

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

«AGREED»

Director of LLC «Direct service»

 ZH. Kaken

«05» 04 2023»



Chairman of the Board – Rector

A.Kurishbaev

2023

«AGREED»

Director of LLC «BestService.Ltd»

 O. Orazbekov

«05» 04 2023»



EDUCATIONAL PROGRAM

«6B04106 – Marketing»

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

Almaty, 2023

Approved at the meeting of the Department «Management and organization of agribusiness» named after Kh.D.Churin

Protocol № 08, « 17 » 03 2023 y.

Head of the department G.Beisenova G.Beisenova

Considered at meetings Academic Committee of the Higher School «Business and Law»

Protocol № 03 « 14 » 03 2023 y.

Chairman of the AC of the faculty M.Beisenbayeva M.Beisenbayeva

Reviewed by the Educational Methodological Council of the University and recommended to the Academic Council

Protocol № 3 « 18 » 03 2023 y.

Chairman of the EMC of the University A.Kairysbaeva A.Kairysbaeva

The educational program was approved at the meeting of the Academic Council of KazNARU

Protocol № 11, « 05 » 04 2023 y.

Developers:

Dean of the Higher school «Business and Law»

Head of the department

C.e.s., professor

Master, Senior Lecturer

Master, Senior Lecturer

Student of MK-20-14R group

Graduate 202

D.Azhinurina
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K.Yeltayeva
M.Ibrayev
A.Baideldinva

Employers:

Director of the LLC "Direct service"

Director of the LLC "BestService.Ltd"

ZH. Kaken
E. Orazbekov

Agreed:

Head of the Educational Programs Design
Department

Head of training Department

Zh. Kussainova
A. Koyshebayev

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 №012, 05 July 2019
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,

	<p>forecasting, management of commodity flows, control of costs and profits;</p> <ul style="list-style-type: none"> - 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; - 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

	<p>technologies in professional activity, to possess skills of programming with use of modern tools;</p> <ul style="list-style-type: none"> - 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 the marketing tasks; - 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
LO 1	Demonstrate knowledge and understanding in the field of natural sciences, legal, anti-corruption, environmental, entrepreneurial and economic culture, principles of academic integrity and basic research methods
LO 2	To know the methods and features of building micro –macroeconomic models of leading schools of economics, reserves for improving the efficiency of the organization, the laws of the functioning of the economy.
LO 3	Explain the fundamental problems of the functioning of the market economy, formulate arguments and solve problems in the field of marketing, management
LO 4	To interpret information for the readiness of human resource management using mobility techniques, compromise and coordination with the opinion of the team, making standard and non-standard decisions in the promotion of goods in risk situations, taking into account social, ethical and scientific considerations.
LO 5	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
LO 6	Apply theoretical and practical knowledge of the principles and functions of marketing, pricing strategies and pricing methods, goals and means of marketing communication, the basics of advertising activities to solve educational, practical and professional tasks
LO 7	Use regulatory legal acts in the economic sphere, knowledge of the principles of accounting, taxation and financial management, conduct marketing research of the financial market and the banking services market.
LO 8	Possess marketing tools to analyze marketing activities and anticipate risk situations. Develop and justify proposals for their improvement taking into account the criteria of socio-economic efficiency and possible risks
LO 9	Possess the skills necessary for conducting marketing research, strategic analysis, creating new organizations (activities, products) in the digital economy, the ability to conduct business communication and maintain electronic communications
LO 10	To determine the state and main trends, changes in the conjuncture of world markets, their impact on the development of national economies and economic security. Apply concepts for different forms of market activity, taking into account differences in other countries
LO 11	Apply knowledge and understanding of facts, phenomena, complex dependencies between them in the field of marketing and develop marketing plans and strategies for the development of the company through the use of Internet technologies
LO 12	Possess strategic and tactical marketing plans that ensure the development and promotion of innovative products.

