

**NON-PROFIT JOINT STOCK COMPANY KAZAKH NATIONAL AGRARIAN RESEARCH
UNIVERSITY**

EDUCATIONAL PROGRAM DEVELOPMENT PLAN

6B04106-MARKETING

FOR 2024-2028

Recommended by the Academic Committee
Higher School of Business and Law
Protocol №10 от 12.06.2024 y.
Reviewed at the meeting of the Department of
«Management and Organization of agribusiness»
Protocol №11 от 31.05.2024 y.

Almaty, 2024

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1.Passport of the educational program development plan

1	The grounds for developing a development plan for the OP	The strategy and topics of the development plan of the educational institution in accordance with the educational policy of the Republic of Kazakhstan. Development strategy of the Kazakh National Agrarian Research University until 2028 Strategic development plan of the Department "Management and organization of agribusiness" until 2028
2	The main developers of the OP development plan	Shalgimbayeva K.B., Candidate of Economics, Professor Kabi Sh.M. Master's degree, teacher Employer: Director of TANDEM CO.LTD LLP R.Sagimbayev; Director of An gi An LLP A.Morozova
3	Deadlines for the implementation of the OP development plan	2024-2028 yy.
4	Volume and sources of financing	The State budget and the contractual framework
5	Expected final results of the implementation of the OP development plan	Training of highly qualified, creative marketers who are able to conduct marketing research, create competitive advantages, brand and company positioning using innovations and digital media.

Analytical justification of the program

2.1 Information about the educational program

The content of the educational program is established by the following documents:

License to conduct an educational program KZ89LAA00031870, valid for an indefinite period, date of issue 08/05/2021.

The state mandatory standard of higher and postgraduate education. Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 27, 2022 No. 28916.

Professional standard: "Wholesale of a wide range of goods without any specification in retail facilities with a retail area of more than 2000 sq.m (2000 sq.m and above), 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 December 27, 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 December 26, 2019 No. 263.

The purpose of the educational program 6B04106- Marketing is to train highly qualified, creative marketers who are able to conduct marketing research, create competitive advantages, brand and company positioning using innovations and digital media.

2.2. Information about students

The contingent of students is presented in Table 1.

Table 1- The contingent of students in the OP

The curriculum	6B04106- Marketing				
	In total	Including			
		kaz	kaz	kaz	kaz
2022-2023	3	1	2	1	2
2023-2024	10	4	6	0	10
2024-2025	7	2	5	1	6
2025-2026	19	8	11	3	16
2026-2027	36	18	18	6	30
2027-2028	48	24	24	6	42
TOTAL	123	57	66	17	106

2.3 Internal conditions for the development of OP

For the preparation of bachelors, undergraduates and doctoral students, the department has modern classrooms, technical training facilities, visual and demonstration materials. 32 classrooms with 870 seats are involved, including 11 lecture halls, 2 computer classes. The department has classrooms (№401, 403, 405, 407, 413, 414, 417, 418, 420 aud.), which are equipped with technical training tools: LSD projectors, interactive whiteboards.

Thus, to date, the classroom fund of the department is sufficient for the successful implementation of the OP plan, only equipment should be improved.

The provision of educational programs with educational and methodological complexes of disciplines is 100%. Educational and methodological documents on educational activities have been developed in accordance with existing regulatory documents such as state mandatory education standards, work curricula, academic calendars, catalogs of elective disciplines have been developed.

The financial resources of the OP are provided by the university budget, as well as research and international projects. Information resources are at the disposal of the OP and are represented by the library (including electronic publications), access to the Internet for all students and teaching staff, access to the local network of the university. There are open WI-FI zones.

The personnel of the OP is fully staffed, according to the development plan of the OP. The provision of educational programs with educational and methodological complexes of disciplines is 100%. The teaching staff of the department have personal computers and free Internet access.

2.4 Characteristics of the surrounding society

The basis of the educational environment is its social component, in relation to the educational institution, it is 90-year-old traditions and the image of KazNAIU, mutual responsibility, moral and emotional climate; social support for students, extracurricular activities (creative teams, sports sections, scientific communities, etc.). One of the key components is also an intellectually developing environment: modern technologies of developmental learning (interactive teaching methods), a system of electives (business games, excursions), a system of elective courses in various areas of educational programs to acquire knowledge on a particular topic, a system of intellectual competitions of various levels (subject and interdisciplinary Olympiads, contests, tournaments, intellectual marathons, games, etc.), a support system for gifted students.

