

Non-commercial joint-stock company
«Kazakh National Agrarian University»

«AGREED»
Acting General Director of LLC «KRIAE

and RTD»

G. Akimbekova

20.19

«Agreed»

Director of the

Sagimbayev»

R. Sagimbayev

20.19.

«APPROVED»

Chairman of the Board - Rector

T. Yespolov

06 2020.

EDUCATIONAL PROGRAM

«6B04106 – Marketing»

Awarded degree: Bachelor of Business and Management
under the educational programme «6B04106 – Marketing»

Almaty, 2020

The educational program "6B04106 - Marketing" was reviewed and recommended for approval at the meetings:

Scientific Council of KazNAU Protocol # 11 from 23 th of June 2020

Educational and methodical Council of the University Protocol #7 from 18th June 2020
Chairman of the Educational Methodical Council of the University B. Kalykova

Educational and methodical Commission of the High school of "Business and Law"
Protocol # 6 from 16 th January 2020.

The Chairman of EMC of the faculty A. Beisenbayeva

Approved at the meeting of the Department "Management and organization of agribusiness"
Protocol # 5 from 23 th December 2019.

The head of the department S. Yessengaziyeva

Developers:

Position

C.e.s., professor

PhD, senior lecturer

PhD, senior lecturer

Student MK-407

Graduate 2013

Employers:

Acting General Director of LLC "KRIAE

AIC and RTD"

Director of IE "Sagimbayev"

Agreed with:

Position

Head of the Department of Educational and Methodical Work

Head of Department office of registration and documentation of students

Head of Department of practice and employment

The head of the training department

Head of the Department of Educational Methodological Work and Quality of Educational Programs

Director of the Department for Teaching and

Methodological Work and Educational Technologies

Full title

G.Bekenova

M.Kazybayeva

A.Ismailova

A. Japarkulova

A.Kayirbayeva

G.Akimbekova

R. Sagimbayev

Full title

G.Itekeeva

Zh.Zhamekova

B. Esimova

A.Koyshibayev

Zh.Oshakbayeva

E.Makhashev

Signature

[Signature]
[Signature]
[Signature]
[Signature]
[Signature]

[Signature]

Signature

[Signature]

[Signature]
[Signature]
[Signature]

[Signature]
[Signature]

Field
It is in
- Mar

Regi
«On
State
the I

Clas
the
569

Sta
pro
Sc

Ri
th
N

A
P
o

I
t

Field of application

It is intended for realization of preparation of bachelors under the educational program "6B04106 - Marketing" in NCJSC "Kazakh National Agrarian University".

Regulations

«On Education» The Law of the Republic of Kazakhstan dated 27 July, 2007 No. 319-III; State obligatory standard for higher education. Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 № 604;

Classifier of training programs for personnel with higher and post-graduate education. Order of the Minister of Education and Science of the Republic of Kazakhstan of October 13, 2018 No. 569;

Standard Rules for the activities of educational organizations implementing educational programs of higher and (or) postgraduate education. Order of the Minister of Education and Science of the Republic of Kazakhstan of October 30, 2018 No. 595;

Rules of the organization of the educational process on credit technology of training. Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 12, 2018 No. 563;

Algorithm of inclusion and exclusion of educational programs in the Register of educational programs of higher and postgraduate education. Order of the Minister of Education and Science of the Republic of Kazakhstan No. 665 dated December 4, 2018;

Professional standard "Wholesale trade of a wide range of products without any concretization in the shopping centers with a sales area over 2,000 sq m (2000 sq.m and more), including wholesale food distribution centers»

Appendix No. 7 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated 27.12.2019 No. 266.

Professional standard: "Activities in the field of market analysis». Appendix No. 89 to the Order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" dated 26.12.2019 No. 263

1.Passport of the educational 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 and name of educational program	6B04106 - Marketing
Type of educational program	Acting
The purpose of the educational program	Training of highly qualified, creative marketers, able to conduct marketing research, create competitive advantages, brand and positioning of the company, using innovations and digital media.
Level according to (I S C E)	6
Level according to NQF	6
Level according to SQF	6
The number of applications for licenses for the training	KZ42LAA00006720 from 27 march 2019 №008
Accreditation of EP The name of the accreditation body The period of validity of accreditation	
Awarded degree	Bachelor of Business and Management under the educational programme "6B04106 – Marketing"
Learning outcome	Table 2
List of qualifications and positions	marketing managers of different levels, including: the head of the company, director of marketing, creative director, art director, manager, strategic planning, advertising, affiliate manager; marketing specialist product marketing analyst, geomarketing, brand marketing, trade marketing, internet marketing managers, manager on work with clients in advertising agency, advertising marketing managers, PR Manager, media planner sales, trend-watcher, geomarketing.
Professional field of activity	- enterprises, organizations and institutions of various forms of ownership and level of management; - state body; - research institutions.
Field and object of professional activity	business structures, industrial production, organizations and firms of various forms of ownership, public administration, financial institutions, design and research institutes, research and production, educational institutions.
Functions of professional activity	- organization of an effective marketing service at the enterprise; - development and adoption of rational decisions on the marketing mix; - marketing research, market segmentation, promotion of goods; - development and implementation of marketing strategies, marketing budget and use of effective communications; - marketing analysis and control; - development of measures to improve planning, forecasting, management of commodity flows, control of costs and profits; - management and control of marketing activities of enterprises. - promotion of products by advertising at a point of wholesale trade with a wide range of products;