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10	ЖК	Mik/Mic 1202	Микроэкономика/ Microeconomics	6	180	18	42			30	90		6						2	экзамен
11	ЖК	Mac/ Mac 2205	Макроэкономика/ Macroeconomics	6	180	18	42			30	90			6					2	экзамен
12	ЖК	EIT/ IEU / HES 1203	Экономикалық ілімдер тарихы / История экономических учений/ History of Economic Sciences	5	150	15	35			25	75		5						2	экзамен
13	ЖК	OP/UP/TP 1204	Оқу практикасы/ Учебная практика/ Training practice	2	60				20		40		2						2	диф. зачет
Модуль 2. Экономический анализ				10	300	30	70			50	150			10						
14	ЖК	Sta 2206	Статистика/ Statistics	5	150	15	35			25	75			5					1	экзамен
15	ЖК	Eco/Eco 2208	Эконометрика/ Econometrics	5	150	15	35			25	75			5					9	экзамен
Модуль 3. Мобильный маркетинг и менеджмент				26	780	63	147		50	105	415			6	15	5				
16	БК	Mar 2209	Маркетинг / Marketing	6	180	18	42			30	90			6					2	экзамен
17	БК	Men 2210	Менеджмент/ Management	5	150	15	35			25	75				5				2	экзамен
18	БК	HE/ ME/ IE 2212	Халықаралық экономика/ Международная экономика/ International Economy	5	150	15	35			25	75				5					
19	КВ	IM 3217	Интернет маркетинг/ Internet marketing	5	150	15	35			25	75				5				9	экзамен
		Log 3217	Логистика/ Логистика																	
20	БК	OP/PP 2213	Өндірістік практика/Производственная практика/ Productional Practice	5	150				50		100				5				2	диф. зачет
Модуль 4. Современные финансы и учет				26	780	78	182			130	390			6	5	15				
21	БК	BE/BU/Asc 2211	Бухгалтерлік есеп/Бухгалтерский учет/ Accounting	5	150	15	35			25	75				5				1	экзамен
22	БК	Kar/Fin 2207	Қаржы/Финансы/ Finance	6	180	18	42			30	90			6					1	экзамен
23	КВ	BBS/CCP	Баға және баға	5	150	15	35			25	75					5			2	экзамен

		3214	саясаты/Цена и ценовая политика/ Price and pricing policy																	
		Kbk/KP/C E 3214	Кәсіпорынның бәсекеге қабілеттілігі/Конкурентоспособность предприятия/ Competitiveness of the enterprise																	
24	KB	SSS/NN/T T 3215	Салық және салық салу/Налоги и налогообложение/ Taxes and taxation	5	150	15	35			25	75				5				1	экзамен
		SE/NU/TA 3215	Салық есебі/Налоговый учет/ Tax accounting																	
25	KB	MAS/SPG/SPS 3216	Мемлекеттің әлеуметтік саясаты/Социальная политика государства/ Social policy of the state	5	150	15	35			25	75				5				1	экзамен
		ES/EP 3216	Экономикалық саясат/Экономическая политика/ Economic policy																	
Модуль 5. Международная торговля и аграрная политика				30	900	75	175		50	125	475				5	25				
26	KB	DKB/AU/CM 3218	Дағдарысқа қарсы басқару/Антикризисное управление/ Crisis management	5	150	15	35			25	75				5				2	экзамен
		EK/EB/ES 3218	Экономикалық қауіпсіздік/Экономическая безопасность/ Economic security																	
27	KB	BU\OB\BO 3219	Бизнесті ұйымдастыру/ Организация бизнеса/ Business organization	5	150	15	35			25	75					5			2	экзамен
		MB/GB/G B 3219	Мемлекет және бизнес/Государство и бизнес/ Government and business																	
	KB	SMB/UTM	Сауда маркаларын	5	150	15	35			25	75					5			2	экзамен

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			маркетинг/ Agricultural marketing																		
35	KB	MK/MC 4306	Маркетингтік коммуникациялар/Маркетинговые коммуникации/ Marketing communications	5	150	15	35			25	75							5		2	экзамен
		AM/MA/A M 4306	Агротуризм маркетингі/Маркетинг агротуризма/ Agrotourism marketing																		
36	KB	SM/MO/M I 4307	Салалар маркетингі/Маркетинг в отраслях/ Marketing in industries	5	150	15	35			25	75							5		2	экзамен
		SE/EO/IE 4307	Салалар экономикасы/Экономика отрасли/ Industry economics																		
Модуль 7. Стратегия маркетинга				37	1110	87	203			80	145	595						15	22		
37	BK	BE 4303	Бизнес этика/ Business Ethics	5	150	15	35			25	75							5		2	экзамен
38	BK	MZ/MI/M R 4304	Маркетингтік зерттеулер/Маркетинговые исследования/ Marketing research	6	180	18	42			30	90							6		2	емтихан
39	KB	SM 4308	Стратегиялық маркетинг/ Стратегический маркетинг/ Strategic marketing	6	180	18	42			30	90								6	2	экзамен
		KB/KU/C G 4308	Корпоративтік басқару/ Корпоративное управление/ Corporate governance																		
40	KB	OM/PM/I M 4309	Өнеркәсіптік маркетинг/Промышленный маркетинг/ Industrial Marketing	6	180	18	42			30	90								6	2	экзамен
		IM 4309	Инновациялық маркетинг/ Инновационный маркетинг/ Innovative marketing																		
41	KB	KM/MU/M S 4310	Қызмет маркетингі/Маркетинг услуг/ Marketing of services	6	180	18	42			30	90								6	2	экзамен