All components of the structure of the educational environment are open, there is an opportunity to realize oneself, which leads to increased motivation for learning activities, and develops communication skills.

При разработке ОП в его обсуждении принимали участие работодатели: от ТОО «TANDEM CO.LTD» Сагымбаев Р. и ТОО «An gi An» Морозова А.

The University has created conditions for internships: programs have been developed, the content of which corresponds to the goals and objectives of training specialists; long-term and short-term contracts for internships have been concluded; during the internship, the heads of the university and the practice base conduct constant consultations with the student, direct, help to conduct professional activities, after graduation, the students' accounting documentation is collected and analyzed, work is underway to summarize the practice and, together with the approved composition, the commission takes credit from students based on the results of the practice in accordance with the established procedure. The final assessment of the practice is defined as the assessment of the head of the practice from the enterprise 100% and the assessment of the head of the practice from the department for the protection of the report 100%.

The result of satisfaction of students, teaching staff and employers with the places, conditions and content of practices, as well as the level of students and teachers, is the opinion and feedback from organizations providing bases for internships. After completing a certain type of internship, students are surveyed in order to identify an assessment of student satisfaction with places and organization of internship, and managers of practice bases are surveyed in order to assess satisfaction with the level of training of students.

The Department of Management and Organization of Agribusiness named after H.D.Churin and the Department of Practice and Employment conduct monitoring of the internship, monitoring the quality of its organization. As a result of monitoring by the Department of Practice and Employment and the department, recommendations are being formed to improve the organization of internship.

Базами практик для ОП 6B04106 –Маркетинг являются: ТОО «TANDEM CO.LTD», «An gi An», ИП «GF Golden Freedom», ТОО «КАЗКОМПЕСУРС», ТОО «KORQAZ LLP», ИП «Kidsstore.kz» и другие.

2.5 Information about teaching staff implementing the educational program

The implementation of the bachelor's degree program in the direction is provided by scientific and pedagogical personnel in accordance with the requirements of the State Educational Standard of the Republic of Kazakhstan. The list of scientific and pedagogical workers involved in the implementation of this OP is presented in the certificate on the staffing of the educational process and staffing levels.

The personnel potential of the department is 18 people, including 2 part-timers, of whom: doctors of Economics - 4, candidates of Economics – 5, PhD - 1, Masters of Economics – 8.

The degree of the department is 56%, the average age of teaching staff is 50 years. According to the master's degree, the degree of the teaching staff is 100.0%.

In general, the faculty is provided with high-quality staff of teaching staff.

The training is conducted by experienced teaching staff with extensive teaching and scientific experience. So, the department employs leading practitioners with extensive experience in state economic structures: Doctor of Economics, Professor Kerimova U.K., Doctor of Economics, Professor Akimbekova G.U., Doctor of Economics, Professor Mizanbekova S.K., Doctor of Economics, Professor Dzhangarasheva N.V.

4 teachers of the department were awarded the title of "Best University Teacher": Prof. Kerimova U.K., Prof. Shalgimbayeva K.B., prof. Mizanbekova S.K., Prof. Kayyrbaeva A.E.

In order to integrate theory and practice, and quickly adapt graduates to the professional environment, representatives from research institutes are employed as part-timers. So, concurrently, the Chairman of the Board of KazNII of Economics of Agroindustrial Complex and PCT LLP, Doctor of Economics, Professor Akimbekova G.U. was invited.

Teaching staff of the Department of Management and Organization of Agribusiness named after H.D.Churin annually improve their qualifications. Full-time teachers of the department have completed 100% advanced training courses both in Kazakhstani universities and research centers and abroad.

13 employees of the department took courses "In the field of IT competence and online learning methods" in the amount of 72 academic hours, Ph.D. in Economics, Professor K.B. Shalgimbayeva took a course on "Sustainable development and ESG: Global Challenges. National Priorities, Effective Solutions" in the amount of 72 academic hours. Senior lecturer A. Nurgozhaev completed a course on "Microeconomics and History economics" for 72 hours. All teaching staff of the university were given free access to the International Coursera platform, where teachers were able to take courses in the taught disciplines such as entrepreneurship, enterprise economics, agribusiness organization, project management in the field of entrepreneurship, etc.

All professional information regarding teaching staff is available and posted on the KazNARU website: <https://kaznaru.edu.kz/>

Characteristics of achievements Educational program.

