

Faculty of Digital Transformation

Department of "Economics and business"

APPROVED BY  
Vice-rector for academic affairs,  
International Information  
Technology University JSC



Umarov.T  
(Signature) (Full name)  
2021.

6B04102

(Code of Academic Program)

E-business

(Name of Academic Program)

## CATALOGUE OF ELECTIVE DISCIPLINES

2021

2021

The catalogue of elective disciplines for the specialty/AP «Management in IT»

Educational Program “E-business” is developed on the basis of the working curriculum of the specialty/AP.

The catalogue of elective disciplines was discussed at a meeting of the department “Economics and Business”.

minutes No. 11 from “26” 02 2021.

Head of Department

  
signature

Shildibekov.Y.Zh.

Full name, position, degree

CED compiler

  
signature

Sharapiyeva Z.T.

Full name, position, degree

The catalogue of elective disciplines was approved at a meeting of the Academic Council of “International Information Technology University” JSC minutes No. 4 from “30” 03 2021.

Director of Academic Affairs

  
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Mustafina A.K

Full name, position, degree

## **1 TERMS AND ABBREVIATIONS**

1.1 Academic program is a single set of basic characteristics of education, including goals, results and content of training, the organization of educational process, ways and methods for their implementation and criteria for assessing learning outcomes.

The content of academic program of higher education consists of three cycles of disciplines - general education disciplines (hereinafter - GED), basic disciplines (hereinafter - BD) and core disciplines (hereinafter - CD).

The cycle of GED includes disciplines of the compulsory component (hereinafter - CC), the university component (hereinafter - UC) and (or) the component of choice (hereinafter - COC). BD and CD include disciplines of UC and COC.

1.2 Catalogue of elective disciplines (CED) is a systematic annotated list of all COC disciplines, for the entire training period, containing a brief description indicating the purpose of study, a summary of main sections and expected learning outcomes. CED reflects the prerequisites and postrequisites of each academic discipline. It should provide the students with the possibility of an alternative choice of elective disciplines for the formation of an individual educational trajectory.

On the basis of academic program and CED, the students develop individual curricula with the help of advisers.

1.3 Individual curriculum (IC) is a curriculum formed by the students independently with the help of an adviser for each academic year on the basis of the academic program, the catalogue of elective disciplines or modules;

IC defines an individual educational trajectory of each student separately. It includes disciplines and types of educational activities (internship, experimental research, forms of final certification) of the compulsory component (CC), the university component (UC) and the component of choice (COC).

1.4 Advisor is a teacher who performs the functions of an academic mentor of a student (according to the appropriate academic program), and assists in choosing a learning path (creating an individual curriculum) and mastering the academic program during the training period.

1.5 The university component is a list of compulsory educational disciplines determined by the university independently for the mastering of the academic program.

1.6 The component of choice is a list of academic disciplines and the corresponding minimum amounts of academic credits offered by the university and independently chosen by students in any academic period, taking into account their prerequisites and postrequisites.

1.7 Elective disciplines are educational disciplines that are a part of the university component and the component of choice in the framework of established academic credits, introduced by organizations of education reflecting the individual preparation of students and taking into account the specifics of socio-economic development, the needs of a particular region and established scientific schools.

1.8 Postrequisites are the disciplines and (or) modules and other types of academic work, the study of which requires knowledge, skills and competencies acquired at the end of the study of this discipline and (or) modules;

1.9 Prerequisites are the disciplines and (or) modules and other types of educational work containing knowledge, abilities, skills and competencies necessary for the mastering of the studied discipline and (or) modules;

