

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

Reviewed
APPROVED
at a meeting of the Academic Council of
the University
Protocol № 16
« 27 » 05 2021

Deputy Chairman of the Board
NCJSC "Kazakh agrotechnical
university. S.Seifullina "

A.M. Abdyrov

« 29 » 05 2021



EDUCATIONAL PROGRAM
"Economics of Modern Business"

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

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

Code in the International Standard Classification of Education: 0410

Qualification: Bachelor of Economics, or Bachelor of Business and Management in the educational program "Economics of Modern Business"

Duration of study: 4 years

Nur-Sultan 2021


Academic committee:

1. Zamira Mukhambetova – Ph.D., acting professor;
2. Raushan Mussina - Ph.D., Associate Professor;
3. Nurlan Kulbatyrov – Deputy General Director of QazTrade JSC Trade Policy Center

The Academic Committee was approved by order of the NJSC «Seifullin KATRU» №374-H dated October 18, 2023 year

**Educational program 6B04105 «Modern Business Economics» reviewed at the meeting of Economics Department
Protocol №11 of April 10, 2023 year
Approved by the Faculty Council
Protocol №10 of April 24, 2023 year**

Update date July 19, 2023 year

Head of the Economics Department  A. Temirova


Chairman of FCAQ  G. Rakhimova

Dean of the Faculty  N. Nurmuhametov

Employer, deputy

general director

JSC «QazTrade» JSC

Trade Policy Center 

N. Kulbatyrov



Content

№	Component name	Page
1.	Passport of the educational program	4
2.	General characteristics of the educational program	5
3.	Competence model (portrait) of a graduate	6
4.	Base of professional practice	8
5.	The structure of the educational program	9
6.	Annex 1. Academic calendar	11
7.	Annex 2. Working curriculum	13
8.	The relationship between the attainability of the formed learning outcomes in the educational program and academic disciplines	15

1 Passport of the educational program

1.1 Purpose of the educational program

Training of specialists with in-depth knowledge of the economic behavior of an enterprise in the conditions of market relations: in matters of business organization and analysis of business processes, target functions of production activities, substantiation of the volume of the production program, financial conditions and sources, personnel and organizational support, business planning, increasing the efficiency of entrepreneurship and competitiveness, taking into account the needs of the regional labor market.

The objectives of the educational program "Modern Business Economics" are:

- training of a highly qualified specialist with professional competencies in the field of economics, management and organization of production;
- training of specialists who are competitive in the labor market, who have in-depth theoretical and practical training in the field of analytical economics, entrepreneurship and business, capable of self-improvement, self-development and mastery of new knowledge throughout their active life;
- training of specialists capable of substantiating scientific conclusions on the choice of the necessary forms of organization of production and management, management decisions, interpretation of the results obtained;
- training of specialists with a high level of professional culture, including the culture of professional communication, who have a civil position.

1.2 Learning Outcomes

LO 1. Demonstrate economic knowledge in professional activities based on the study of the patterns of economic interaction between various entities in the field of international and regional exchange of goods and services, the agricultural policy of foreign countries, the movement of factors of production, capital and financial and credit flows

LO 2. Use communication in oral and written forms in the state, Russian and foreign languages to solve professional problems of interpersonal and intercultural interaction

LO 3. Evaluate interconnectedness and interdependence of business processes in the context of the digital economy

LO 4. Recognize the importance of personal career growth based on professional development and features of managerial and marketing activities

LO 5. Demonstrate knowledge of the fundamental principles of the enterprise's economy and the effectiveness of its activities, use mathematical methods of analysis to make optimal decisions based on statistical, accounting and tax information

LO 6. Organize entrepreneurial activities, demonstrate knowledge in the field of modern business and interpret the results of the activities of enterprises by industry

LO 7. Model business processes to develop an enterprise development strategy

LO 8. Apply regulations in professional activities and use them in business decisions

LO 9. Apply digital technologies to analyze and plan the main indicators of the financial and economic activities of the enterprise

LO 10. Apply the principles of organization and remuneration of labor, methods of labor rationing, inventory and cost management of the enterprise

LO 11. Develop innovative and investment projects based on standard methods, taking into account existing regulations to attract investment in the face of risk and uncertainty of a market economy

LO 12. Plan and predict business activities and ensure the effectiveness of its development based on the application of analytical methods

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

The educational program "Modern Business Economics", developed on the basis of the state educational standard, is intended as the main regulatory document that determines the specific content of the implementation of the training of bachelors in the direction "6B041 Business and Administration".