According to the department, the research work of the faculty consists in carrying out scientific projects under grants from the Ministry of Education and Science of the Republic of Kazakhstan, the Ministry of Agriculture of the Republic of Kazakhstan, providing consulting services to agricultural producers, publishing scientific articles, monographs in publications and speaking at scientific conferences. Thus, according to the results of scientific research of teaching staff for the 2023-2024 academic year, 32 scientific papers were published, including:

- in scientific journals of the Scopus database -3;
- in journals recommended by the KKSON of the Ministry of Education and Science of the Republic of Kazakhstan -8;
- in scientific journals and conferences of the Republic of Kazakhstan – 19;
- in foreign conferences and journals (outside the country) – 6;
- including - in scientific journals and conferences of the RSCI database -1;
- monographs -3.

The teaching staff of the department conducted scientific research at the national level on 2 projects:

1. grant financing for scientific and (or) scientific and technical projects for 2023-2025 (Ministry of Science and Higher Education of the Republic of Kazakhstan) scientific project "Effective system of macroeconomic instruments of state regulation of innovative development of the agro-industrial complex of the Republic of Kazakhstan". The total amount of financing is 66305298.5 tenge. Scientific supervisor - Candidate of Economics, Professor Kalykova Bakyt Baymuratkyzy

2. grant financing for scientific and (or) scientific and technical projects for 2022-2024 (Ministry of Science and Higher Education of the Republic of Kazakhstan) scientific project "Organizational and economic mechanism of sustainable development of enterprises of the feed industry of the agro-industrial complex using innovative and digital technologies". The total amount of financing is 47,498,943 tenge. Scientific supervisor - Doctor of Economics, Professor S.K. Mizanbekova.

Scientific circles have been created at the Department of Management and Organization of Agribusiness named after H.D.Churin: "Manager", "Economist and Manager". Teaching staff of the department organize the preparation of students for international and national research and development competitions.

One of the great achievements of the department is that we entered the project «Erasmus+, KA2, CBHE – project proposal for “Enhancement of Postgraduate Studies on Sustainable Agriculture and Future Farming Systems – SAGRIS».

3. Characteristics of the problems that the OP development plan is aimed at solving, and the justification for the need to solve them.

To date, the department has the following problems:

- insufficient proficiency of students, teaching staff in professional English;
- a decrease in the proportion of teaching staff with an academic degree who provide OP due to their age;
- reduction of the OP contingent;
- low availability of educational and methodological literature in a foreign language;
- the lack of an established system for creating electronic textbooks and training programs;
- low motivation of the faculty of the department to publish scientific articles in journals with an impact factor.

4. The main goals and objectives of the EP development plan.

The main purpose of the educational program development plan is to improve it in accordance with the vision, mission and strategies of the university aimed at forming competitive economic personnel in demand in the sectors and spheres of the economy of Kazakhstan and in the global scientific and educational space, as well as for the development of a socially oriented, highly cultured and competent personality.

To achieve the goal, it is necessary to solve the following tasks:

- creation of an innovative educational environment;
- ensure the level of education that meets modern requirements and practice requirements;
- Development of human resources;
- strengthening the language training of teaching staff by compulsory attendance of foreign language courses;
- expansion of international cooperation between the University and universities of the far and near abroad in the framework of scientific projects and academic mobility of students and teaching staff.

5. The expected final results of the implementation of the development plan of the EP.

Training of highly qualified personnel for the system of public administration and public service, possessing deep professional knowledge and competencies, capable of effectively implementing public policy based on the best international experience and innovative management skills.

6. Measures to reduce the impact of risks for EP

An increase in the number of students, full provision of educational and methodological literature, conclusion of contracts with business entities for practical training and further employment, timely planned purchase of modern equipment.

7. List of activities of the implementation plan EP

№	Events	Terms of implementation
1	Improving the OOP of bachelor's and master's degrees, taking into account the opinions of potential employers	2024-2028
2	Drawing up a plan for the publication of textbooks, textbooks and methodological recommendations for educational programs	2024-2028
3	Active implementation of academic mobility of students and teaching staff	2024-2028
4	Expanding scientific cooperation and partnerships with leading foreign universities and research centers, attracting leading foreign scientists to carry out scientific research and give lectures to students	2024-2028
5	Equipping classrooms with modern equipment	2024-2028
6	Submission of applications for the competition on scientific projects of the Ministry of Agriculture, the Ministry of Education and Science of the Republic of Kazakhstan, etc. as well as those commissioned by regional secs and business entities	2024-2028

