


AGREED

Chairman of the EMC, Vice-Rector of AEA.

  
Mustafina A.K.  
"14" 03 2023

APPROVED

Chairman of the Board Rector  
JSC "International University  
Information technologies"

  
Khikmetov A.K.  
2023



P.P.

P.P.

### EDUCATIONAL PROGRAM

#### 6B04102 «E-business»

(code and name of the educational program)

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

Code and classification of training program: 6B041 Business and management

Group of educational programs: B044 Management and administration

Levels of qualifications for ISCED: 6

Levels of qualifications for NQF: 6

Levels of qualifications for SQF: 6

Duration: 4 years

Number of credits: 240 ECTS

AGREED

  
Danlyarova H.K.  
700 "Leader GZ"  
"11" 02 2023



AGREED

  
Mudarova  
700 "Leader GZ"  
"20" 02 2023



Almaty, 2023

The educational program "E-Business" is the main academic document of the university for training personnel in the field of electronic commerce and electronic business.

This educational program was discussed and approved at the extended meeting of the department "E and B" from "27" 01 2023 Protocol No. 5

This educational program was reviewed and approved at a meeting of the University's Board of Directors dated "30" 03 2023. Protocol No. 8

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## LIST OF ABBREVIATIONS

|      |  |
|------|--|
| HE   | Higher education                       |
| SCES | State compulsory education standard    |
| EQF  | European qualification framework       |
| KAS  | Knowledge and skills                   |
| NCO  | National Classification of Occupations |
| NQF  | National Qualifications Framework      |
| NSQ  | National System of Qualification       |
| GEM  | General Educational Module             |
| EP   | Educational program                    |
| BM   | Basic module                           |
| BC   | Basic competency                       |
| SFQ  | Sectoral framework of qualifications   |
| PS   | Professional standard                  |
| PE   | Postgraduate education                 |
| GC   | General competency                     |
| PC   | Professional competency                |
| PM   | Professional module                    |
| RK   | Kazakhstan Republic                    |
| LO   | Learning outcomes                      |
| QMS  | Quality Management System              |



## 1. DESCRIPTION OF THE EDUCATIONAL PROGRAM

The educational program in the sphere "E business" allows to train specialists who coordinate, plan and integrate the support of continuous transactions "from business to business" and "from business to client". An e-business specialist acts as a link between IT and various business areas, applying knowledge and experience in IT and business to develop IT solutions for e-business problems.

The educational program in the sphere "E business" was developed on the basis of the analysis of the labor functions of professional standards in the field of electronic business and commerce for the 6th level of qualification (bachelor, practical experience). The developed educational program "E business" corresponds to the requests of interested parties (students, employers, State) and external qualification requirements.

The present educational program in the sphere of "E business" is developed on the basis of the main regulatory documents that determine the content of training:

1. Strategic Development Plan of the Republic of Kazakhstan until 2025, approved by the Decree of the President of the Republic of Kazakhstan No. 636 of February 15, 2013;
2. The state compulsory standard of higher education, approved by the Government of the Republic of Kazakhstan dated August 23, 2012 № 1080 (with changes as of August 15, 2017). The state obligatory standard in the edition of the Decree of the Government of the Republic of Kazakhstan as of May 13, 2016 No. 292;
3. National qualifications framework. Approved by the protocol of March 16, 2016 by the Republican Tripartite Commission on Social Partnership and Regulation of Social and Labor Relations;
4. Qualification directory of positions of managers, specialists and other employees (CS). Approved by the order of the Minister of Labor and Social Protection of Population of the Republic of Kazakhstan dated May 21, 2012 No. 201 with changes as of 17.04.2013;
5. Law of the Republic of Kazakhstan "On Education" of July 27, 2007 No. 319-III of the SAM;
6. Rules of the organization of the educational process on the credit technology of education, approved by the order of the Ministry of Education and Science of the Republic of Kazakhstan of 20.04.2011. No. 152;
7. The protocol of approval of labor functions in the specialty "E business" from March 30, 2018.
8. Professional standard "Provision of services in the field of electronic commerce" developed by the PI "Research Institute for Regional Development". Order No. 266 dated December 27, 2019y.

The program is designed to implement the principles of democratic education management, expanding the boundaries of academic freedom and the authority of educational institutions, which will ensure preparation of highly motivated staff for innovative and knowledge-intensive industries.