	<ul style="list-style-type: none"> - defining sales strategy and tactics; - organization of research and analysis of its results; - forecasting the dynamics of important indicators for the company; - develop recommendations to their improvement.
Types of professional activity	<p>1. Evaluative:</p> <ul style="list-style-type: none"> - to be able to critically assess the behavior of economic agents in the market, trends in the development of objects in the field of professional activity from different sides (production, motivational, institutional, etc.); - have the skills to assess the effectiveness of marketing enterprises, marketing management system, its budget, the choice of the target market segment, determining the level of competitiveness; - to be able to develop and evaluate options for effective marketing strategies. <p>2. Constructive:</p> <ul style="list-style-type: none"> - to have knowledge in the field of marketing and trade, skills and optimization of activities, to implement new ideas, to find non-standard and alternative solutions for marketing, to be able to generate new ideas, to critical thinking. - to be able to formulate a problem, to creatively approach its solution; knowledge of methods of development of creative abilities; the ability to creatively use the accumulated experience and create new techniques. - the presence of high motivation to solve creative problems, the ability to creatively use the available knowledge, to organize the creative activities of other participants in the marketing process. <p>3. Information technology:</p> <ul style="list-style-type: none"> - to know competent and developed speech, knowledge of native and foreign languages, knowledge in the field of communication technology, communication strategies, skills of constructive dialogue, communication in a multicultural, multiethnic and multi-confessional society; - to be able to collect information from various sources, to process the received primary information through the implementation of analytical and communication skills; - to be able to apply and use information technologies in professional activity, to possess skills of programming with use of modern tools; - have a solid knowledge of the code of ethics, negotiation techniques, as well as the basics of business communication.
Be competent	<ul style="list-style-type: none"> - to speak the state, Russian and one of the foreign languages as a means of communication within the framework of the established specialized terminology of professional international communication; - own the main methods and means of information exchange, obtaining, storing, processing, interpreting marketing information; - to collect, analyze and process the data necessary to solve

	<p>the marketing tasks;</p> <ul style="list-style-type: none"> - carry out bibliographic and information retrieval work with the subsequent use of data in solving professional problems and design of scientific articles, information reviews, analytical reports; - to solve the standard tasks of professional activity with the use of information and communication technologies, taking into account the basic requirements of information security; - analyze and interpret indicators characterizing socio-economic processes and phenomena in the domestic and world food market; - to find new market opportunities and formulate a business idea; - an ability to develop business plans for the creation and development of new forms of business and products; - critically evaluate the proposed options for management decisions to promote products, improve marketing strategies, taking into account the criteria of socio-economic efficiency, risks and possible consequences; - to organize an effective marketing service at the enterprise; - develop and implement marketing strategies, product positioning maps, select target markets; - develop and control the marketing budget; - develop and implement effective pricing, commodity, communication policy; - to create a positive image of enterprises, brands and promote them in the domestic and international market.
--	--

2. Learning outcomes at the OP

Codes	Learning outcomes
LO1	Demonstrate the basic foundations in the field of natural sciences; as well as the structure and functions of legal, anti-corruption, environmental and economic culture, genres of academic writing, labor protection standards, and understand the principles of academic integrity.
LO2	Discuss the events of the world and domestic economic history, the features of the leading schools of economic science, the laws of the functioning of the economy, the development trends in the field of modern business.
LO3	Know the scientific and practical principles, methods and forms of effective marketing and modern digital, innovative technologies for analysis, calculations of socio-economic indicators and solutions of analytical and research tasks
LO4	To collect and interpret information for the readiness of human resource management through mobility techniques, compromise and coordination with the opinion of the team and making standard and non-standard decisions in the promotion of goods in risk situations, taking into account social, ethical and scientific considerations.
LO5	Compare the effectiveness of marketing decisions on the organization of production and sales of products, depending on the phase of its life cycle in the market.
LO6	To argue the marketing policy of the state and the methods of marketing research and analysis, in order to make rational management decisions in the context of integration into the world space.
LO7	Defend their priorities, learning skills when considering innovative projects and marketing programs that ensure the economic security of the state.
LO8	Develop marketing plans and strategies for the development of the company through the use of Internet technology for enterprises and the country as a whole, know the methods of scientific research.
LO9	Design effective marketing strategies and businesses in markets of different levels in real time.

3. The content of the educational program

[illegible]

[illegible]

27	OC	IM 3216	International marketing	5	150	15	35			25	75					5			2	exam
		GM3216	Global marketing																	
28	OC	SSP 3213	State social policy	5	150	15	35			25	75				5				2	exam
		EP 3213	Economic policy																	
29	OC	AE 3219	Agrarian economy	5	150	15	35			25	75					5			2	exam
		TFAT 3219	Technology of foreign agricultural trade																	
30	OC	BM 3220	Brand marketing	5	150	15	35			25	75					5			2	exam
		TM3220	Trademark management																	
31	UC	BE 3221	Business economics	5	150	15	35			25	75					5			2	exam
32	UC	PP 3222	Productional Practice	5	150				50		100					5				Dif.credit
MS		Major subjects cycle		60	1800	150	350		100	250	950					6	5	30	19	
Module 6. Marketing and Trade Management				21	630	63	147			105	315					6		15		
32	UC	MRA 3301	Marketing research and analysis	6	180	18	42			30	90				6				2	exam
33	UC	AMM 4302	Agricultural marketing management	5	150	15	35			25	75						5		2	exam
34	OC	CR 4304	Commodity research	5	150	15	35			25	75						5		2	exam
		RTM4304	Retail trade and merchandising																	
35	OC	AM 4305	Agrotourism marketing	5	150	15	35			25	75						5		2	exam
		HM 4305	Hospitality Marketing																	
Module 7. Marketing strategy				39	1170	87	203		100	145	635					5	15	19		
37	OC	PR MP 4306	PR and marketing promotion	5	150	15	35			25	75						5		2	exam
		MC 4306	Marketing communications																	
38	OC	Agr 4307	Agromarketing	5	150	15	35			25	75						5		2	exam
		AO 4307	Agromarketing organization																	
39	OC	BP 3308	Business planning	5	150	15	35			25	75					5			2	exam
		ES 3308	Entrepreneurship and startup																	
40	OC	IM 4309	Industrial marketing	5	150	15	35			25	75							5	2	exam
		PRM 4309	Innovative marketing																	
41	OC	SM 4310	Strategic marketing	5	150	15	35			25	75							5	2	exam
		PM 4310	Practical marketing																	

42	OC	IAL 4311	International agricultural law	4	120	12	28			20	60							4	2	exam
		KIL 4311	Commercial international law																	
43	UC	PP 4312	Productional Practice	5	150		150										5		2	Dif.credit
44	UC	PP 4313	Pregraduation practice	5	150		150		50		100							5		
45		Final assessment:		12	360				120		240									
		Writing and defending a diploma thesis, diploma project or preparing and passing a comprehensive exam		12	360				120		240							12		
		Total		242	7260	528	1712		340	1000	3680	30	30	30	30	31	30	30	31	