Relevance. The training of specialists in accordance with the program is highly relevant, due to the fact that the labor market requires specialists with deep economic knowledge, able to analyze the problems of enterprises, develop ways to solve them, as well as proposals for improving the state economic policy.

Features of the program. In the process of education, the participation of highly qualified teaching staff is expected. Students will receive in-depth knowledge necessary for application in professional activities, including modern methods of economic analysis.

Competitive advantages. The program is based on professorial scientific seminars, author's courses, guest lectures, master classes of famous scientists and practitioners. The effective implementation of the educational program can be facilitated by the presence of a developed infrastructure, specialized laboratories and classrooms at the university.

The uniqueness is determined by the competencies that are achieved as a result of the development of this bachelor's educational program (EP). The EP allows to study the economics of agriculture in more depth, which is ensured by the presence of alternative disciplines in the structure of the curriculum.

Stakeholders. The educational program is drawn up taking into account the expectations of stakeholders, the goals and objectives of the university. As a result of the implementation of the program, students will be able to obtain the necessary economic knowledge. On the basis of the program, the teaching staff will be able

to effectively organize the educational process, as well as train qualified personnel, which meets the expectations of the state and business entities.

3 Competence model (portrait) of a graduate

3.1 Areas of professional activity

The main field of activity of the graduate is the implementation of an economic analysis of the economic activity of the organization, the development of measures to ensure the savings regime, increase the efficiency of work, identify reserves, prevent losses and unproductive costs, more rational use of all types of resources. The activity of an economist covers the management of employees of the economic service involved in the joint conduct of research and development.

An economist can work in accounting, planning or marketing, investing or developing business plans. The economist controls financial settlements with customers, draws up periodic reporting documents. Draws up projects, develops standards for material and labor costs. Collects scientific and technical information. Systematizes and summarizes statistical information. Calculates the material and labor costs of ongoing research. Tracks how cost effective the costs are.

3.2 Types of professional activity

The objects of professional activity of graduates of the direction "6B041 Business and Administration" are:

- enterprises of sectors of the national economy of various organizational and legal forms, regardless of the type of activity, size, form of ownership, their structural production and functional divisions;
- enterprise infrastructure facilities;
- design organizations;
- research organizations;
- educational institutions.

Career growth develops from the position of an ordinary economist and assumes in the future the position of the head of the planning and economic department, the executive director or director of development of the company, the position of the enterprise manager, who is responsible for the company's competitiveness, controls and coordinates the activities of all structural divisions.

Career growth of graduates of master's and doctoral programs involves the performance of duties of heads of departments and the actual research and educational institutions.

3.3 General educational competencies

- 1) demonstrate knowledge and understanding in the field of study, based on advanced knowledge in the field of study;
- 2) apply knowledge and understanding at a professional level, formulate arguments and solve problems in the field of study;
- 3) collect and interpret information to form judgments, taking into account social and ethical considerations;

4) apply theoretical and practical knowledge to solve educational, practical and professional tasks in the field of study;

5) learning skills necessary for independent continuation of further education in the field of study;

6) know the methods of scientific research and academic writing and apply them in the field of study;

7) apply knowledge and understanding of facts, phenomena, theories and complex relationships between them in the field of study;

8) understand the importance of the principles and culture of academic integrity.