		ВМ 4310	Банкiтiк маркетинг Банковский маркетинг/ Banking marketing																	
42	ВК	ОР/РР 4311 КР/РР	Өндiрiстiк практика/ Производственная практика / Productional Practice	4	120				40		80						4		2	Диф.зачет
43	ВК	КР/РР 4312	Кәсiби практика / Профессиональная практика / Professional practice	4	120				40		80						4		2	диф. зачет
44		Итоговый модуль		8	240				80		160						8			
		Итоговая аттестация		8	240				80		160						8			
		Итого:		242	7260	558	1742		280	1030	3650	30	30	30	32	30	30	30		

¹Note:

Department number	ABBR	The name of the department
1	AAF	Accounting, audit and finance
2	MaOA	Management and organization of agribusiness named after Kh.D. Churin
3	Right	Right
4	WRIR	Water resources and land reclamation
5	MU	Machine usage
6	PT	Professional training
7	MaCAM	Mechanics and construction of agricultural machinery"
8	ATT	Agrarian technology and technology
9	ITA	IT-tehnologiyalar zhane avtomtandyru
10	ESaA	Energy Saving and Automation
11	LRaC	Land Resources and Cadastre
12	FRaH	Forest resources and hunting
13	PPaQ	Plant Protection and Quarantine
14	FL	Foreign languages
15	KaRL	Kazakh and Russian languages
16	SsaA	Soil science and agrochemistry
17	EC	Ecology
18	HaWG	Fruit and vegetable growing and nut growing
19	AG	Agronomy
20	BS	Biological safety
21	CVM	Clinical Veterinary Medicine
22	OSaBR	Obstetrics, surgery and animal reproduction biotechnology
23	MVaI	Microbiology, Virology and Immunology
24	VsEaH	Veterinary and sanitary examination and hygiene
25	FTaS	Technology and food safety
26	BPfaF	Beekeeping, poultry farming and fisheries
27	IAAR	Technology of production of livestock products
28	PMaBnAB	"Physiology, morphology and biochemistry" named after N.O. Bazanova
29	HKaCNK	History of Kazakhstan and culture of the peoples of Kazakhstan
30	PEaS	Physical education and sport
31	MD	Military Department
32	GBaB	Genetics, breeding and biotechnology

4. Modules Competency Map

Codes	Module	Educational competence	Learning outcomes
MC1	Module. Humanities and language	aimed at the formation of fundamental source and historiographic materials, as well as for the achievement of modern historical science of Kazakhstan; to determine the role of the history of Kazakhstan in the system of humanitarian knowledge; on revealing the specifics of the object and subject of history of Kazakhstan for the analysis of topical problems of the modern stage of development; on creation of scientifically grounded concept of history of Kazakhstan based on integral and objective coverage of the main stages of ethnogenesis of the Kazakh people, evolution of forms of statehood and civilization in the Great Steppe; on systematization of knowledge of the main events of the modern history of Kazakhstan.	<ul style="list-style-type: none"> - demonstrate knowledge and understanding of the main stages of development of the history of Kazakhstan - correlate the phenomena and events of the historical past with the general paradigm of world-historical development of human society through critical analysis; - possess the skills of analytical and axiological analysis in the study of historical processes and phenomena of modern Kazakhstan - be able to comprehend objectively and comprehensively the immanent features of the modern Kazakhstan model of development - to systematize and give a critical assessment of historical phenomena and processes in the history 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"> - 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;
MC3		develop the ability to interpersonal social and professional communication in the state, Russian and foreign languages;	<ul style="list-style-type: none"> - implement the use of language and speech tools based on a system of grammatical knowledge; analyze information in accordance with the situation of communication; - to carry out the use of linguistic and speech means based on the system of grammatical knowledge; analyze information in accordance with the communication situation;
MC4	Module. Professional and communicative	The development of information literacy through the mastery and the use of modern information and communication technologies in all areas of life and work;	<ul style="list-style-type: none"> - 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;
MC5		Have an intolerant attitude toward corrupt behavior, respectful of legislation and 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; - 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
MC6		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; - to use the knowledge gained in practice to assess the results of economic reforms in Kazakhstan
MC7		To be competent in the application of 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 knowledge to solve and predict possible environmental problems.
MC8		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.	- 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.
MC9	Module. Socio-political knowledge and a healthy lifestyle	form the skills of self-development and education throughout life;	-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; - 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; - 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; - 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;
		form a personality capable of mobility in the modern world, critical thinking and physical self-improvement.	- 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.
		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.	- 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