¹Note:

Department number	Abbreviated	Name of the Department
1	AAF	Accounting, audit and Finance
2	MOA	Management and organization of agribusiness
3	Law	Law
4	WRR	Water resources and reclamation
5	MI	"Machine use" named after I. V. Sakharov
6	VT	Vocational training
7	MCAM	Mechanics and construction of agricultural machinery
8	AMT	Agrarian machinery and technology
9	ITMPH	Information technology, mathematics and physics
10	ESA	Energy saving and automation
11	LRI	Land resources and inventory
12	FRH	Forest Resources and Hunting
13	PPQ	Plant protection and quarantine
14	FL	Foreign languages
15	KRL	Kazakh and Russian languages
16	SSA	Soil science and agrochemistry
17	Ecol	Ecology
18	FVGNF	Fruit and vegetable growing and nut farming
19	Agr	Agronomy
20	BS	Biological safety
21	CVM	Clinical Veterinary Medicine
22	OSRB	Obstetrics, Surgery and Reproduction Biotechnology
23	MV	Microbiology and virology
24	VSEH	Veterinary and sanitary expertise and hygiene
25	FTS	Food technology and safety
26	BPFF	Beekeeping, poultry farming and fisheries
27	LPT	Livestock production technology
28	PhMB	"Physiology, Morphology and Biochemistry by N.O. Bazanova
29	HKCPK	History of Kazakhstan and culture of the peoples of Kazakhstan
30	PhES	Physical education and sport
31	MD	Military Department

3. Map of competence

Code	Module	Educational competencies	Learning outcomes
MC1	Cycle of educational disciplines	aimed at the formation of ideological, civil and moral positions of the future specialist, competitive on the basis of ownership of information and communication technologies, building communication programs in the state, Russian and foreign languages, orientation to a healthy lifestyle, self-improvement and professional success;	<ul style="list-style-type: none"> - to evaluate the surrounding reality on the basis of ideological positions, formed by the knowledge of the fundamentals of philosophy, which provide scientific understanding and study of the natural and social world by methods of scientific and philosophical knowledge; - to interpret the content and specific features of the mythological, religious and scientific worldview; - to give assessment to everything happening in the social and industrial spheres; - to show a civil position on the basis of a deep understanding and scientific analysis of the main stages, patterns and peculiarities of the historical development of Kazakhstan;
MC2		form a system of general competencies that ensure the socio-cultural development of the personality of the future specialist based on the formation of his ideological, civic and moral positions;	<ul style="list-style-type: none"> - use the methods and techniques of historical description to analyze the causes and consequences of the events of the modern history of Kazakhstan; - to assess situations in various spheres of interpersonal, social and professional communication, taking into account the basic knowledge of sociology, political science, cultural studies and psychology;
MC 3		develop the ability to interpersonal social and professional communication in the state, Russian and foreign languages;	<ul style="list-style-type: none"> - to synthesize knowledge of these sciences as a modern product of integrative processes; - to use scientific methods and approaches of research of a specific science, as well as the entire socio-political cluster;
MC 4		contribute to the development of information literacy through the mastering and use of modern information and communication technologies in all spheres of their life and work;	<ul style="list-style-type: none"> - develop their own moral and civic position; - operate with the social, business, cultural, legal and ethical norms of Kazakhstan society; - demonstrate personal and professional competitiveness; - to put into practice knowledge in the field of social sciences and humanities, having international recognition;
MC 5		form the skills of self-development and education throughout life;	<ul style="list-style-type: none"> - to make a choice of methodology and analysis; - summarize the results of the study; - to synthesize new knowledge and present it in the form of humanitarian socially significant products;

MC 6		form a personality capable of mobility in the modern world, critical thinking and physical self-improvement.	<ul style="list-style-type: none"> - implement the use of language and speech tools based on a system of grammatical know-ledge; analyze information in accordance with the situation of communication; - evaluate the activities and actions of communication participants. - to use in personal activities various types of information and communication technologies: Internet resources, cloud and mobile services for searching, storing, processing, protecting and distributing information; - to build a personal educational trajectory throughout life for self-development and career growth, focus on a healthy lifestyle to ensure full social and professional activities through methods and means of physical culture;
MC 7	Law and anti-corruption culture	Have an intolerant attitude towards corrupt behavior, respectful of law.	<ul style="list-style-type: none"> - analyze events and actions from the point of view of the area of legal regulation and be able to refer to the necessary regulatory acts; - to be guided in the current legislation; using the law, to protect their rights and interests, - to carry out professional activities on the basis of a developed legal awareness, legal thinking and legal culture; - to acquire a sufficient level of legal awareness; - perform professional duties and principles of ethics economist; - be able to assess the facts and phenomena of professional activity from an ethical point of view; - apply moral rules and norms of behavior in specific life situations
MC 8	Ecology	The ability to apply methods for the implementation of low-waste production and the assessment of the environmental efficiency of economic activity.	<ul style="list-style-type: none"> - know the contents of the basic terms in the field of ecology, environmental management; modern global and regional environmental problems and their solutions; - be able to apply environmental knowledge to solve and predict possible environmental problems; - apply methods for the implementation of low-waste production and assess the environmental performance of economic activity. - establish causal relationships between phenomena occurring in nature and society, - apply environmental know-ledge to solve and predict possible environmental prob-