## 2. Purposes and goals of the education program

### **The purpose of the educational program:**

The formation of a person capable of self-improvement and professional growth with a variety of humanitarian, natural-science, economic and information-communication knowledge. Preparation of highly motivated person for digital and innovative industries in the field of e-commerce and e-business with theoretical and practical knowledge, skills and competencies that meet the needs of the domestic and global labor markets.

### **The objectives of the educational program:**

1. The formation of the ability to critically rethink the accumulated experience, change, if necessary, the profile of their professional activities, realize the social significance of their future profession, and have a high motivation to carry out their professional activities.



2. Formation of the ability to find a compromise between different requirements (cost, quality, safety and timeframe) for long-term and short-term planning and to make optimal decisions in the field of business management; have a culture of thinking.
3. Formation of the ability to generalize, analyze, perceive information, set goals and choose ways to achieve it.
4. Assistance in forming a graduate's readiness: to develop requirements for changing social, economic, professional roles, geographical and social mobility in the face of increasing changes and uncertainties.

### 3. THE PASSPORT OF THE EDUCATIONAL PROGRAM «E- BUSINESS»

#### 3.1. General information

| №  | Name  | Comments  |
|----|---|---|
| 1  | Code and classification of the field of education   | 6B04 Business, management and law   |
| 2  | Code and classification of training program   | 6B041 Business and management   |
| 3  | Group of educational programs   | B044 Management and administration  |
| 4  | Name of the educational program   | E-business  |
| 5  | Brief description of the educational program  | The educational program in the sphere " <b>E business</b> " allows to train specialists who coordinate, plan and integrate the support of continuous transactions "from business to business" and "from business to client". An e-business specialist acts as a link between IT and various business areas, applying knowledge and experience in IT and business to develop IT solutions for e-business problems.                       |
| 6  | The purpose of EP   | The formation of a person capable of self-improvement and professional growth with a variety of humanitarian, natural-science, economic and information-communication knowledge. Preparation of highly motivated person for digital and innovative industries in the field of e-commerce and e-business with theoretical and practical knowledge, skills and competencies that meet the needs of the domestic and global labor markets. |
| 7  | Levels of qualifications for ISCED  | 6   |
| 8  | Levels of qualifications for NQF  | 6   |
| 9  | Levels of qualifications for SQF  | 6   |
| 10 | List of the competences: <ul style="list-style-type: none"> <li>• Ability to formulate and implement the components of the IT infrastructure of the enterprise, ensuring achievement of strategic goals and support for business processes;</li> <li>• A clear understanding of current problems related to digitalization and the global market, and the ability to find optimal solutions;</li> <li>• Ability to analyze business data, work with statistical data and model business solutions using methods of data science;</li> <li>• Ability to work in a team, tolerantly perceiving social, ethnic, confessional and cultural differences, negotiations, discussions and other forms of communication;</li> <li>• Ability to apply the basics of law knowledge in various fields including legal norms of digi-</li> </ul> |   |