			<p>history, the course of ongoing reforms in the light of the strategy "Kazakhstan - 2050", development trends in the field of modern business;</p> <ul style="list-style-type: none"> - 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	<p>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 make management decisions.</p>	<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-economic phenomena and processes, and evaluate the role of individual factors in the change of these phenomena in space and time; - 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</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;

		marketers.	<ul style="list-style-type: none"> - 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 and accounting	The ability to analyze accounting and financial information using a software package, to develop and implement an enterprise pricing policy in the market.	<ul style="list-style-type: none"> - to document business transactions, conduct accounting of funds, develop a working chart of accounts for the organization's accounting and form accounting entries based on it; - 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;

			<ul style="list-style-type: none"> - 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	<p>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.</p>	<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 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 - 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 agrotourism route; - 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

			<p>enterprise (organization, corporation) and use the information to make management decisions;</p> <ul style="list-style-type: none"> - 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; - 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;

		<ul style="list-style-type: none"> - 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, legally correctly qualify facts and circumstances; - 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.
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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	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: <i>speech competence</i> – development of communication skills in four main types of speech activity; <i>linguistic competence</i> – the mastery of new linguistic means (phonetic, orthographic, lexical, grammatical; <i>socio-cultural competence</i> –the formation of the ability to represent their country, its culture; <i>educational and cognitive competence</i> – 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 communicative activities in the Russian language in the areas of interpersonal, social, professional, intercultural communication in the context of the implementation of state programs of trilingualism and spiritual modernization of national consciousness. Discipline involves the successful mastery of speech activities in according to level training	10	MC 3
5	Information and Communication Technologies (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 Training	The discipline covers a range of issues related to physical culture as part of human culture, healthy 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.	8	MC 9
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, LO7
	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, LO11
	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, LO10
	Methods of scientific research	As a result of studying the theoretical course, student must learn the methodology and methodology of scientific research, be able to identify problem situations using the methods of analysis, synthesis and abstract thinking. As a result of learning the discipline, the student will acquire the skills of presenting scientific materials and forming the text of a scientific work. The knowledge gained during the course is	5	MC 11 - LO 1, LO10

		necessary for the subsequent study of the disciplines of the professional cycle, the passage of professional practices, the preparation of the final qualifying work.		
	Entrepreneurship	Entrepreneurship course will teach how to develop the right competencies that will be useful in the life of any entrepreneur, understand how to create a team for project, learn how to choose the right business idea based on market needs, develop a business model and write a business plan to start business.	5	MC 10 - LO 1
	Economics	The content of the "Economics" course is aimed at mastering the basic knowledge of the economic environment of the society, in which the economic activities of individuals, different enterprises and the state are carried out. The course contributes to the development of economic thinking among students and the ability to make rational decisions with limited natural resources. This discipline contributes to the formation of readiness to use the acquired knowledge about the functioning of the economy to further education.	5	MC 11 - LO 1, LO2
Core subjects cycle / University component				
9	Economic theory	The discipline studies the behavior of individuals and institutions involved in the production and exchange, distribution, and consumption of goods and services. Examines the fundamental problems of the functioning of the economy, the evolution of socio-economic development of society, the patterns of individual reproduction, reproduction at the level of the national economy and the world economy.	5	MC 10 -LO2, LO3
10	Microeconomics	The discipline forms a scientific and economic outlook, the ability to analyze economic situations and patterns of behavior of economic entities in a market economy. The science of rational decision-making with limited resources. The laws and patterns of behavior of the two main market agents – households and firms - are considered. The specifics of the firm's behavior in various market structures are studied, as well as the peculiarities of the markets of various types of economic resources: labor, land and capital.	6	MC 10 - LO2, LO3
11	Macroeconomics	The branch of economic science that studies the functioning and development of the national economy of the country, analyzes	5	MC 10 - LO2, LO3