1.10 Competencies are the ability of the practical use of acquired knowledge and skills in professional activities.

## 2 ELECTIVE DISCIPLINES

Cycle of discipline	Code of discipline	Name of discipline	Semester	Credits	Prerequisites
<i>3 year</i>					
BD	MRK6702	Digital marketing and brand management	5	5	Marketing
BD	MAT6011	Econometrics	5	5	Statistics
BD	MGT6720	Economy of an Enterprise	5	5	Economic Theory, Microeconomics, Macroeconomics
BD	MGT6713	State and local government	6	5	Management
BD	FIN6702	Corporate finance	6	5	Finance
BD	FIN6704	Financial markets and intermediaries	6	5	Finance
BD	MGT6719	Human Resource Management	6	5	Management
CD	MGT6709	E-commerce Basics	6	5	Marketing
<i>4 year</i>					
BD	ACC6703	Managerial Accounting	7	5	Finance
CD	MGT6710	Infrastructure of e-business	7	5	E-commerce Basics
CD	MGT6711	Product and sales management	7	5	Marketing
BD	SFT6143	SAP	7	5	Information-communication technologies
BD	FIN6715	1C Accounting	7	5	Finance
CD	MGT6712	Supply Chain and Logistics	8	5	Management
BD	MGT6721	Research methodology and data analysis	7	5	Marketing, Sociology, Statistics

### 3 DESCRIPTION OF ELECTIVE DISCIPLINES

#### 1. Digital marketing and brand management

Description of discipline	
Code of discipline	MRK6702
Name of discipline	Digital Marketing and Brand Management
Number of credits (ECTS)	5
Course, semester	3,5
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Marketing
Postrequisites	
The aim of study of a discipline	The aim of the course is to develop a deep understanding of modern digital marketing concepts and technologies that are widely used by professionals in the field, as well as by academia. This course provides an overview of digital marketing, the sensitive art of building relationships between products and services and unique consumers, businesses, and markets.
Brief course description (main sections)	Digital Marketing and Brand Management is a new and exciting combination of technology, marketing and data analytics that solves the key marketing challenges of today. Many of the challenges include new ways of interacting with customers and gaining deeper customer knowledge by facilitating online communication channels and better meeting customer needs. This course also explores identifying customer behavior patterns and analyzing them to achieve new levels of customer satisfaction and drive traffic to a website or application.
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	Students who successfully complete the course will be able to: <ul style="list-style-type: none"> <li>• Be able to outline an approach to developing digital marketing plans</li> <li>- understand the meaning of each element of the marketing mix on the Internet</li> <li>- browse and select electronic models suitable for your business</li> <li>• Understand online customers and their buying behavior</li> <li>- develop a strategy and plan for social media marketing management</li> <li>- understand the basics of web design</li> <li>- evaluate the range of options for increasing traffic</li> <li>• Know the success factors for various online communication tools</li> </ul>

#### 2. State and local government

Description of discipline	
Code of discipline	MGT6713
Name of discipline	State and local government
Number of credits (ECTS)	5
Course, semester	6
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh
Prerequisites	Management
Postrequisites	

The aim of study of a discipline	The aim of the course is to provide an understanding of how innovation occurs and what are the important explanatory factors, as well as economic and social consequences. The course focuses on the techniques and processes that entrepreneurs and managers use to effectively manage innovation in new and existing organizations and networks.
Brief course description (main sections)	This course is based on the assumption that an integrated approach to strategy (why?) And implementation (how?) Innovation is needed. The module contains exercises on applying innovation-related theories to specific innovation contexts and phases.
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	Students who successfully complete the course will be able to: <ul style="list-style-type: none"> <li>• Systematically integrate knowledge and understanding of various aspects of innovation and their role in business and society.</li> <li>• Critically evaluate ongoing research and development in innovation management</li> <li>• Apply innovation-related theories in a variety of settings to generate new approaches to innovation.</li> <li>• Identify, evaluate and propose solutions to innovation-related problems in large and small organizations</li> </ul> Demonstrate an understanding of the sustainability aspects of innovation

