

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

Reviewed by  
at the meeting of the University  
Academic Council

Protocol number \_\_\_\_  
dated «\_\_» \_\_\_\_ 2022

Approved by  
Chairman of the Board  
S.Seifullin Kazakh agrotechnical  
University.

\_\_\_\_\_  
"\_\_\_\_" \_\_\_\_ 2022



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

Nur-Sultan 2022

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**Educational program 6B041- "Business management and entrepreneurship"**

reviewed at a meeting of the Department of management and marketing  
Minutes No. \_\_\_ of \_\_\_\_\_, 2022  
approved by the Faculty Council  
Minutes No. \_\_\_\_\_, 2022

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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.

### **1.2 Learning outcomes**

**Graduates of this program will be able to demonstrate:**

**ON1** ability to develop professional language skills in the state, Russian and English languages

**ON2** readiness for communication in oral and written forms for solving problems of professional activity

**ON3** critical understanding of the specifics of regulatory documents in the organization of labor of workers and the development of entrepreneurship

**ON4** ability to analyze macro and microeconomic processes and develop mathematical models for business decisions

**ON5** ability to organize and maintain financial, tax, accounting and management accounting of any areas of activity of economic entities.

**ON6** ability to manage a team, have skills of professional, personal growth and business communication

**ON7** ability to manage, research, organize and evaluate the management process using innovative technologies in the field of business and agriculture

**ON8** the ability to understand and manage the production process of the enterprise, including objects in the field of agribusiness

**ON9** mastering the knowledge of building your own business and the basics of marketing management and logistics, including in the field of agribusiness

**ON10** ability to manage innovative projects, risks and organize business in agriculture

**ON11** skills of "ecological thinking", "lean manufacturing" and "social entrepreneurship"

## **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
<b>1</b>	<b>Cycle of general education (GED)</b>	<b>1680</b>	<b>56</b>
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)	Component of choice (list of disciplines according to WSP EP)	150	5
	Law basics	150	5
<b>2</b>	<b>The cycle of basic disciplines (BD) (list of disciplines according to WSP EP)</b>	<b>5160</b>	<b>172</b>
1)	University component (list of disciplines according to WSP EP)	<i>1800</i>	<i>60</i>
	Economic theory	150	5
	Mathematics in Economics	150	5
	Microeconomics	150	5
	Macroeconomics	150	5
	Management	150	5
	Marketing	150	5
	Statistics	150	5
	Finance	150	5
	Enterprise economy	150	5
	Basics of Accounting	150	5
	Taxes and taxation	150	5
	Foreign Economic Activity Management	150	5
	<i>Component of choice (list of disciplines according to WSP EP)</i>	<i>1560</i>	<i>52</i>
	1C: personnel management/1C: enterprise management	150	5
	Business process analysis/ Economic analysis	150	5
	Conducting agribusiness/ Animal husbandry technology/ Crop production with the basics of agricultural technology/ Quality management of agricultural products	180	6
	Business Communications/ The Art of Presentation	150	5
	Innovation management/ Strategic business management	150	5
	Professionally-oriented foreign language/ Foreign language (optional) 2	90	3
	Business Law /Entrepreneurship	150	5



	Professional Kazakh (Russian) language /Foreign language (optional) 1	90	3
	Development of management decisions/ Making management decisions in precision agriculture/ Fundamentals of corporate governance	150	5
	Business Social Responsibility/ Financial Management	150	5
	Econometrics for Business Solutions/ Management Accounting	150	5
	<b>The cycle of the main disciplines (MD)</b>	<b>1380</b>	<b>46</b>
	Agricultural management	900	30
	Leadership and team management	150	5
	Business organization by industry (agriculture)	150	5
	Operations management	150	5
	Project management in the agricultural sector	150	5
	Human resource management.	150	5
	Agricultural management	150	5
	Component of choice	480	16
	Marketing Research/ Marketing Management/ Logistics and Supply Chain Management	90	3
	Psychology of management/ Rationing and remuneration	150	5
	Management of small and medium-sized businesses in the agro-industrial complex/ Risk management	150	5
	Quality management of agricultural products/Logistics and Supply Chain Management	90	3
2)	Practice		
	Educational practice		
	Professional practice (production, pre-diploma)	300	10
<b>3</b>	<b>Additional types of training (ATT)</b>		
1)	Component of choice (military training and other types of training activities determined by the student independently)		
<b>4</b>	final examination	<b>360</b>	<b>12</b>
1)	Writing and defending a thesis (project) or preparing and passing a comprehensive exam	360	12
	<b>Total</b>	<b>7200</b>	<b>240</b>