		the most pressing problems of the economy, the impact of the economic policy of the state on the economic life of society. The course promotes the development of the macroeconomic concept and model: the acquisition of practical skills in the analysis and interpretation of indicators characterizing socio-economic processes and phenomena at the macro level in the field of fiscal, monetary and investment policy.		
12	History of economic doctrines	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 economic policy, ideological doctrines and national cultures. Forms students' understanding of the main stages and features of the systematization of economic ideas and views in economic theory, reflects the importance for the practice of economic life and the study of applied economic disciplines.	5	MC 10 - LO2
13	Statistics	The content of the discipline covers a range of issues related to statistical methods of analysis and research of a wide range of socio-economic phenomena and processes occurring in organizations, enterprises, firms and sectors of the national economy. Gives an idea of the principles of studying new mass socio-economic phenomena and processes from the point of view of quantitative assessment, and also teaches methods of constructing and analyzing basic statistical indicators.	5	MC 11 – LO5, LO8
14	Econometrics	The course is a synthesis of achievements in economic theory, mathematics and statistics, so its study is conducted in parallel with other fundamental economic and mathematical disciplines. Forms students' professional competencies in the process of acquiring experience in building econometric models, choosing a method for evaluating model parameters, interpreting results, obtaining predictive estimates of making effective management decisions.	5	MC 11 – LO5
15	Marketing	It forms students' initial knowledge about marketing, ideas about its importance and necessity, as well as to give future specialists both the theory and practice of marketing, and specific directions and technologies of marketing activities in	5	MC 12 – LO3, LO 5, LO6, LO 8

		industries producing goods and services. The course contributes to the formation of students' holistic understanding of marketing as a philosophy, strategy and tactics of market activity and the specifics of its implementation in modern Kazakhstan.		
16	Management	The discipline introduces students to the fundamentals of organizational systems management; develops students with logical thinking about the essence and content of processes in organizations operating in a tough competitive environment. Allows students to master the basic principles and methods of organization and management of the enterprise, studies, systematization and consolidation of the fundamentals of the theory and practice of enterprise management in modern economic conditions.	5	MC 12 – LO3, LO4
17	International economics	The purpose of the study is the sphere of interaction of economic entities of different state affiliation in the field of international exchange of goods and services, capital, labor and technology. Formation of theoretical knowledge, skills and practical skills in the field of international economics, forms, methods and mechanisms of implementation of international economic relations.	5	MC 12 - LO2, LO10
18	Accounting	Familiarization of students with accounting, accounting and auditing standards regulated by the regulatory framework. The course program examines theoretical material from the standpoint of the modern concept of accounting based on the approved Kazakh standards as a methodological analysis of procedures for calculating financial results.	4	MC 13 – LO7, LO9
19	Finance	The course introduces the basic principles of the organization of finance of enterprises, 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. The results of the study of the discipline is the training of highly qualified specialists in the field of financial and credit relations, who have the skills of practical work at enterprises of various sectors of the economy.	4	MC 13 - LO2, LO6, LO7
20	Prices and pricing policy	Familiarization of students with the basic concepts and methods of pricing, the peculiarities of price formation in the markets of various types of products, works and services. The study of this course	5	MC 13 – LO3, LO6. LO7

		contributes to the formation of students' complex of competencies in the field of pricing theory, techniques for calculating various types of prices; the development of economic thinking and the development of independent effective pricing solutions.		
	Enterprise Competitiveness	Within the framework of this discipline, the market and its structure, market segment, market conditions, competition, measurement methods, competitiveness of goods and enterprises, internal and external factors of competitiveness are studied. Formation of students' knowledge and skills in managing the competitiveness of the company, to identify and ensure the competitive advantages of the company, to successfully contribute to the effective and comprehensive training of economists	5	MC 13 – LO7, LO9, LO12
21	Taxes and taxation	The purpose of studying the discipline is to form a system of theoretical knowledge and practical skills necessary for students to understand the basics of taxation in the Republic of Kazakhstan. Mastering the basics of tax legislation and tax administration by students; the mechanism of taxation and the procedure for collecting tax payments	5	MC13 – LO2, LO7
	Tax accounting	Studying and mastering theoretical and practical knowledge of tax accounting, deductions from income, deductions for fixed assets, deductions for doubtful claims. Acquisition by students of the skills of collecting, registering and processing information necessary for the formation of tax reports of organizations	5	MC13 – LO2, LO7
22	Business organization	The discipline is designed to form students' knowledge in the field of theory and practice of valuation activities, while special attention is paid to the evaluation of enterprises as separate property complexes capable of generating income. Theoretical knowledge and practical skills in the field of entrepreneurship assessment are necessary when solving urgent issues of business restructuring and reorganization.	5	MC 14 – LO10, LO11, LO12
	Government and business	The study of the system of state management of the economy, as well as the role of the state in solving the problem of economic growth and the formation of civil society. The graduate has a sufficient level of knowledge on the problems of relations between the state and business and, on this basis, the ability to choose the most effective methods and means of solving problems to	5	MC 14 - LO2, LO3, LO12