### 3. Econometrics

<b>Description of discipline</b>	
Code of discipline	MAT6011
Name of discipline	Econometrics
Number of credits (ECTS)	5
Course, semester	3,5
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Statistics
Postrequisites	
The aim of study of a discipline	to give students a scientific understanding of the methods and models that allow obtaining quantitative expressions for the laws of economic theory based on economic statistics using statistical tools
Brief course description (main sections)	The curriculum of the discipline can be used in additional vocational education and vocational training according to the profile

<p>Expected Outcomes (knowledge, abilities, skills and competencies acquired by students)</p>	<p>Learning</p> <p>As a result of mastering the discipline, the student must know:</p> <ul style="list-style-type: none"> <li>• Know the methodology of econometric research</li> <li>• Know the main types of econometric data</li> <li>• Know basic econometric models for cross-sectional data</li> <li>• Know the features of time series analysis</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>• Be able to formulate the problem in a form suitable for econometric research</li> <li>• Be able to find the data needed to conduct an econometric study</li> <li>• Be able to test statistical hypotheses</li> <li>• Be able to build point and interval forecasts</li> </ul> <p>own:</p> <ul style="list-style-type: none"> <li>• Possess the skills of working in basic statistical packages</li> <li>• Have the skills to evaluate regression models</li> <li>• Possess the skills of diagnosing models</li> <li>• Have the skills to interpret the main results of model evaluation</li> </ul>
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#### 4. E-commerce Basics

<b>Description of discipline</b>	
Code of discipline	MGT6709
Name of discipline	E-commerce Basics
Number of credits (ESTS)	5
Course, semester	3,6
Department	Economics and Business
Course author (s)	Sharapiyeva Z.T.
Prerequisites	Marketing
Postrequisites	Infrastructure of e-business
The aim of study of a discipline	is to provide the basic concepts of e-commerce, explain theoretical and practical issues of conducting business over the internet and the Web, and present methods for evaluating user needs.
Brief course description (main sections)	E-commerce is continually evolving and has become a thriving marketplace not only for products but also for services and content, such as social networks, user-generated content (video, photos, and blogs), and, of course, entertainment such as movies, TV, video, music, and games. E-commerce is as much a sociological phenomenon as it is a business and technological phenomenon. In addition to the social aspect of e-commerce, two major themes in the text are the full emergence of the mobile platform and the increasing emphasis on local ecommerce. We weave social, mobile, and local topics throughout the course into all chapters, because they are increasingly impacting all aspects of e-commerce. This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies.

Expected Outcomes (knowledge, abilities, skills and competencies acquired by students)	Learning	<p>After completing the course, students should be able to:</p> <ul style="list-style-type: none"> <li>• discuss electronic commerce and the stakeholders and their capabilities and limitations in the strategic convergence of technology and business.</li> <li>• appreciate the global nature and issues of electronic commerce as well as understand the rapid technological changes taking place.</li> <li>• identify advantages and disadvantages of technology choices such as merchant server software and electronic payment options.</li> <li>• demonstrate awareness of ethical, social and legal aspects of e-commerce.</li> <li>• analyse features of existing e-commerce businesses, and propose future directions or innovations for specific businesses.</li> </ul>
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## 5. SAP

Description of discipline	
Code of discipline	SFT6143
Name of discipline	SAP
Number of credits (ESTS)	5
Course, semester	7
Department	Economics and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Information-communication technologies
Postrequisites	
The aim of study of a discipline	to form a system of theoretical knowledge and practical skills to solve problems arising in project management in various spheres of economic activity, with an emphasis on projects related to the development and implementation of information systems and technologies (IT projects); to form professional competencies for effective IT project management, including the use of project management information systems; ensure the readiness to apply the acquired knowledge in the digital economy
Brief course description (main sections)	To master the academic discipline, students must know the conceptual foundations of the enterprise, be able to systematize and generalize information, develop specific proposals based on research results, use mathematical and tools to solve management problems.
Expected Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>Learning</p> <p>KNOW:</p> <ul style="list-style-type: none"> <li>• conceptual apparatus of project management;</li> <li>• principles of standardization in the field of project management, the composition of international and national project management standards;</li> <li>• the best world and national practices included in the PMI PMBOK body of knowledge;</li> <li>• project management methodologies (methods of critical path, PERT analysis, cost analysis, forecasting the values of technical and economic indicators of the project, risk assessment);</li> </ul>