			lems.
MC 9	Life safety	Contribute to the ability to apply this knowledge to address the issues of safety and reliability of operation of machinery and equipment and knowledge of the issues of social protection of workers.	<ul style="list-style-type: none"> - to know the main legislative acts on industrial safety, labor protection, environmental protection and civil protection; - apply the knowledge gained to address the safety and reliability of the operation of machinery and equipment; - ability to evaluate machinery and process equipment in terms of exposure to abnormal situations.
		Core competencies	Learning outcomes
MC 10	Introduction to the economy	Be competent to analyze and obtain information in accordance with the basic knowledge of the economy; use the basics of economic knowledge in various fields; able to apply this knowledge in solving situational and practical problems.	<ul style="list-style-type: none"> - to know the fundamental problems of the functioning of the economy, the mechanism of action and manifestation of economic laws, as well as the main features of the leading schools and areas of economic science; - to be aware of economic terms and categories, use them in their educational activities; - to understand and know the main events of the world and domestic economic history, the course of ongoing reforms in the light of the strategy "Kazakhstan - 2050", development trends in the field of modern business; - to distinguish and compare the behavior of market agents in different types of market structures; - to explain the interaction of economic agents in macroeconomic markets; - to compare the impact of macroeconomic policies in different countries; - to argue their own views on modern macroeconomic phenomena; - use in practice the knowledge gained to assess the economic situation in the world; - use in practice the knowledge gained to assess the results of ongoing economic reforms in Kazakhstan.
MC 11	Economic analysis	The ability to collect and process arrays of economic data in accordance with the task, analyze and interpret the economic information contained in the statements of enterprises and market participants, use the information to	<ul style="list-style-type: none"> - know the mathematical methods used to process and analyze statistical data; - carry out calculations based on standard methodologies taking into account the current legal and regulatory framework of macroeconomic and socio-economic indicators of business entities; - analyze and meaningfully interpret the results; - build mathematical models of socio-

		make management decisions.	<p>economic phenomena and processes, and evaluate the role of individual factors in the change of these phenomena in space and time;</p> <ul style="list-style-type: none"> - predict socio-economic situations based on an analysis of current statistical data; - to build mathematical models of economic situations containing elements of risk and uncertainty, based on a verbal description of the situation; - evaluate and conduct a comparative analysis of the effectiveness of decisions in situations of risk and uncertainty based on their probabilistic characteristics.
MC 12	Mobile marketing and management	<p>Conduct marketing and management activities on the basis of competent construction of communication in oral and written form, based on the goals and situations of professional communication, which are the key to employment and ensure their own career growth of young marketers.</p>	<ul style="list-style-type: none"> - know the basic concepts, goals, objectives, principles of marketing; - have the skills to develop a marketing mix in different markets; - have the skills to develop and implement marketing plans for subjects in different markets; - know the basic concepts, goals, objectives, principles, methods of management; - have communication and teamwork skills, a leader and an organization leader; - ability to organize work and manage human resources, own mobility techniques; find compromises, relate your opinion with the opinion of the team; - know the main features of academic writing genres: essay, abstract, abstract, review; - analyze essays and scientific articles; - to possess practical skills of searching for authoritative articles in electronic resources; - independently create abstracts of abstracts in scientific articles and monographs, as well as in reviews and essays; - present the results of the study in the form of a report, article, report or presentation; - illustrate the skills to create visual material for business presentations using PowerPoint in English; - to develop a product distribution scheme, conduct management, evaluation and control of the effectiveness of the entire logistics system; - ability to work with various professional programs for the preparation and placement of advertising; - build effective internet marketing.
MC 13	Modern finance	The ability to analyze	- to document business transactions, conduct

	and accounting	accounting and financial information using a software package, to develop and implement an enterprise pricing policy in the market.	<p>accounting of funds, develop a working chart of accounts for the organization's accounting and form accounting entries based on it;</p> <ul style="list-style-type: none"> - carry out cash accounting; - develop a working plan for accounts of the organization and form on its basis accounting entries; - prepare financial plans of the organization; - ensure the implementation of financial relations with organizations, public authorities and local self-government; - make decisions of a financial nature, adequate to the economic situation in the country; - know the Tax code of the Republic of Kazakhstan, as well as countries participating in the trade process of agricultural goods; - be able to analyze information about changes in exchange rates and on this basis to predict trends in exchange rates of the leading reserve currencies; - justify the choice of forms of international settlements for participants of foreign economic activity; - develop pricing policy of enterprises; - to set a competitive price for the products; - to investigate the financial transactions of the enterprise.
MC 14	International Trade and Agrarian Policy	The ability to analyze, justify and justify marketing decisions on the world market of agricultural products, taking into account the economic policies of countries and trends in the development of international trade.	<ul style="list-style-type: none"> - know the current state and development trends of the international economy; - know the principles and methods of developing and implementing an enterprise's marketing plan internationally; - know when, how and to what extent the state intervenes in social and economic processes; - to have a holistic view of the place, role and functions of the state in modern society; - identify political and economic problems in the analysis of concrete socio-economic situations and macroeconomic trends; - propose ways to solve marketing problems on the international market and evaluate the expected results; - formulate strategies for sustainable economic development; - analyze and justify the state economic policy; - to substantiate the ways of the most

			<p>efficient use of resources and reducing the cost of labor and funds for the production of a unit of production in the agro-industrial complex and the direction of efficient use of resources</p> <ul style="list-style-type: none"> - understand and critically analyze the essence and content of the agrarian policy of countries; - know the principles and features of the formation and promotion of brands in the domestic and foreign markets; - analyze the contribution of States to the development of integration processes in the domestic market; - use innovative methods of formation and promotion of brands in the markets; - know the types of entrepreneurship, their role in society and aspects of the socio-economic responsibility of the entrepreneur; - analyze the development of industry.
		Professional competencies	Learning outcomes
MC 15	Marketing and Trade Management	To conduct marketing research and analysis, manage marketing activities and trade in different markets, have the ability to take initiative and entrepreneurship.	<ul style="list-style-type: none"> - demonstrate knowledge of the features of collecting marketing information based on the objectives of marketing research; - to justify the need to apply one or another marketing research method; - develop tools and conduct marketing research of various objects using the most appropriate methods; - to have a holistic view of the principles, forms and methods of marketing management; - use the tools and methods for managing marketing programs and integrated marketing communications; - use effective forms and methods of managing the marketing activities of the enterprise; - create a matrix and conduct a SWOT analysis, based on its results, give suggestions for the successful implementation of marketing decisions; - know the features of agricultural marketing and the types of positioning of food products; - know the basics of commodity research and organization of trade in different markets; - draw up and justify a scheme of agrotourism routes for customers; - calculate cost estimates for each