|    |  |   |
|----|--|---|
|    | <p>tal business and e-commerce;</p> <ul style="list-style-type: none"> <li>• Ability to work with various payment systems on the Internet and know the basics of cryptocurrencies;</li> <li>• Ability to participate in enterprise's content, IT services and Internet resources development;</li> <li>• Ability to organize the joint work of various departments of the organization, such as IT and management based on project management standards;</li> <li>• Capability to plan, organize and control purchases, logistics and investment;</li> <li>• The ability to assess the information security of an organization and willingness to participate in the process of developing an information security policy for an organization.</li> </ul>  |   |
| 11 | <p>Learning outcome</p> <p>1 knows methods and techniques for analyzing economic phenomena and indicators characterizing economic processes and phenomena at the level of microeconomics and macroeconomics;</p> <p>2 is able to develop corporate, competitive and functional strategies for the development of an organization;</p> <p>3 knows the basics of managing business processes, communications, and customer relationships and is able to analyze and improve business processes;</p> <p>4 is able to analyze, using special mathematical methods, the collected statistical samples describing various aspects of the companies' activities, and meaningfully interpret the results obtained from an economic point of view;</p> <p>5 knows the organizational forms and motives for running a business, the principles of organizing core activities and merging firms, business planning and is able to manage a business;</p> <p>6 has skills in working with 1C and SAP programs, and is able to identify the risks of e-business and planning marketing campaigns for digital business transformation.</p> <p>7 is able to calculate estimates of complex expenses, prepare cost estimates for products (services), manage working capital, determine the income and expenses of the enterprise;</p> <p>8 speaks Kazakh/Russian and a foreign language at a level that allows for basic types of speech activity; various means of oral and written communication; skills of adequate response in situations of everyday, academic and professional communication;</p> <p>9 has the skills to distribute powers and responsibilities based on their delegation and project management skills according to the PMI standard;</p> <p>10 is able to apply the acquired knowledge in the chosen additional educational program;</p> <p>11 has IT infrastructure planning skills and enterprise information system management skills;</p> <p>12 is able to predict, based on standard theoretical and econometric models, the behavior of firms in domestic and foreign markets, build scenarios for their development as a result of making management decisions;</p> <p>13 knows the regulations governing relations in various fields of activity; has the skills to realize and protect their rights; knows how to comply with intellectual property laws and base its activities in the digital economy on regulatory standards;</p> <p>14 is able to analyze a wide range of business practices and ways of using information technology to achieve specific business goals;</p> <p>15 has the skills of organizing a start-up and the skills of calculating production cost estimates and calculating the cost of a unit of production;</p> <p>16 knows how to segment the market and determine the target segment, and knows how to conduct SCORE, SWOT, PEST analyzes; has sales skills;</p> |   |
| 12 | Form of education  | Full-time                                       |
| 13 | Language   | English   |
| 14 | Number of credits  | 240 ECTS  |
| 15 | Given academic degree  | Bachelor  |
| 16 | Developers and authors:  | 1. Balkenova Aigerim Berikovna, Senior lecturer |

|  |  |  |
|--|--|--|
|  |  | of the Economics and Business Department of JSC IITU<br>2. Ananyev Timur Vladimirovich, Senior lecturer of the Economics and Business Department of JSC IITU |
|--|--|--|

### 3.2. Matrix for correlating the learning outcomes of the educational program with the formed competencies

|       | P1* | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |
|-------|-----|----|----|----|----|----|----|----|----|-----|
| CC 1  | √   |    |    |    |    |    |    |    |    |     |
| CC 2  | √   |    |    |    |    |    |    |    |    |     |
| CC 3  |     | √  |    |    |    |    |    |    |    |     |
| CC 4  |     | √  |    |    |    |    | √  | √  | √  |     |
| CC 5  | √   |    |    |    |    |    |    | √  |    | √   |
| BC 1  |     |    | √  |    |    | √  |    |    |    |     |
| BC 2  |     |    |    |    |    |    |    |    |    | √   |
| BC 3  |     |    |    | √  | √  |    |    |    | √  |     |
| BC 4  |     |    |    | √  | √  |    | √  | √  |    |     |
| BC 5  |     |    |    |    |    |    |    |    | √  |     |
| BC 6  |     |    |    |    |    |    | √  |    |    |     |
| BC 7  |     |    |    | √  |    | √  |    |    |    |     |
| BC 8  |     |    |    |    |    | √  |    |    |    |     |
| BC 9  |     |    |    |    |    |    |    |    |    | √   |
| BC 10 |     |    |    |    |    | √  |    |    |    | √   |
| PC 1  |     |    |    |    |    |    |    |    |    | √   |
| PC 2  |     |    |    |    |    |    | √  | √  |    | √   |
| PC 3  |     |    | √  |    |    |    |    |    |    | √   |
| PC 4  |     |    |    |    |    |    |    |    | √  | √   |
| PC 5  |     |    |    | √  | √  |    | √  |    |    | √   |
| PC 6  |     |    |    |    |    |    | √  | √  |    | √   |
| PC 7  |     |    |    |    |    |    | √  | √  | √  |     |
| PC 8  |     |    |    |    |    |    |    |    |    | √   |