	<ul style="list-style-type: none"> <li>• architecture and functionality of IT project management information systems;</li> <li>• structure and typical content of an IT project;</li> <li>• principles of agile project management methodologies;</li> </ul> <p>OWN:</p> <ul style="list-style-type: none"> <li>• building a network diagram;</li> <li>• calculating the critical path;</li> <li>• resource allocation and planning;</li> <li>• calculation of indicators of earned value;</li> <li>• analysis of project risks and determination of response measures;</li> <li>• preparation and presentation of the project;</li> <li>• teamwork using agile methodology;</li> </ul> <p>BE ABLE TO:</p> <ul style="list-style-type: none"> <li>• analyze and optimize the work plan and the cost of the project;</li> <li>• draw up project documentation;</li> <li>• apply information systems to solve practical problems of project management.</li> </ul> <p>KNOW:</p> <ul style="list-style-type: none"> <li>• conceptual apparatus of project management;</li> <li>• principles of standardization in the field of project management, the composition of international and national project management standards;</li> <li>• the best world and national practices included in the PMI PMBOK body of knowledge;</li> <li>• project management methodologies (methods of critical path, PERT analysis, cost analysis, forecasting the values of technical and economic indicators of the project, risk assessment);</li> <li>• architecture and functionality of IT project management information systems;</li> <li>• structure and typical content of an IT project;</li> <li>• principles of agile project management methodologies;</li> </ul> <p>OWN:</p> <ul style="list-style-type: none"> <li>• building a network diagram;</li> <li>• calculating the critical path;</li> <li>• resource allocation and planning;</li> <li>• calculation of indicators of earned value;</li> <li>• analysis of project risks and determination of response measures;</li> <li>• preparation and presentation of the project;</li> <li>• teamwork using agile methodology;</li> </ul> <p>BE ABLE TO:</p> <ul style="list-style-type: none"> <li>• analyze and optimize the work plan and the cost of the project;</li> <li>• draw up project documentation;</li> <li>• apply information systems to solve practical problems of project management.</li> </ul>
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## 6. Corporate finance

Description of discipline	
Code of discipline	FIN6702
Name of discipline	Corporate finance
Number of credits (ECTS)	5
Course, semester	3,6
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Finance
Postrequisites	
The aim of study of a discipline	The discipline "Corporate Finance" is an independent discipline, which is an integral part of the training program for students in the direction of "Management" and belongs to the variable part of the curriculum.
Brief course description (main sections)	The main goal of the discipline is to achieve the following educational results: getting students of the fundamentals of theory and foundations of decision-making in the field of a timely corporate finance management system; mastering the analytical apparatus of modern analysis of a complex of corporate financial solutions, including in relation to project management; studying the experience of developing and adapting corporate financial strategies that integrate raising and investing capital;
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	As a result of mastering the discipline, the student: a) know: <ul style="list-style-type: none"> <li>• essence, features, criteria and general principles of building strategic management accounting; -the procedure for generating information about the state and use of the organization's resources in order to manage business processes and results of activities; - a system for collecting, processing and preparing information for various divisions of the organization's management apparatus; - the composition and content of the reporting of the internal divisions of the organization; -problems solved by accountants-analysts in the process of generating information useful for making tactical and strategic management decisions.</li> </ul> b) be able to: <ul style="list-style-type: none"> <li>• use knowledge about the principles of management accounting to systematize data on costs of production and sales, estimate the cost of goods produced and determine profit; - to solve the problems of assessing the efficiency of production and sales of new types of products, changes in the volume and range of products (works, services), capital investments and investments in production stocks, cost management using various types of estimates and budgeting systems</li> </ul> c) own: <ul style="list-style-type: none"> <li>• information prepared by management accounting; - nuances of the relationship between financial and management accounting in the process of preparing information for users;</li> </ul>