3.4 Basic competencies

Possesses the skills necessary for critical thinking, observation, the ability to interpret, analyze, draw conclusions, the ability to give assessments;

Possesses the quality of creativity: the ability to move from one aspect to another, the ability to put forward ideas that differ from the obvious, well-known, generally accepted, banal or firmly established, the ability to see the essence of the problem, the ability to resist stereotypes;

Understands and is able to lead an active life position, can carry out independent behavior in relation to other individuals, strives to lead in a group, a team without harming them and within the framework of regulatory regulations;

Able to adapt to the conditions of changing social, economic, professional roles of a specialist, due to the real conditions of production, promotion through the service hierarchy, transfer to other regions, as well as to a change of profession.

3.5 Professional competencies

1. Possess abilities and use them effectively in various situations:

- the ability to assess the economic and social conditions for the implementation of entrepreneurial activities;

- ability to evaluate investment projects under various conditions of investment and financing;

2. be able to:

- model business processes and demonstrate knowledge of business process reorganization methods;

- apply quantitative and qualitative methods of analysis and build organizational, economic, financial models;

3. have effective communication and social skills, including the ability to:

- the ability to take into account aspects of corporate social responsibility in the development and implementation of the organization's strategy;

- the ability to effectively organize group work based on knowledge of the processes of group dynamics and the principles of team formation;

4. know and understand:

- a modern system of planning and ensuring competitiveness;

- have an idea about the various market structures and the ability to analyze the competitive environment of the industry;

5. have skills:

- calculation and analysis of production costs;
- own modern planning technologies in the organization.

4 Base of professional internships

In the direction "6B041 Business and management" educational and professional practices are provided.

Educational practice is planned in the cycle of basic disciplines, in the amount of 1 credit, and professional (industrial, undergraduate) - in the amount of 10 credits.

The University has concluded agreements with enterprises for students studying in the direction of "6B041 Business and Administration", professional practice. The main bases of practice for students of the educational program "Economics of modern business" are organizations such as SPCGI named after A.I. Barayev Center for Grain Farming, LLP "North Kazakhstan Agricultural Experimental Station", LLP "Expert Agrarian Company", JSC "Center for Trade Policy Development" "QazTrade", etc.

5 The structure of the educational program of the bachelor's degree

№	Name of cycles and disciplines	Labor intensity		
		In academic hours	In academic credits	
1	2	3	4	
1	Theoretical training	1680	56	
1)	Cycle of basic disciplines	1530	51	
	History of Kazakhstan	150	5	
	Philosophy	150	5	
	Foreign Language	300	10	
	Kazakh (Russian) language	300	10	
	Information and Communication Technologies (in English)	150	5	
	Module of socio-political knowledge (sociology, political science, cultural studies, psychology)	240	8	
	Physical Culture	240	8	
2)	HEI component or selectable component	150	5	
	Fundamentals of anti-corruption culture/ Ecology and Fundamentals of Life Safety/ Fundamentals of Economics and Law/ Methods of economic research	150	5	
2	Cycle of basic disciplines	3360	112	
1)	HEI component	1680	56	
	Economic theory	150	5	
	Mathematics in economics	150	5	
	Microeconomics	90	3	
	Macroeconomics	180	6	
	Management	150	5	
	Marketing	150	5	
	Statistics	180	6	
	Finance	150	5	
	Enterprise economics	150	5	
	Accounting basics	150	5	
	Taxes and taxation	150	5	
	Educational practice	30	1	
	2)	Selectable component	1680	56
		Digital Economy/ Network Economy	150	5
		Professionally-oriented foreign language/ Foreign language for academic purposes	90	3
		Professional Kazakh language/ Professional Russian language	90	3
		Entrepreneurship/ Startup Management in Entrepreneurship	150	5
		Business communications/ Strategy and tactics of business negotiations	150	5
		Econometrics / Business Process Modeling	150	5