\* Competences and learning outcomes are provided in the tables below

#### Competences

| Codes | Competences   |
|-------|---|
| GC01  | Formation of a worldview and civic position, observance of ethical, spiritual and ecological values.                              |
| GC02  | Ability to self-organization and self-education, leadership and motivating the others.  |
| GC03  | Ability to communicate orally and in writing, in national and foreign languages for solving interpersonal and intercultural tasks |



|      |  |
|------|--|
| GC04 | Ability to work in a team, tolerantly perceiving social, ethnic, confessional and cultural differences, negotiations, discussions and other forms of communication.              |
| GC05 | Ability to apply the basics of law knowledge in various fields including legal norms of digital business and e-commerce.   |
| BC01 | Ability to solve typical organizational and administrative problems using mathematical, statistical and quantitative methods   |
| BC02 | Ability to participate in enterprise's content, IT services and Internet resources development   |
| BC03 | Ability to simulate and identify the life cycle stages of innovation taking into account economic and financial criteria   |
| BC04 | Ability to use standard methods for the calculation of socio-economic indicators   |
| BC05 | Ability Organize the joint work of various departments of the organization, such as IT and management based on project management standards                                      |
| BC06 | Capability to plan, organize and control purchases and logistics   |
| BC07 | Ability to work with investments   |
| BC08 | Ability to calculate taxation and its impact on financial and management decisions   |
| BC09 | Analysis of users, customers, and business needs for the introduction or development of technologies   |
| BC10 | Ability to work with various payment systems on the Internet and know the basics of crypto-currencies  |
| PC01 | The ability to assess the information security of an organization and willingness to participate in the process of developing an information security policy for an organization |
| PC02 | Ability to formulate and implement the components of the IT infrastructure of the enterprise, ensuring achievement of strategic goals and support for business processes         |
| PC03 | Ability to analyze business data, work with statistical data and model business solutions using methods of data science  |
| PC04 | Ability to use data mining skills to improve the competitiveness and profitability of business and strategic planning  |
| PC05 | A clear understanding of current problems related to digitalization and the global market, and the ability to find optimal solutions   |
| PC06 | The ability to fully utilize the capabilities of CRM and ERP systems to improve business processes and profitability   |
| PC07 | Ability to manage innovative projects and introduce innovative products  |
| PC08 | Analysis of the quality of the provided electronic product or service, in order to increase customer loyalty and find possible "deregulated" solutions                           |

## Learning outcomes

| Обозначение | Learning outcomes   |
|-------------|---|
| LO1         | knows methods and techniques for analyzing economic phenomena and indicators characterizing economic processes and phenomena at the level of microeconomics and macroeconomics; |
| LO2         | is able to develop corporate, competitive and functional strategies for the development of an organization;   |
| LO3         | knows the basics of managing business processes, communications, and customer relationships and is able to analyze and improve business processes;                              |
| LO4         | is able to analyze, using special mathematical methods, the collected statistical samples describing various aspects of the companies' activities, and meaningfully             |



|      |  |
|------|--|
|      | interpret the results obtained from an economic point of view;   |
| LO5  | knows the organizational forms and motives for running a business, the principles of organizing core activities and merging firms, business planning and is able to manage a business;   |
| LO6  | 6 has skills in working with 1C and SAP programs, and is able to identify the risks of e-business and planning marketing campaigns for digital business transformation.  |
| LO7  | is able to calculate estimates of complex expenses, prepare cost estimates for products (services), manage working capital, determine the income and expenses of the enterprise;   |
| LO8  | speaks Kazakh/Russian and a foreign language at a level that allows for basic types of speech activity; various means of oral and written communication; skills of adequate response in situations of everyday, academic and professional communication; |
| LO9  | has the skills to distribute powers and responsibilities based on their delegation and project management skills according to the PMI standard;  |
| LO10 | is able to apply the acquired knowledge in the chosen additional educational program;  |
| LO11 | has IT infrastructure planning skills and enterprise information system management skills;   |
| LO12 | is able to predict, based on standard theoretical and econometric models, the behavior of firms in domestic and foreign markets, build scenarios for their development as a result of making management decisions;                                       |
| LO13 | knows the regulations governing relations in various fields of activity; has the skills to realize and protect their rights; knows how to comply with intellectual property laws and base its activities in the digital economy on regulatory standards; |
| LO14 | 14 is able to analyze a wide range of business practices and ways of using information technology to achieve specific business goals;  |
| LO15 | has the skills of organizing a start-up and the skills of calculating production cost estimates and calculating the cost of a unit of production;  |
| LO16 | knows how to segment the market and determine the target segment, and knows how to conduct SCORE, SWOT, PEST analyzes; has sales skills;   |