## 7. Financial markets and intermediaries

Description of discipline
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Code of discipline	FIN6704
Name of discipline	Financial markets and intermediaries
Number of credits (ECTS)	5
Course, semester	3,6
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Finance
Postrequisites	
The aim of study of a discipline	is to deeply master the knowledge and methodologies of effective management of operations in modern financial markets.
Brief course description (main sections)	The course "Financial Markets and Intermediaries" is an integral part of the market economy. They serve alternative ways of attracting investors' funds to the most efficient sectors of the economy, service the investment process and facilitate the involvement of total financial assets in the production sector. The course examines the processes that take place in the financial market of Kazakhstan and its role in the overall economic development of the country.
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>As a result of mastering the discipline, the students will:</p> <p>know:</p> <ul style="list-style-type: none"> <li>• about the essence of financial intermediation;</li> <li>• about the possibilities and purpose of the financial instruments of the market;</li> <li>• the purpose and functions of individual segments of the financial market;</li> <li>• about the main financial institutions, the services they offer, pricing methods, styles of their management, strategies for effective operation in domestic and international financial markets;</li> </ul> <p>be able to:</p> <ul style="list-style-type: none"> <li>• analyze the activities of financial intermediaries, professional participants in financial markets;</li> <li>• analyze the current state of financial markets;</li> </ul> <p>acquire practical skills:</p> <ul style="list-style-type: none"> <li>• using the capabilities of financial market instruments when making management decisions in economic activities.</li> </ul>

## 8. Management accounting

<b>Description of discipline</b>	
Code of discipline	ACC6703
Name of discipline	Management Accounting
Number of credits (ECTS)	5
Course, semester	4,7
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Finance
Postrequisites	

The aim of study of a discipline	The purpose of teaching the discipline is the formation of undergraduates' knowledge in the field of modern areas of management accounting and practical skills of their application in professional activities. To achieve this goal in the course of mastering the course, it is necessary to solve the following problems: formation of knowledge about the content of management accounting, its purpose and principles of formation;
Brief course description (main sections)	In the structure of the course, three interrelated blocks can be distinguished: the implementation of strategic management accounting, the use of modern calculation systems and the principles of transfer pricing. The main topics are: the behavior of costs depending on the strategic type of economic activity and the way of its implementation, the decision-making support system, the information provision system, the system for changing the methods of providing information, the selection of performance indicators for management at all levels, consistent with the business strategy
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	As a result of mastering the discipline, the student: 1. should know: a) know: • the essence, features, criteria and general principles of building strategic management accounting; - the procedure for generating information about the state and use of the organization's resources in order to manage business processes and performance results; - a system for collecting, processing and preparing information for various departments of the organization's management apparatus; - the composition and content of the reporting of internal divisions of the organization; -problems solved by accountants-analysts in the process of generating information useful for making tactical and strategic management decisions. 2. must be able to: b) be able to: • use knowledge about the principles of management accounting to systematize data on the costs of production and sales, estimate the cost of production and determine profit; - to solve the problems of evaluating the efficiency of production and sales of new types of products, changes in the volume and range of products (works, services), capital investments and investments in production stocks, cost management using various types of estimates and budgeting systems 3. must own: c) own: • information prepared by management accounting; - nuances of the relationship between financial and management accounting in the process of preparing information for users;

## 9. Infrastructure of e-business

Description of discipline	
Code of discipline	MGT6710
Name of discipline	Infrastructure of e-business
Number of credits (ECTS)	5
Course, semester	4,7
Department	Economics and Business
Course author (s)	Ananyev T.V.