		improve these relations		
23	Trademark Management	The purpose of studying the principles and technologies of brand formation, understanding the role and purpose of brands in market non-profit activities; formation of a socially responsible and professionally competent culture of brand asset management among future specialists; formation of a competent understanding of the brand as a key element of successful business strategies, as well as issues of brand loyalty, protective barriers, positioning and the image, their development taking into account the marketing strategies of the company.	5	MC 14 – LO4, LO5, LO11
	International Business	The course forms theoretical knowledge on the main forms of international business. The assessment of the internal and external business environment, competitive advantages and their evaluation in the practice of international business, ethics and psychology of business, effective international forms of business is given. The discipline forms an integral system of students' economic thinking and knowledge in the field of international business, develops the necessary skills to effectively assess the possibilities of conducting and building strategies for international business.	5	MC 14 – LO2, LO10
Core subjects cycle / Optional component				
24	Internet Marketing	Formation of students' knowledge in the field of using the capabilities of Internet technologies in promoting an enterprise to the market. as well as the practical application of the knowledge necessary for successful work as marketing specialists at enterprises of any form of ownership. The course covers Internet marketing tools, principles of operation, types of targeting, stages of launching contextual advertising, social media marketing issues. Considers tasks and criteria for achieving results, a model of types of advertising campaigns.	5	MC 12 – LO6, LO9, LO11
	Logistics	The study of the discipline forms students' knowledge and professional skills in the field of logistics in accordance with market demand in order to ensure a systematic relationship of distribution with production and procurement The content of the discipline contributes to the formation of a systematic understanding of the basics of logistics, its forms. Also, the	5	MC 12 – LO3, LO5, LO9

		algorithm for building a logistics network, the formation of inventories and the development of the service.		
25	State social policy	Formation of students' systemic knowledge about the goals, objectives, main directions of the state social policy of Kazakhstan, the mechanism, principles of implementation and resource provision. Within the framework of this course, the issues of state regulation of the national economy at the present stage of development, as well as economic relations developing at the micro and macro levels in the economy, taking into account the specifics are considered.	5	MC 13 - LO4, LO7, LO8
	Economic policy	The purpose of studying the discipline is to form an integral mechanism of systematic understanding of the modern economic policy of the Republic of Kazakhstan. As part of the study of the discipline, a holistic systematic view of the modern economic policy of Kazakhstan, the essence and main directions of state economic policy is formed, the structure and features of the analytical apparatus for the study of modern economic problems are considered.	5	MC 13 – LO2, LO3, LO4
26	Anti-crisis management	The purpose of teaching is to form students' comprehensive understanding of the principles and methods of crisis management aimed at ensuring a balance of interests of the company, its counterparties, employees, society and the state. The essence of crises and their regulation at the level of enterprises and the state is revealed.. The course is aimed at forming scientific and practical ideas on the fundamental problems of functioning and development of the Institute of bankruptcy and crisis management in Kazakhstan and abroad.	5	MC 14 – LO4, LO8, LO12
	Economic security	The purpose of studying the discipline is the formation of students' theoretical and practical knowledge and skills concerning the fundamentals of the security of economic activity built into the system of relationships between market participants, methods and mechanisms for the protection of entrepreneurship in the Republic of Kazakhstan. The content of the discipline covers a range of issues related to ensuring the economic security of the state, the region, enterprises, individuals with methods of risk analysis and management decision-making that can reduce risks, the main criteria and indicators of the level of security.	5	MC 14 – LO3, LO8, LO10
27	Brand marketing	The purpose of the discipline is to study the principles and technology of brand formation, understanding the role and	6	MC14 – LO5, LO8