	Business Law / Commercial Law / Labor Law	150	5
	Economic Analysis / Business Process Analysis	150	5
	Economics of the labor market / Rationing and wages	150	5
	Business Analysis / Cost Management	150	5
	Project Management / Leadership and Team Management	150	5
	International economy / Regional economy / Economy of Kazakhstan	150	5
3	Cycle of major disciplines	1770	69
1)	HEI component	1320	44
	Economics of innovation and investment	150	5
	Financial management	150	5
	Economic and mathematical modeling	150	5
	Innovative Economics and Technological Entrepreneurship	150	5
	Agricultural economics	150	5
	Planning and forecasting in business activities	150	5
	Production organizing	150	5
	Economics of the market of agricultural products	120	4
	Sustainable Development and Food Security	150	5
2)	Selectable component	450	15
	Economics of the industrial sector / Agrarian policy of foreign countries	150	5
	Business planning in the agro-industrial complex / Business planning / Business planning in the manufacturing sector	150	5
	Economic risk assessment / Economics and organization of enterprise activity based on IT technologies	150	5
	Professional practice (industrial, before diploma work)	150	5
5	Final examination	240	8
1)	Writing and defending a thesis, graduation project or preparing and passing a comprehensive exam	240	8
	Total	7200	240

Additional modules beyond qualification																							
Modules of choice																							
Scientifically research																							
Weekly average workload at hours																							
General education subjects(GER)																							
University component(GER/UC)																							
Base requirements(BS)																							
Profession requirements(VRS)																							
Total on curriculum																							
Additional courses																							
Module of final certification (MoFC)																							
Total including FCS																							
										Number of credits					Academic period			Number of hours		Number of weeks			
										8								240.0					
										240								7200.0					
1		56	10	4	0	1680	90	30	450	0	0	224	886	20	27	7	2	0	0	0	44		
		51	9	4	0	1530	75	30	420	0	0	204	801	20	22	7	2	0	0	0	0		
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
		5	1	0	0	150	15	0	30	0	0	20	85	0	5	0	0	0	0	0	0		
2		112	23	0	1	3360	375	30	630	0	30	444	1851	10	3	22	29	20	20	5	3		
		1	0	0	0	30	0	0	0	0	30	0	0	0	0	0	1	0	0	0	0		
		55	11	0	1	1650	195	30	285	0	0	220	920	10	3	22	10	10	0	0	0		
		56	12	0	0	1680	180	0	345	0	0	224	931	0	0	0	18	10	20	5	3		
3		64	10	0	0	1920	150	0	300	0	420	200	850	0	0	0	0	10	10	25	19		
		14	0	0	0	420	0	0	0	0	420	0	0	0	0	0	0	0	0	0	14		
		35	7	0	0	1050	105	0	210	0	0	140	595	0	0	0	0	5	10	15	5		
		15	3	0	0	450	45	0	90	0	0	60	255	0	0	0	0	5	0	10	0		
		232	4	1	1	6960	615	60	1380	0	450	868	3587	30	30	29	31	30	30	30	22		
4												Number of credits					Academic period			Number of hours		Number of weeks	
5												8								240.0			
												240								7200.0			

Examinations (semester)* - The final form of control on Physical Culture and types of professional practice is a differentiated credit.

The modular curriculum is made in accordance with the standard curriculum of the speciality (approved by the Order of the MES RK from 16.08.2013 № 343).

State obligatory standards of education (approved by the Order of the Ministry of Education and Science of the Republic of Kazakhstan from 23.08.2012 № 1080), modular educational programme of the speciality.

The modular curriculum was considered and approved at the meeting of the methodical commission of the faculty, Protocol № 20__

Director of Department of Academic Affairs
Deputy Director of the Department of Academic Affairs
Dean of the faculty
Head of the Department