Prerequisites	E-commerce Basics
Postrequisites	
The aim of study of a discipline	<p>is to make students acquainted with basic e-business domain concepts, and different forms and ways of electronic business through examples of good practices, and to present modern business challenges and technical aspects of electronic business.</p> <ul style="list-style-type: none"> <li>- To get students equipped with basic skills of using contemporary information technologies and web services that support electronic business processes.</li> <li>- To develop students' capabilities of applying the knowledge in creative solutions of concrete business problems by using information and communication technologies and web services.</li> </ul>
Brief course description (main sections)	<p>E-business and E-commerce, these terms are usually used interchangeably, and students have to understand that, in order for all e-commerce activities to be successful for any give business, it has to be backed by digital technologies. Meaning, without a proper ebusiness infrastructure, e-commerce will fail. Embracing digital technologies has become the norm for many organizations (big or small) and has given rise to platforms such as E-bay (auctioning sites), Facebook (social networks), and cloud networks.</p> <p>The course introduces students to common forms of electronic business and describes information technologies and web services that improve the productivity of a business.</p> <p>Its content is designed to assist students in identifying and solving problems in connection with electronic business applications. The course includes examples of best practices and lessons learned to engage students, and help them construct knowledge.</p>
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>Students who successfully complete the course will be able to:</p> <ul style="list-style-type: none"> <li>• explain the social impact of information technology, both locally and globally, and the need for security, privacy and ethical implications in information systems usage;</li> <li>• demonstrate problem-solving skills by identifying and resolving issues relating to information technology systems and their components;</li> <li>• demonstrate the application of online collaboration and website development tools to support productivity and communication in business contexts;</li> <li>• describe current information and communication, how they are selected, developed and used by organizations to produce goods and services, and to cooperate and/or compete with other organizations;</li> </ul>

	<ul style="list-style-type: none"> <li>demonstrate written communication skills by understanding basic information communication and technology (ICT) terminology for effective communication, and applying it within a business environment.</li> </ul>
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## 10. Product and sales management

Description of discipline	
Code of discipline	MGT6711
Name of discipline	Product and sales management
Number of credits (ECTS)	5
Course, semester	4,7
Department	Economics and Business
Course author (s)	Omarov G.B.
Prerequisites	Marketing
Postrequisites	
The aim of study of a discipline	is to form at students the system, professional knowledge, product and sales management skills that would be necessary them in organizations, industry, market on the basis of studying processes of new product development, toolkit to product launch and sales techniques to apply the skills students have learned in a real-world setting.
Brief course description (main sections)	The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Students learn to apply the discussion topics through an interactive project worked on throughout the course.
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	Students who successfully complete the course will be able to: <ul style="list-style-type: none"> <li>Develop a product strategy;</li> <li>Develop and present a product roadmap, minimum viable product description, and launch plan;</li> <li>Formulate strategies for approaching consumer and organisational buyers;</li> <li>Using tools to support and improve sales activities.</li> </ul>

## 11. 1C Accounting

Description of discipline	
Code of discipline	FIN6715
Name of discipline	1C Accounting
Number of credits (ECTS)	5
Course, semester	4,7
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Finance
Postrequisites	

The aim of study of a discipline	The course is a series of lectures and laboratory-practical classes that allow you to quickly master the techniques of developing and modifying applied solutions on the 1C: Enterprise 8.1 platform for managing a specific enterprise ("Enterprise Accounting", "Manufacturing Enterprise Management", "Salary and Personnel").
Brief course description (main sections)	The course is a series of lectures and laboratory-practical classes that allow you to quickly master the techniques of developing and modifying applied solutions on the 1C: Enterprise 8.1 platform for managing a specific enterprise ("Enterprise Accounting", "Manufacturing Enterprise Management", "Salary and Personnel").
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	As a result of mastering the discipline, the student: know: - features of the "1C: Enterprise" system for creating information systems; - built-in programming language of the "1C: Enterprise" system; - principles of development of configuration elements of the 1C: Enterprise system. be able to: - develop your own configuration for accounting and management accounting at the enterprise, using the main components of the configurator (reference books, documents, enumerations); - organize the storage of operational information in all kinds of registers: information registers, accumulation registers, accounting registers; - to receive programmatically information from the database and present it to the user in a convenient form. own: - skills of work in the standard configuration "Enterprise Accounting" of the "1C: Enterprise" system; - the skills of using various types of constructors that are available in the system.