7	Publication of scientific articles in journals included in the Web of Science and Scopus databases, in scientific journals with an impact factor	2024-2028
8	Passage of independent national specialized accreditation according to EP 6B04105	2026
9	Participation in the national ranking of higher education institutions of the Republic of Kazakhstan	ежегодно
10	Preparation and participation of students in Republican Olympiads according to EP 6B04106 – Marketing	2024-2028
11	Conclusion of contracts with specialized enterprises for the passage of production and research practice by students	2024-2028

8. The mechanism of implementation of the development plan of the EP

1. Legislative and regulatory acts: The Law of the Republic of Kazakhstan "On Education" dated July 27, 2007 No. 319-III;

2. The state compulsory standard of higher education. Order No. 2 of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022;

3. Classifier of areas of training with higher and postgraduate education. Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 13, 2018 No. 569;

4. Standard rules of activity 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 dated October 30, 2018 No. 595;

5. Rules for the organization of the educational process according to the credit technology of education. Order of the Minister of Education and Science of the Republic of Kazakhstan dated April 20, 2011 No. 152

6. Development strategy of the Kazakh National Agrarian Research University until 2028

9. Assessment of the socio-economic effectiveness of the implementation of the development plan EP

As a result of the implementation of the OP development plan, it is expected to ensure socio-economic effects:

- improving the quality of professional education and, as a result, the competitiveness of specialists in the field of soil science and agrochemistry;
- training graduates who meet the needs of potential employers;
- increasing the role of employers in the training of professional personnel;
- increasing the demand for qualified personnel, optimizing their age structure;
- expanding the opportunities for professional self-realization of young people;
- preventing the outflow of promising teaching staff to other industries;
- updating of the educational and material base (educational, laboratory, computer and technological base that meets modern requirements and standards).

10. SWOT analysis

<p><i>S (strength) – strengths</i></p> <ul style="list-style-type: none"> - availability of basic education for teachers - high level of informatization of the educational process - relatively low tuition fees compared with other specialties and national universities - training in a sought-after specialty in the modern labor market 	<p><i>W (weakness) – weaknesses</i></p> <ul style="list-style-type: none"> - a small contingent of students enrolled in state educational educational grants in the context of courses; - passivity of teaching staff in terms of publications in rating publications with a non-zero impact factor; - insufficient awareness of applicants about the advantages of the educational program (the opportunity to get a job, professional growth, etc.).
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<p><i>O (opportunity) – favorable opportunities</i></p> <ul style="list-style-type: none"> -The availability of contracts with research institutes for the passage of educational and industrial practices of students and undergraduates. - Increasing demand for postgraduate education programs; - Strengthening the integration of education, science and production; - Strengthening state funding for scientific research; 	<p><i>T (threat) – threats</i></p> <ul style="list-style-type: none"> -Low socio-economic status of the teaching staff; - Decrease in the level of solvency of students and/or their parents; -The presence of small groups leads to the unprofitability of the OP.
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11. The graduate model of this EP.

As a result of the training, the graduate must:

	6B04106 - Маркетинг
Be able to:	<ul style="list-style-type: none"> - critically evaluate from different sides (production, motivational, institutional, etc.) the behavior of economic agents in the market, trends in the development of objects in the field of professional activity; - develop and evaluate options for effective marketing strategies. - formulate a problem, creatively approach its solution; knowledge of methods for developing creative abilities; the ability to creatively use accumulated experience and create new techniques. --apply and use information technology in professional activities, possess programming skills using modern tools;
To know and understand:	<ul style="list-style-type: none"> - know the basic concepts, goals, objectives, and principles of marketing; - to know the basic concepts, goals, objectives, principles, methods of management; -to develop an effective product distribution scheme; -current state and trends in the development of the international economy; --principles and methods of development and implementation of the company's marketing plan at the international level; - - when, how and to what extent is the state intervening in socio-economic processes;

Be competent:	<p>-conduct marketing research and analysis, manage marketing activities and trade in different markets, have the ability to initiative and entrepreneurship.</p> <p>- to analyze and perceive information in accordance with basic knowledge of economics; to use the basics of economic knowledge in various fields of activity; to be able to apply the acquired knowledge in solving situational and practical problems.</p> <p>- in the management of the agricultural sector of Kazakhstan, to acquire competencies in the preparation and implementation of business planning, justification of strategic planning at the regional level, in the organization of agribusiness and production in the regions.</p>
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