Журтенов Жақсенбай Сарсенбісәлі

Сабырова Мадина Елемесовна
Темірова Ақмарал Болғановна

		policy. The interaction of markets. Model IS-LM. Balance of payments and exchange rates. Exchange rate regimes and aggregate demand. International trade and trade policy.													
6	Management	The role, functions and tasks of a manager in a modern organization. The main business processes in the organization. Types and methods of organizational planning. Types of organizational structures, the main types and procedures of internal control. Types of management decisions and methods of their adoption.	5				v		v						
7	Marketing	Marketing environment Marketing research and marketing information system. Market segmentation and product positing. Consumer behavior in the consumer market. Product marketing system. Price and pricing in marketing. Promotion of goods: advertising, sales promotion and communication systems. Planning and control in marketing. International Marketing. Service marketing and nonprofit marketing.	5				v								
8	Statistics	The subject of statistics. Statistical observation, systematization of data, their presentation. Absolute and relative indicators. Average values and indicators of variation. Selective method in statistical studies of business processes. Statistical hypothesis testing. Statistical study of the dynamics of business processes. Economic indexes. Statistical study of the relationship of economic phenomena.	6					V							
9	Finance	Fundamentals of Finance. Organization and financial management. Public finance. Monetary policy of the state. The national Bank of Kazakhstan. Financial markets and intermediaries. Second-tier banks and Parabank institutions. Insurance and insurance market. International finance. Finance of economic entities and sources of their financing. Personal Finance in the household system.	5					v					v		
10	Enterprise economics	It is an independent economic discipline, the subject of which is the activities of the enterprise, the process of developing and making economic decisions. The development of competent economic solutions is impossible without knowledge of economic laws, the presence of specific economic knowledge, skills, and the ability to use them in practice.	5					v							
11	Basis of accounting	Accounting as an information system. Legal and regulatory framework of accounting. Accounting functions. Balance sheet. Bills and double entry. Preparation of accounting entries. Correspondence of accounts. Cost measurement of accounting. Forms of accounting. Fundamentals of financial reporting.	5					v						v	
12	Taxes and taxation	Fundamentals of taxes and taxation. Tax on property of physical and legal entities. the Tax on vehicles. Land tax. Value added tax. Excises. Gambling tax. Fixed tax. Corporate income tax. Individual income tax. Social tax. Special tax regime. Fees, duties and charges.	5					v							
Cycle of basic disciplines															

	communication	organizational communication and its barriers. Types of communication networks. Speech to the audience. Psychology of business communication. Communicative culture in business communication. Forms of business communication. Management of the organization. Information Security. Hidden aspects of communication. Conflict and ways to manage conflict.												
21	Strategy and tactics of business negotiations	"Strategy and tactics of business negotiations" contributes to the formation of students' theoretical ideas, teaching methods and tactics, practical skills of conducting business negotiations. Business negotiations: concept, classification, functions and features. Preparation for business negotiations. Strategy and tactics of negotiation. Rules and styles of negotiation. Structure and final documents of the negotiation process.			v									
22	Econometrics	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.	5				v		v					
23	Modeling of business processes	Prerequisites for the formation of new approaches to the organization of the enterprise. The concept of a business process. Process approach and process-oriented organization. Theoretical foundations of business process management. The main approaches and standards for modeling business processes. Methodologies for modeling business processes. Software business process modeling.	5						v					
24	Business Law	The study of the legal basis of business activity in the conditions of modern development of the market economy of Kazakhstan, the theory and practice of application of the norms of business law in relation to the materials of the practice of economic dispute resolution.	5							v			v	
25	Economic law	The discipline "Economic Law" studies: property as an object of economic law, initiative of economic activity, types and components of economic risk, methods of managing business risk, legal regulation of entrepreneurship of non-state commercial persons, the ratio of the legal status of an entrepreneur with the legal capacity of a legal entity, the types of legal liability for economic offenses.	5							v			v	
26	Labor law	The subject of labor law regulates close relations between the employer and employees, trade unions. In addition, the terms of the employment contract, the grounds for concluding and terminating the employment contract, work and rest hours, payment of wages for work, guarantees related to work, labor procedure.	5							v			v	
27	Economic analysis	Organization of economic analysis. Method and methodology of economic analysis. Analysis of the efficiency of the use of	5			v								v