## 12. Human Resource Management

Description of discipline	
Code of discipline	MGT6719
Name of discipline	Human Resource Management
Number of credits (ECTS)	5
Course, semester	3,6
Department	Economy and Business
Course author (s)	Sharapiyeva Z.T.
Prerequisites	Management
Postrequisites	
The aim of study of a discipline	is to familiarize students with the basic principles and techniques of human resource management. The course provides the dominant theories in the field of Management that encompasses several functions including the recruitment, selection, and maintenance of a qualified, motivated, and productive workforce. The effective performance of these functions requires understanding and skill in employment law, planning, job analysis, recruitment, orientation, training, employee development, performance appraisal, compensation, benefits, and labor relations. Since managers spend about half of their time

	dealing with “people-related” issues, it is important that students are introduced to the major topics associated with managing people in the context of the global marketplace.
Brief course description (main sections)	<p>Human resources play a key role in determining the competitiveness of a business. A business is its people, and HR is all about finding, hiring, developing, engaging, supporting, rewarding, nurturing and keeping the people who make the business work.</p> <p>This course will give students a strong grounding in all key HR functions. The course will encompass different topics that responds to the needs of modern businesses, such as Strategic Human Resource Management (SHRM), HR planning and organization, Recruiting and selection, Employee compensation and benefits, Understanding Labor and Employee Relations, Employee rights and labor laws, Ensuring safe and Healthy Environment.</p> <p>Certainly, not everyone who takes this course will become a human resource professional, although they will learn a great deal about those roles. Indeed, for many students this course will be the only HR course they take. However, all managers, no matter what their specialization, play an integral role in carrying out HR policies and practices in their organization – and they have to deal with their organization’s human resources department.</p>
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>Students successfully completing the course will be able to:</p> <ul style="list-style-type: none"> <li>• have an understanding of the basic concepts, functions and processes of human resource management;</li> <li>• analyze the fit of the HR systems and procedures to the organization’s goals, and evaluate the integration of HR strategy with business strategy;</li> <li>• critically analyze methods of recruiting, selecting, inducting, supervising, appraising, disciplining and training staff and volunteers;</li> <li>• differentiate types of the motivation and apply the appropriate one when is needed to attract, involve and encourage employees;</li> <li>• examine current issues, trends, practices, and processes in HRM.</li> </ul>

### 13. Economy of an Enterprise

Description of discipline	
Code of discipline	MGT6720
Name of discipline	Economy of an Enterprise
Number of credits (ECTS)	5
Course, semester	3,5
Department	Economy and Business



Course author (s)	Berdykulova G.M.
Prerequisites	Economic Theory, Microeconomics, Macroeconomics
Postrequisites	
The aim of study of a discipline	is to give students the basic knowledge and provide knowledge on business strategies of enterprise in evaluating of efficiency and performance of operation of enterprise.
Brief course description (main sections)	The course “Economy of an Enterprise” is focused on forming the students’ knowledge and practical skills for develop the ability to think independently, make managerial decisions and complex economic calculations to ensure effective economic activity of enterprises. The task of the course consists in studying economic processes that take place in production and commercial systems of enterprises; improving complex economic knowledge and mastering theoretical and practical achievements of enterprise management.
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>Students successfully completing the course will be able to:</p> <ul style="list-style-type: none"> <li>• gain knowledge in the area of economizing and efficient enterprise performance;</li> <li>• analyze and conduct business decision making in the area of combination of factor of production at the lowest costs to achieve a given output;</li> <li>• investigate different market structures and enterprise performance with respect to formation of supply, prices, total revenue and business result flow;</li> <li>• gain knowledge and familiarities on production, costs and enterprise decision making in different market structures and time periods, about selling prices, on investments in fixed and working capital as well as on components business-result flow in enterprise;</li> <li>• evaluate advantages in enterprise operation and enterprise performance within different market structures and available time;</li> <li>• study basics of business process and economic questions of enterprises in connection with contemporary problems, challenges and trends in business environment.</li> </ul>