		purpose of brands in market and non-commercial activities. Formation of socially responsible and professionally competent brand asset management culture among future specialists, formation of a comprehensive understanding of the brand. The content of the discipline covers a range of issues related to the theory and practice of the birth and development of brands, special knowledge and skills in the field of branding, the creation of brands in commodity markets.		
	Global marketing	The purpose of the discipline is to determine the complex of global marketing, development, implementation and control of effective marketing activities in foreign markets. The study of the discipline provides the necessary knowledge about the marketing strategies of companies in foreign markets, ways to promote products, modern trends and technologies in the field of marketing. Mastering the theoretical and practical aspects of global marketing, the formation of students' skills of professional activity on a global scale.	5	MC14 – LO3, LO10
28	International marketing	The purpose of the course is to understand the specifics of international marketing, acquire theoretical knowledge and practical skills in the formation and evaluation of the feasibility of entering the foreign market. Forms theoretical knowledge on the basics of international marketing, forms and its role in the economic development of the country. Considers marketing models: European, American, Japanese. The world practice of comprehensive study of various types of market, collection and analysis of information, market segmentation, demand generation and sales promotion in the world market is given.	5	MC 14 - LO3, LO10
	International trade	The main purpose of the course is to form students with the necessary fundamental professional knowledge and practical skills in the field of the modern concept of foreign economic activity and international trade. Study of factors influencing the dynamics and structure of Kazakhstan's foreign trade using export and import regulation tools. The purpose of mastering the discipline is to provide training for a specialist who is able to carry out professional activities in foreign economic activity both at the national and	5	MC 14 – LO9, LO10

		international level.		
Major subjects cycle / University component				
29	Economics of enterprise	The study of the theory and practice of economic activity of enterprises, their interaction with other participants in the economic process, the operation of objective economic laws and forms of their appearance in the production process, the use of economic relations in the production and distribution of goods and services. Obtaining knowledge in the field of enterprise economics on the basis of forms and methods of doing business in modern conditions.	5	MC 15 - LO2, LO3, LO12
30	Quality management at the enterprise	The purpose of mastering the discipline is to acquire the ability to carry out an economic analysis of an enterprise's activities within the framework of a quality management system, as well as to conduct internal audits as part of a group in the process of quality management at enterprises. The issues of quality management system research at the enterprise are considered in order to improve marketing and management activities at the enterprise under study.	5	MC 15 – LO3, LO4, LO5
31	Marketing management	The course forms theoretical knowledge on the 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 links at the enterprise. Allows you to form theoretical knowledge and practical skills in the field of marketing management, to study models and methods of marketing management, to develop skills of strategic and tactical marketing management.	6	MC 15 – LO5, LO8, LO11
	Agricultural marketing	As a result of studying the discipline, the student must master a set of theoretical and practical knowledge in the field of agricultural marketing. Master the skills of analyzing the agri-food market, the plan of marketing activities, carrying out actions to promote goods and services, independently conduct marketing research of risks, various goods and services of agro-industrial enterprises.	5	MC 15 – LO3, LO5
32	Marketing communications	Within the framework of the discipline, the student studies the complex of marketing communications, its elements and their interrelation. Acquires basic knowledge in the field of promotion marketing by sales	5	MC 16 - LO6, LO12

		promotion techniques, Public Relations, direct marketing and personal sales. 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 development of the promotion budget are considered.		
	Agrotourism marketing	Formation of theoretical knowledge on the essence of agrotourism as a branch of the tourism industry. Gives a general idea of agrotourism, its types, factors and development prospects. Examines the agrotouristic market, its specifics, features of supply and demand in agrotourism, marketing environment, tourist products and their features, pricing in agrotourism, communicative policy in agrotourism, specifics of accommodation, catering and excursion services for agrotourists.	5	MC 15 – LO8, LO12
33	Marketing in industries	Formation of system ideas, a set of knowledge and skills among marketing specialists that contribute to the development and application in practice of the most effective strategies, methods, tools and tools of marketing for the formation and reproduction of demand for goods and services, taking into account the marketing essence of the product and the characteristics of highly competitive industry markets. To study the basic marketing tools of selected industries or fields of activity and gain the skills to use it for managerial decision-making	5	MC 15 - LO3, LO5, LO10
	Industry economics	The purpose of mastering the discipline is to form a complex of knowledge among future specialists about the functioning of economic sectors, types of competition, market regulators and problems of its development, as well as methods of state regulation of its functioning. As a result, readiness to master the methods of analysis of industry structures and industry markets. The use of knowledge of the specifics of specific industry structures in the process of developing management solutions for enterprises.	5	MC 15 - LO2, LO4, LO10
34	Business ethics	The purpose of this training course is to master the students of the ethical foundations of entrepreneurship, key principles, psychological and ethical aspects of business communication with officials of foreign partners within the protocol, ethical	5	MC 16 –, LO1, LO4