			<p>agrotourism route;</p> <ul style="list-style-type: none"> - take into account the features of the hospitality industry; - compose and place advertising for agrotourism products in the media; - know the principles, features and methods of management applied in the international economy; - develop rational recommendations for the development of trade in agricultural products in different countries. - identify the firm's competitive advantage in the market; - make international marketing decisions and take responsibility for them - analyze and interpret financial, accounting and other information contained in the statements of the enterprise (organization, corporation) and use the information to make management decisions; - professionally solve practical issues of economic activity of the enterprise and the organization, to choose options for the most effective development of the economic entity; - develop and write out all the necessary documents on turnover, search for ways to reduce costs and losses in the storage and storage of products.
MC 16	Marketing strategy	<p>The ability to build and implement an effective marketing strategy for a company in the international market using the most effective means and channels of marketing communication.</p>	<ul style="list-style-type: none"> - organize and conduct PR events and promotion, taking into account the market situation; - plan and implement a PR campaign, evaluate its results; - choose effective means and channels of marketing communications for the company; - develop a budget and pursue an effective communication policy of the firm; - plan and organize advertising campaigns of the company, evaluate its results and make strategic decisions; - demonstrate knowledge of the features of the formation of agricultural market resources and agromarketing strategies in various markets; - conduct quality control and assessment of the competitiveness of agricultural products on the market; - analyze the dynamics of the development of the agro-industrial sector and the trends in food production in the countries;

		<ul style="list-style-type: none"> - be able to analyze the situation on the world food market; - build scenarios for the successful development of the country's agri-food sector in the context of integration; - to understand the most important problems in the global food market, affecting, first of all, the interests and positions of Kazakhstan, to know the genesis of these problems, to be able to predict their development; - use theoretical knowledge and practical skills to solve relevant professional tasks in the field of international food trade; - to find and evaluate new market opportunities and formulate a business idea; - develop business plans for the creation and development of new organizations (activities, products, etc.); - evaluate the economic and social conditions for doing business; - draw up strategic plans for the development of enterprises and industries under various conditions of investment and financing; - plan and implement marketing activities for the short and long term, taking into account market conditions; - use the methods of marketing analysis in industrial enterprises, taking into account their features; - carry out segmentation of the market of industrial goods, the choice of suppliers of means of production; - conduct market research of the market of industrial goods and select target markets for the implementation of the company's strategy; - to develop a marketing strategy of the company taking into account the modern features of strategic marketing such as globalism, innovation, integration; - apply a variety of strategies, including a product-market strategy; - know the basics of commercial and international law, the specifics of the Kazakhstan legal system and Kazakhstan legislation, as well as the principles of organization of trade in agricultural products in the Republic of Kazakhstan; - interpret and apply international legal norms to specific production situations,
--	--	---

			<p>legally correctly qualify facts and circumstances;</p> <ul style="list-style-type: none"> - to be guided in the special legal literature; - to be guided in the special legal literature; - possession the skills to work with legal - reference systems and data bases of state bodies; - to use and adapt the best practices of marketing.
--	--	--	---

Information about disciplines

#	Name of the discipline	Short description of the discipline (30-50 words)	Number of credits	Formed competencies (codes)
General education subjects cycle Core component				
1	Modern History of Kazakhstan	The study of the course is aimed at the formation of students the concept of modern history of the Fatherland, based on a holistic and objective coverage of the problems of ethnogenesis of the Kazakh people, the evolution of forms of statehood and civilization in the great steppe and the totality of the most significant historical facts and events. Systematization of historical knowledge about the main events of modern history, forming a scientific worldview and citizenship. Creation of ideological and spiritual basis for consolidation of multi-ethnic and multi-confessional Kazakhstan society	5	MC 1
2	Philosophy	The course is aimed at the formation of students ideas about philosophy as a special form of knowledge of the world, its main sections, problems and methods, as well as skills of self-analysis and moral self-regulation, the development of research abilities and the formation of intellectual and creative potential. Special attention is paid to the problems of preservation of national identity, the assimilation of such key worldview concepts as justice, dignity and freedom and the role of philosophy in the modernization of public consciousness and the solution of global problems of our time	5	MC 2
3	Foreign language	Teaching a foreign language sets tasks for the development of foreign language communicative competence in the totality of its components: speech competence – development of communication skills in four main types of speech activity; linguistic competence – the mastery of new linguistic means (phonetic, orthographic, lexical, grammatical; socio-cultural competence –the formation of the ability to represent their country, its culture; educational and cognitive competence – familiarization with the available methods and techniques of self-study of languages and cultures.	10	MC 3
4	Kazakh (Russian) language	The discipline is aimed for the development of language the personality of the student who is able to carry out cognitive and com-municative activities in the Russian language in the areas of interpersonal, social, professional, intercultural communi-cation in the context of the implementation of state programs of trilingualism	10	MC 3

		and spiritual modernization of national consciousness. Discipline involves the successful mastery of speech activities in according to level training		
5	Information and Communication Technology (in English)	Formation of the ability to critically evaluate and analyze the processes, methods of search, storage and processing of information, methods of collecting and transmitting information through digital technologies. Mastering the conceptual foundations of the architecture of computer systems, operating systems and networks. Formation of knowledge about the concepts of development of network and web applications, information security tools.	5	MC 1. MC 4
6	Social and political knowledge module(Social Studies,Political Studies, Cultural Studies Psychology)			
	Social Studies	studies society, revealing the internal mechanisms of its structure and development of its structures(structural elements: social communities, institutions, organizations and groups); patterns of social action and mass behavior of people, as well as the relationship between the individual and society sociology explains social phenomena, collects and summarizes information about them.	2	MC2, MC 5
	Political Studies	the science of politics, the laws of the emergence of political phenomena (institutions, relations, processes), the ways and forms of their functioning and development, the methods of management of political processes, political consciousness, culture, etc.	2	MC2, MC 5
	Cultural Studies	teachings about culture, its history, essence, laws of functioning and development, which can be found in the works of scientists, representing various options for understanding the phenomenon of culture. In addition, the cultural Sciences study the system of cultural institutions through which human education is carried out and which produce, store and transmit cultural information	2	MC2, MC 5
	Psychology	Psychology – a science whose purpose is to study the mechanisms of functioning of the human psyche. It examines the patterns of human behavior in different situations, resulting in thoughts, feelings and experiences. Psychology is what helps us to know ourselves more deeply, to understand our problems and their causes, to realize our shortcomings and strengths. Her study will contribute to the development in man of moral character and ethics.	2	MC2, MC 5
7	Physical culture	The discipline covers a range of issues related to physical culture as part of human culture, healthy	8	MC 6

