricultural sector	150	5
	Agricultural Management	150	5
	Operations Management	150	5
	Leadership and team management	150	5
2)	Component of choice	750	25
	Presentation art	150	5
	Management of small and medium-sized businesses in the agro-industrial complex	150	5
	Social Responsibility of Business	150	5
	Foreign Economic Activity Management	150	5
	Market Research	150	5
	Risk Management	150	5
	Management Psychology	150	5
3)	Practice		
	Professional practice (production, pre-diploma)	300	10
4	Additional types of training (ATT)		
1)	Component of choice (military training and other types of training activities determined by the student independently)		
5	final examination	360	12
1)	Writing and defending a thesis (project) or preparing and passing a comprehensive exam	360	12
	Total	7200	240