		standards, etiquette requirements that have developed on the basis of historical practice and partially fixed normative documents.. Also necessary is information about the correct conduct of negotiations, conclusion and drafting of contracts, social responsibility of business.		
35	Marketing research	The course forms theoretical knowledge on the principles and methods of collecting, processing and analyzing marketing information, on the stages and methods of conducting marketing research, selecting target markets and analyzing competition in the market. The purpose of mastering the discipline is to provide students with the skills of conducting marketing research, developing marketing strategies and programs, organizing communication and marketing activities, improving pricing, using the basic marketing methods of practical activities of advertising specialists.	5	MC 16 – LO5, LO6, LO8
36	Strategic marketing	In the process of studying the course, the content of strategic marketing activities, the prerequisites for the emergence and conditions for the development of strategic marketing, the need for balance and harmonization of the interests of the firm, consumers and society are revealed. The study of the discipline will allow to show the role of strategic marketing in the process of managing the company's activities, to promote the study of analytical aspects of marketing, the process of obtaining and analyzing marketing information for the development of a market-oriented strategy for the development of the enterprise	5	MC 16 – LO5, LO6, LO12
	Corporate Management	The purpose of the course is to examine the theoretical foundations of corporate governance. The study of the discipline will allow students to acquire and develop skills in analyzing and diagnosing corporate governance problems, modern methods of solving corporate governance problems, as well as to familiarize themselves with the modern specifics of corporate governance in domestic and foreign organizations.	5	MC 16 – LO4, LO6, LO8
37	Industrial marketing	The purpose of the discipline is for students to acquire knowledge in the field of marketing activities in the industrial market and gain competence in the	5	MC 16 – LO4, LO6, LO11

		operational activities of a marketer. The course examines 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 and methods of market research.		
	Innovative Marketing	В курсе рассматриваются теоретические основы инновационного маркетинга, который включает миссию организации, философию мышления, область научных исследований, стиль управления и поведения. Имеет социальную ориентацию, последователей, включает создание и продвижение инноваций, исследование рынка инновационной продукции. Изучение данной дисциплины позволит студентам выработать научно-практические навыки продвижения инновационного продукта на рынок, провести диагностику инновационного потенциала, инновационного процесса в организации, а также рассмотрение особенности проведения субъекта на рынке инноваций	5	MC 16 – LO4, LO12
38	Marketing of services	This course gives students the opportunity to gain theoretical knowledge in the marketing of enterprise services, as well as practical skills in the development and introduction of new services to the market. It will allow to study marketing in the service sector, principles, functions, typology of marketing in the service sector, to study methods of pricing policy in the marketing of services and to ensure mastery of applied knowledge in the field of competition and competitiveness of services.	5	MC 16 – LO5, LO6, LO11
	Banking marketing	The purpose of the discipline is the formation of students' theoretical knowledge and practical skills in marketing activities, the development of a system of measures for the interaction of the bank with existing potential customers to conduct marketing research The course examines the marketing system in the bank and its role in ensuring the competitive position of a credit institution; the essence and content of the main marketing methods and techniques; marketing policy of banks; conducting marketing research of the banking market services, financial market research; marketing activities of banks to	5	MC 16 – LO6, LO7

		optimize customer relations.		
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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	UC	OC	Theoretical training	Physical Training	Productional Practice	Pregraduation practice	Final assessment	Total			Exam	Dif credit
I	1	4	1	1	30					30	900		6	
	2	4	2	1	28	2				30	900		7	1
II	3	1	4	2	32					32	960		7	
	4	3	3	1	25		5			30	900		7	1
III	5	-	2	4	30					30	900		6	
	6	-	2	3	25		5			30	900		5	1
IV	7	-	3	3	26		4			30	900		6	1
	8	-	1	3	16			4	12	32	960		4	1
Total		12	18	18	212	2	14	4	12	242	7260	588	48	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 kazniiapk@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