		lifestyle, its main components, socio-biological basis of adaptation of the human body to physical and mental activity, preparation for independent physical culture and sports, age physiology, self-control of physical condition, psychophysical basis of physical culture and sports, hygiene.		
General education subjects cycle / Optional component				
8	Law and anti-corruption culture	The course will allow to learn the concepts and content of law and professional ethics in legal activities, possible ways to resolve moral conflict situations in the professional activity of a lawyer; to be able to assess the facts and phenomena of professional activity from an ethical point of view, to apply moral rules and norms of behavior in specific situations	5	MC 7 - LO1
	Ecology	It gives theoretical knowledge in the field of ecology, promotes environmental literacy of students, forms ecological thinking, as well as the ability to apply this knowledge in professional and other activities.	5	MC 8 -LO1
	Life safety	forms a professional culture of safety, which is understood as the willingness and ability of the individual to use in professional activities the acquired set of knowledge, skills and abilities to ensure safety in the field of professional activity.	5	MC 9 - LO1
Core subjects cycle / University component				
9	Principle of economics	Economic theory examines and studies the fundamental problems of the functioning of the economy, the evolution of socio-economic development of society, the laws of individual reproduction (microeconomics), reproduction at the level of the national economy (macroeconomics), mesoeconomics and the world economy.	5	MC 10 - LO2, LO3
10	Microeconomics	Science of rational decision-making with limited resources. The course focuses on the laws and behavior of the two main market agents, the household and the firm. The specifics of the firm's behavior in different market structures are studied: perfect competition, monopoly, oligopoly and monopolistic competition, as well as peculiarities of the markets of different types of economic resources: labor, land and capital.	6	MC 10 - LO2, LO3
11	Macroeconomics	An economic science sector that studies the behaviour of the economy as a whole in terms of ensuring conditions for sustainable economic growth, full employment of resources and minimizing inflation.	5	MC 10 - LO2, LO3
12	Statistics	The content of the discipline covers a range of issues related to statistical methods of analysis and study of a wide range of socio-economic phenomena and processes occurring in	5	MC 11 - LO2, LO3

		organizations, enterprises, firms and sectors of the national economy.		
13	Marketing	The course contributes to the formation of a comprehensive understanding of marketing as a philosophy, strategy and tactics of market activity and the specifics of its implementation in modern Kazakhstan. In the course of the course students are exposed to the basic concepts and functions of marketing, tools of marketing approach to management, the construction of modern marketing strategies, and revealed promising forms of marketing activity.	5	MC 12 - LO2, LO3
14	Management	The discipline introduces students to the fundamentals of management of organizational systems; develops students with logical thinking about the nature and content of the processes in organizations operating in a competitive environment; forms knowledge and skills of operations management of production, innovation, financial, social and other areas of the organization.	5	MC 12 - LO2, LO4
15	Economics of enterprise	formation of professional competencies in the field of enterprise creation and business organization in various organizational and legal forms. The course contributes to the development of the future specialist specific knowledge and practical skills to manage the business, using a system of motivation of employees to make evidence-based management decisions.	5	MC 12 - LO2, LO4
16	Accounting	The course program examines the theoretical material from the standpoint of the modern concept of accounting on the basis of approved Kazakh standards as a methodological analysis of procedures for the calculation of financial results.	4	MC 13 - LO2, LO3
17	Finance	The course introduces with the basic principles of enterprise Finance, the basics of monetary and financial transactions, provides basic information about the economic content of financial resources of organizations and the sources of their formation, an idea of the specific features of Finance organizations of various organizational and legal forms of ownership.	4	MC 13 - LO2, LO3
18	Business economics	formation of professional competencies in the field of enterprise creation and business organization in various organizational and legal forms. The course contributes to the development of the future specialist specific knowledge and practical skills to manage the business, using a system of motivation of employees to make evidence-based management decisions.	5	MC 14 - LO2, LO5, LO6, LO9
Core subjects cycle / Optional component				
19	History of economic exercises	The content of the discipline covers a range of issues related to the development of world economic thought, the nature and diversity of modern economic knowledge, its relationship with	5	MC 10 - LO2, LO3

		economic policy, ideological doctrines and national cultures.		
	Economy of Kazakhstan	The content of the discipline contributes to the formation of a systematic understanding of the current economic state of Kazakhstan and provides a set of knowledge about strategic guidelines for long-term socio-economic development of the country, the mechanisms and tools for regulating of the state's impact on socio-economic development.	5	MC 10 - LO2, LO6
20	Econometrics	"Econometrics" as a science is a synthesis of the achievements of economic theory, mathematics and statistics, so its study is conducted in parallel with other fundamental economic and mathematical disciplines, which allows intensifying the development of econometric methods in relation to the analysis of economic processes and the solution of economic problems.	4	MC 11 - LO2
	Modern methods of processing data on the computer	The content of the discipline promotes the study of modern information technology; as well as the formation of ideas about the basic procedures, models, methods and means of information processing; information processing algorithms for various applications.	4	MC 11 - LO2
21	Academic writing	The discipline introduces the main features of the scientific style of speech. The course discusses the features of the following genres: educational essay, scientific article, abstract (review), term paper, scientific report, presentation to the report. The main attention is paid to the written forms, where the purpose is to form students' ideas about the written forms of research and writing skills of academic texts.	4	MC 12 - LO1
	Business correspondence	The discipline "Business correspondence" is designed to teach students the basics of official correspondence. The course program contributes to the formation of students' skills to translate and compose various types of correspondence in the field of Economics, foreign trade and financial activities.	4	MC 12 - LO1
22	Logistics	The content of the discipline contributes to the formation of a systematic understanding of the basics of logistics, its forms. Also, the algorithm of building a logistics network, the formation of inventories and the development of service.	5	MC 12 - LO3, LO6, LO 9
	Internet Marketing	The course covers internet marketing tools, principles of work, types of targeting, stages of launching contextual advertising, social media marketing issues. It considers the objectives and criteria for achieving the result, the model of types of advertising campaigns.	5	MC 12 - LO3, LO6, LO 9
23	Taxes and taxation	The course program deals with the theory of taxes and theoretical aspects of the tax system; reveals the economic content, functions and principles of taxes, the historical stages of formation and development of taxes and the tax system of the	5	MC 13 - LO2, LO3