#### 14. Research methodology and data analysis

<b>Description of discipline</b>	
Code of discipline	MGT6721
Name of discipline	Research methodology and data analysis
Number of credits (ECTS)	5
Course, semester	4,7
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Marketing, Sociology, Statistics
Postrequisites	
The aim of study of a discipline	is to introduce students to quantitative and qualitative methods for conducting meaningful inquiry and research.

Brief course description (main sections)	<p>The course will provide an overview of the important concepts of research design, data collection, statistical and interpretative analysis, and final report presentation. Students will gain an overview of research intent and design, methodology and technique, format and presentation, and data management and analysis informed by commonly used statistical methods. The course will develop each student's ability to use this knowledge to become more effective in conducting any type of research in their career. These tasks include:</p> <ul style="list-style-type: none"> <li>• Developing a hypothesis, a research problem and related questions</li> <li>• Framing the problem with the correct research methodology</li> <li>• Collecting data that accurately addresses the research problem</li> <li>• Measuring the effectiveness of a program</li> <li>• Using data to make decisions</li> <li>• Providing technical guidance to contractors for inclusion in contract documents related to research projects</li> <li>• Evaluating feasibility of research proposals</li> <li>• Presenting data to support programs to decision makers and other consumers</li> </ul>
Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)	<p>Students successfully completing the course will be able to:</p> <ul style="list-style-type: none"> <li>• act as an educated consumer of data</li> <li>• prepare a preliminary research design for projects in their subject matter areas</li> <li>• accurately collect, analyze and report data</li> <li>• present complex data or situations clearly</li> <li>• review and analyze research findings that affect their field of interest</li> </ul>

## 15. Supply Chain and Logistics

<b>Description of discipline</b>	
Code of discipline	MGT6712
Name of discipline	Supply Chain and Logistics
Number of credits (ECTS)	5
Course, semester	4,8
Department	Economy and Business
Course author (s)	Shildibekov Y.Zh.
Prerequisites	Management
Postrequisites	
The aim of study of a discipline	is to introduce the concept of supply chain management and provide understanding of the core fundamentals of logistics within commerce.
Brief course description (main sections)	From corporate giants to small businesses, product manufacturing industries operating within all verticals constantly strive to optimize logistics and operations techniques and practices. In addition to identifying supply chain trends and

	<p>evolution, the relationship between domestic and foreign goods supply is explored.</p> <p>There is a great deal of confusion regarding exactly what supply chain management (SCM) involves. In fact, most people using the name supply chain management treat it as a synonym for logistics or as logistics that includes customers and suppliers. However, successful SCM requires crossfunctional integration of key business processes within the firm and across the network of firms that comprise the supply chain. The challenge is to determine how to successfully accomplish this integration. The distinction between logistics and supply chain management is identified and a framework for SCM is presented. A class session will be devoted to each of the eight supply chain processes as well as to topics such as: the management components of supply chain management; electronically linking the supply chain; integrating supply chain strategy to corporate strategy; supply chain mapping; supply chain metrics; developing and implementing partnerships in the supply chain; and, implementing supply chain management.</p>
<p>Expected Learning Outcomes (knowledge, abilities, skills and competencies acquired by students)</p>	<p>Students who successfully complete the course will be able to:</p> <ul style="list-style-type: none"> <li>• understand the role Supply Chain Management plays in business processes;</li> <li>• quantitatively analyze and interpret Supply Chain information;</li> <li>• solve typical Supply Chain Management problems;</li> <li>• document and report Supply Chain performance;</li> <li>• recognize &amp; address ethical issues that arise when managing Supply Chains.</li> </ul>