		enterprise resources. Management analysis. Marginal analysis. Financial analysis using AIS AuditExpert, Your financial analyst: basic formats of financial information analysis; financial stability analysis, capital structure indicators; solvency and creditworthiness analysis; cash flow analysis; profitability analysis.													
28	Business process analysis	Definition of business processes. Elements of a business process. Classification of business processes. Stages and methods of modeling business processes. The system of business processes of the organization. Building a system of analytical indicators for managing business processes. Current and regulatory business process models. Cost and cost model of the business process.	5			v									v
29	Economic labor market	Theoretical foundations of labor economics on a national scale, industry and a particular enterprise (organization); requirements for the formation and use of labor resources, their training, retraining; the main features of the formation of employment and the labor market; general concepts of the standard of living and social guarantees of workers.	5	v										v	
30	Rationing and remuneration	Introduction to the course "Organization, rationing and remuneration at the enterprise." The organization of labor, its essence and content. ore process, methods and techniques of labor. Division of labor and cooperation of labor. Organization and maintenance of jobs. Analysis and assessment of the level of work organization and design of measures to improve it.	5	v										v	
31	Analysis of economic activity	The role of the analysis of economic activity in the management of a commercial organization. Methodology of analysis of economic activity. Analysis of production, sales and cost of production. Comprehensive analysis of the use of labor and production resources. Comprehensive analysis of the financial condition of the organization.	5			v									
32	Cost management	The content of cost management in the enterprise. Classification of production costs. Forecasting and cost planning. Management of stocks and costs of the enterprise. The cost of product quality. Evaluation of the cost of production and determination of its profitability. Estimation and analysis of break-even production. Cost management during production.	5											v	v
33	Project management	External and internal project environment. Project life cycle. Basic concepts in the process approach. The group of initiation processes, planning processes, execution processes, monitoring and control processes, completion processes. Basic concepts in the process approach. Management of the content and organization of the project. Project Duration Management. Project risk management. Project Resource management.	5				v								v
34	Leadership and team management	The function of a leader in modern society. The history of the birth and development of leadership psychology. Personal characteristics of the leader. The concept of the team , types of teams. Forming	5				v								v

41	Innovative Economics and Technological Entrepreneurship	The study of the discipline is aimed at the formation of skills and knowledge necessary for the development and application of innovative approaches to creating your own business based on technology, the implementation of entrepreneurial activities at various levels. The discipline examines breakthrough technologies, intellectual property issues and business strategy.	5						v	v					v	
42	Agrarian Economics	Agro-industrial complex of the Republic of Kazakhstan. Market in the AIC. The economic basis of the market mechanism of management. Land resources of agricultural production and ways of efficient use of land. The main capital of agricultural production. The working capital of agricultural production. Labor resources. Intensification and scientific and technical process in agriculture.	5												v	
43	Planning and Forecasting of Entrepreneurial Activities	The discipline considers the process of entrepreneurial activity planning based on the identification, analysis and evaluation of business opportunities. Aspects of the implementation of a business idea, issues of financing, determining the target market, setting goals and objectives, developing events are studied. The discipline aims to ensure effective planning.	5													v
44	Organization of production	It is an independent economic discipline, the subject of which is the theoretical foundations of the organization of production, methodological features, basic principles and conditions for increasing the efficiency of the organization of production, taking into account the factors of the external and internal environment.	5						v							
45	Economics of the market of agricultural products	The discipline "Economics of the agricultural products market" - examines the study of industrial relations in the agricultural sector, the mechanism of action of economic laws and forms of their manifestation. The course studies industrial relations in the agricultural sector in mutual connection with other spheres of material production.	4	v				v	v							
46	Sustainable Development and Food Security	The discipline forms knowledge about the essence of food security and its role in ensuring sustainable development, emphasizes the importance of balancing economic, social and environmental factors in the production and distribution of food, about tools, programs, measures aimed at creating a more sustainable and food-safe future.	5	v							v				v	
Cycle of major disciplines																
Selectable component																
47	Agrarian Policy of Foreign Countries	The concept and essence of Agricultural Policy. The state of the Republic of Kazakhstan in the agro-industrial complex. Agrarian Policy of Russia-systemic problems and their solution. Agrarian Policy of the Republic of Belarus. Agricultural policy of France, Germany. Agricultural policy of Poland. US agricultural policy. Agricultural policy in Cana. British Agricultural Policy.	5				v									
48	Economy of the production	The subject and objectives of the course. Competitiveness of the sectoral structure of the production sphere of the Republic of	5						v							