		Republic of Kazakhstan, the basic concepts of tax reforms in the country.		
	Tax accounting	The discipline is designed to form theoretical knowledge and practical skills on the methodology of tax accounting and reporting, based on the requests of external and internal users, applying it as an information base for the justification of management decisions of the financial nature of economic entities in modern economic conditions.	5	MC 13 - LO2, LO3
24	Prices and pricing policy	The study of this course contributes to the formation of students' complex competencies in the field of pricing theory, techniques for calculating different types of prices; the development of economic thinking and the development of independent effective pricing solutions.	5	MC 13 - LO2, LO3, LO 4
	Profit management	The program of the course discusses modern methods of profit management, widely used in countries with developed market economies.	5	MC 13 - LO2, LO3, LO 4
25	International economics	The aim of the course is the field of interaction of economic entities of different state affiliation in the field of international exchange of goods and services, capital, labor and technology. The course deals with the issues of influence on the economic development of the country as a whole and individual economic entities of international economic relations.	5	MC 14 - LO2, LO3, LO6, LO9
	International Business	The course forms theoretical knowledge of the main forms of international business. The theory of the development of international business, the assessment of the internal and external environment of business, competitive advantages and their assessment in the practice of international business, ethics and business psychology, effective international forms of business are provided.	5	MC 14 - LO2, LO3, LO6, LO9
26	International marketing	The course forms theoretical knowledge of the basics of international marketing, forms and its role in the economic development of the country. Considers marketing models: European, American, and Japanese. The world practice of complex study of different types of market, collection and analysis of information, market segmentation, formation of demand and sales promotion in the world market is given.	5	MC 14 - LO3, LO6, LO9
	Global marketing	The course forms theoretical knowledge of the concept and strategies of global marketing, knowledge of tools and skills of using research methods in global marketing. Moreover, considered is the international commodity policy, the study of the firm's competitiveness in the international market.	5	MC 14 - LO3, LO5, LO9

27	State social policy	This course deals with the issues of state regulation of the national economy at the present stage of development, as well as economic relations at the micro-and macro-levels in the economy, taking into account the features. A wide range of problems in the field of social protection of the population is studied and analyzed.	5	MC 14 - LO4, LO6, LO9
	Economic policy	The purpose of the discipline is to form a comprehensive systematic view of the modern economic policy of Kazakhstan, to provide students with knowledge of the essence and main directions of state economic policy, illustration of the structure and features of the analytical apparatus of the study of modern economic problems.	5	MC 14 - LO4, LO6, LO9
28	Agrarian economy	The course examines the objective prerequisites for the formation and development of the agricultural sector of the economy, as well as the economic mechanisms of agribusiness at the macro, meso and micro levels, the organization and use of various resources of the agricultural sector in the process of producing competitive agricultural products.	5	MC 14 - LO2, LO3, LO5, LO6
	Technology of foreign agricultural trade	The course forms theoretical knowledge about the technologies of international trade in agricultural products, the latest digital information technologies, including Big data, cloud solutions and end-to-end data processing. It deals with the creation of a single window ecosystem, which provides real-time interaction of business with all regulatory authorities at various stages of foreign trade.	5	MC 14 - LO2, LO3, LO5, LO6
29	Brand marketing	The discipline is designed to form theoretical knowledge and practical skills on the methodology of formation and promotion of brands, brand management, their positioning and development, taking into account the marketing strategies of the company.	5	MC 14 - LO3, LO5, LO7
	Trademark Management	In the framework of the study, it is formed a holistic systematic understanding of the essence and content of the brand, the methodological foundations of trademark management. Moreover, the issues of loyalty of consumers of the brand, protective barriers, positioning and image, their development, taking into account the marketing strategies of the company.	5	MC 14 - LO3, LO4 LO5, LO7
Major subjects cycle / University component				
30	Marketing research and analysis	The course forms theoretical knowledge of the principles and methods of collection, processing and analysis of marketing information, the stages and methods of marketing research, selection of target markets and analysis of competition in the market.	6	MC 15 - LO3, LO5, LO6, LO7
31	Agricultural	The course forms theoretical knowledge on the	5	MC 15 -

	marketing management	principles and forms of marketing management. Reveals the methods of marketing management, wholesale and retail trade management, marketing logistics, marketing communications management, taking into account the peculiarities of agricultural marketing and functional marketing relationships in the enterprise.		LO3, LO4, LO5, LO6, LO 7
Major subjects cycle/ Optional component				
32	Commodity research	The course forms theoretical knowledge and skills in commodity science, to determine the quality, structure of raw materials, food products. It includes a system of coding, ensuring the safety of food products, a system of certification of goods.	5	MC 15 - LO3, LO5
	Retail trade and merchandising	The course deals with the organization of retail trade and merchandising, its role in the promotion of goods and increase customer loyalty, the concentration of the buyer's attention to the product or brand directly at the point of final consumption (in the terminology of American experts, POS-point of sale - the store itself and its internal space).	5	MC 15 - LO3, LO4, LO5
33	Agrotourism marketing	Formation of theoretical knowledge on the essence of agro-tourism as a branch of the tourism industry. Considers the agro-tourism market, its specifics, features of supply and demand in agro-tourism, marketing environment, tourism products and their features, pricing in agro-tourism, communication policy in agro-tourism, the specifics of accommodation, and food and excursion services for agro-tourists.	5	MC 15 - LO3, LO6, LO9
	Hospitality Marketing	The course considers tendencies and prospects of development of the hospitality industry in the field of business, procedure of development of a complex of marketing in the hospitality industry, bases of segmentation of the market of hotel services, methods of marketing researches of the market of hotel services, advertising and propagation in the hospitality industry	5	MC 15 - LO3, LO6, LO9
34	PR and marketing promotion	Discipline reveals the essence of PR as an element of promotion in marketing. Considers target audiences of PR and promotion, relations with markets and media, forms and methods of planning 6 organization and holding of PR and promotion events, evaluation of its results, psychology of PR and promotion.	5	MC 16 - LO3, LO4, LO6, LO9
	Marketing communications	The discipline forms knowledge of basics and modern concepts of marketing communications, skills of analysis of marketing communication channels. The issues of decision-making on the choice of communications, planning and control of advertising, forms of sales promotion, the use of new communication technologies, the	5	MC 16 - LO4, LO6, LO9

		development of the promotion budget.		
35	Agromarketing	The course deals with the issues and features of marketing in the agro-industrial complex. The article reveals the consumption of food products in the world and their marketing, the role of the processing sector in the development of agromarketing and ensuring the quality and competitiveness of agricultural products, the direction of improving marketing activities in the agro-industrial complex of Kazakhstan.	5	MC 16 - LO3, LO4, LO5, LO6, LO 7
	Agromarketing organization	The course examines the types and features of the organization of marketing services in the agricultural sector .organization of the use of resources in agricultural enterprises, the organization of marketing in crop and livestock industries, mechanisms for promoting production.	5	MC 16 - LO3, LO4, LO5, LO6, LO 7
36	Business planning	The discipline forms the knowledge of the basics and skills of business planning, preparation of business plans depending on the goals, their differences in timing, preparation of a brief description of the enterprise (business), methods of development of production, marketing, financial plans, market research, writing a summary, etc.	5	MC 16 - LO4, LO7, LO8, LO9
	Entrepreneurship and start up	The discipline forms professional competencies in the field of starting an enterprise and organizing a business in various organizational and legal forms. The course contributes to the development of a future specialist of specific knowledge and practical skills allowing to manage a business using a system of employee motivation, to make scientifically grounded management decisions.	5	MC 16 - LO4, LO7, LO8, LO9
37	Industrial marketing	The course discusses the theoretical foundations of industrial marketing: features of marketing of industrial products; characteristics of product markets; features of the acquisition, use and sale of goods, types of segmentation of the market of industrial goods, market research methods, etc.	5	MC 16 - LO3, LO4
	Innovative Marketing	The course covers the theoretical foundations of innovative marketing, which includes the organization's mission, thinking philosophy, field of research, management style and behavior. It has a social orientation, followers, includes the creation and promotion of innovation, market research of innovative products.	5	MC 16 - LO3, LO4, LO7
38	Strategic marketing	In the process of studying the course reveals the content of strategic marketing activities, prerequisites and conditions for the development of strategic marketing, modern features of strategic marketing, the need to balance and harmonize the interests of the company, consumers and society. The criteria of classification, Genesis and types of strategies,	5	MC 16 - LO3, LO4, LO8, LO9

		stages of formation and implementation of the strategy are given.		
	Practical marketing	The course forms the knowledge and skills of market analysis based on the specific situation in the market, the preparation of the production program as a marketing tool. Organization and control of marketing. Development and decision-making concerning the range and the production program, pricing policy at the enterprise.	5	MC 16 - LO3, LO4, LO7, LO9
39	International agrarian law	The course forms theoretical knowledge about the system of modern international agricultural law, the subject and content of international legal regulation of the agricultural sector, as well as the development of students' skills of interpretation of international legal norms and resolution of practical situations related to the application of international public law.	4	MC 16 - LO1, LO6, LO9
	Commercial and international law	During the study of the discipline formed a complex of knowledge about commercial law and the system of modern international law, international legal regulation of subjects, as well as the development of students' skills of interpretation of international legal norms and practical situations related to the application of commercial and international law.	4	MC 16 - LO1, LO6, LO9

5. Summary table, reflecting the amount of credits disbursed in the context of the modules of the educational program:

Training course	Semester	The number of studied disciplines			The number of academic credits						Total academic hours	Military training	Quantity	
		CC	HEC	EC	Theoretical training	Educational practice	Interns	Pre-graduate practice	final examination	Total			Exam	Dif credit
I	1	4	1	1	30					30	900		6	
	2	4	1	1	28	2				30	900		6	1
II	3	1	4	2	30					30	900		7	
	4	3	2	1	25		5			30	900		6	1
III	5	-	2	4	31					31	930		6	
	6	-	1	4	22		5			30	900		5	1
IV	7	-	1	4	30		5			30	900		5	1
	8	-	-	3	14			5	12	31	930		3	1
Total		12	12	20	208	2	15	5	12	242	7260	588	44	5

Annex to EP

Annex 2

Practice bases

№	Name of companies, enterprises, organizations	Contacts Tel, e-mail
1	LLC “Kazakh research Institute of Economics of agriculture and rural development”	Almaty, Satpayev str., 30 tel: 8 (727) 2 45 35 99 tel: 8 (727) 2 45 36 07 kazniapk@mail.ru
2	IE «GF Golden Freedom»	Almaty, Alatau district Kabdolova str., house No. 112 tel.: 8 (727) 2209238
3	KSU " Office of the Akim of the Kenesky rural district "	Zhambyl region, Merken district, Kenes village, 38 Taishymanov str. tel.: 8 (72632) 5-14-00; 87779751564 Kenes_merke@bk.ru
4	LLP "KAZKOMSERVICE"	Almaty city, Suyunbay avenue, building №2 campus 10, office 14 Tel. +7 (727) 270 60 82 E-mail .: gen.dir@kazkomresurs.kz
5	«KORQAZ LLP»	Almaty city, Turksib district, Iliysky tract, house number 17 E-mail .: D.Kerimkulov@Korqaz.kz
6	IE «Kidsstore.kz»	Nur-Sultan City 53 Mangilik El Avenue, 338 tel.: 8 (702) 6500550 E-mail.: kidsstore.kz@mail.ru