### 3.3 Information about disciplines (if there are modules, it is necessary to highlight them)

| №   | Module /<br>discipline name | Brief description of the discipline<br>(30-50 words)  | Num<br>ber<br>of<br>credi<br>ts | For<br>med<br>com<br>pete<br>ncies<br>(code<br>s) | Prereq<br>uisites | Post-<br>requ<br>isites |
|---|-----------------------------|---|---------------------------------|---|-------------------|-------------------------|
| <b>Cycle of General Education Disciplines (OOD)</b> |                             |   |                                 |   |                   |                         |
| <b>Required component</b>                           |                             |   |                                 |   |                   |                         |
| 1.  | History<br>Kazakhstan.      | of<br>This course consists of teaching the modern history of the country to understand the role and significance of events in the historical context. | 5                               | GC1   |                   |                         |

|     |  |  |    |                     |  |    |
|-----|--|--|----|---------------------|--|----|
| 2.  | Philosophy                                       | This course consists of teaching philosophy to build a conscious attitude towards the environment.   | 5  | GC1,<br>GC2         |  |    |
| 3.  | Foreign language                                 | This course consists of teaching a foreign language for the formation of communication skills in a foreign language.   | 10 | GC3,<br>GC4         |  | 19 |
| 4.  | Kazakh (Russian) language                        | This course consists of teaching the Kazakh / Russian language to form communication skills in the state, Russian languages.   | 10 | GC3,<br>GC4         |  |    |
| 5.  | Information and Communication Technologies (ICT) | The course provides an overview in various areas of ICT, allowing students to gain basic knowledge of the use of modern ICT in their scientific and practical work, for independent study and other purposes.  | 5  | PC2                 |  |    |
| 6.  | Political Science                                | This course consists of teaching political science to understand political systems, types of political regimes, forms of government, the activities of political parties and public organizations, the state of political consciousness and political culture, patterns of political behavior, problems of the effectiveness and legitimacy of political leadership. | 2  | GC1                 |  |    |
| 7.  | Culturology                                      | The discipline includes Religious Studies and Culturology which allow you to deeply understand the processes taking place in the surrounding reality.  | 2  | GC1,<br>GC4         |  |    |
| 8.  | Psychology                                       | The discipline includes such sections as an introduction to the subject and tasks of psychology, research methods in psychology, cognitive mental processes, consciousness and self-awareness, emotional and volitional processes, personality, mental makeup of the personality, personality and interpersonal communication.                                       | 2  | GC2,<br>GC3,<br>GC4 |  |    |
| 9.  | Sociology  | This course consists of teaching sociology to understand society and social development.   | 2  | GC1,<br>GC4         |  |    |
| 10. | Physical culture                                 | The course is devoted to the development and improvement of physical qualities, motor skills and abilities of students to ensure psychophysical readiness for future professional activity and the use of physical culture in the process of organizing active leisure time and improving the quality  | 8  | GC4                 |  |    |



|   |                                |  |   |                              |    |                |
|---|--------------------------------|--|---|------------------------------|----|----------------|
|   |                                | of life.   |   |                              |    |                |
| <b>Cycle of General Education Disciplines (OOD)</b> |                                |  |   |                              |    |                |
| <b>University component</b>                         |                                |  |   |                              |    |                |
| 11.   | Economic theory                | The course provides an overview of the principles and patterns of economic relations.  | 5 | BC3,<br>BC4,<br>PC5          |    | 13,14          |
| <b>Cycle of basic disciplines (DB)</b>              |                                |  |   |                              |    |                |
| <b>University component</b>                         |                                |  |   |                              |    |                |
| 12.   | Mathematics -1.                | The course provides an overview of the basic mathematical laws and tools   | 5 | BC4                          |    | 15,<br>22      |
| 13.   | Educational internship         | Internships are directly linked to the student's curriculum and provide experiences not available in the classroom. Interns provide entry-level, career-related experience and professional skills that employers value when hiring new employees.   | 3 |                              |    |                |
| 14.   | Microeconomics                 | The course provides an overview of the principles and patterns of microeconomics.  | 5 | BC3,<br>BC4,<br>PC5          | 12 |                |
| 15.   | Macroeconomics                 | The course provides an overview of the principles and patterns of macroeconomics   | 5 | BC3,<br>BC4,<br>PC5          | 12 |                |
| 16.   | Statistics                     | The course gives an overview of the basic laws of the probabilistic-statistical approach to solving management problems.   | 5 | BC1,<br>PC3                  | 11 |                |
| 17.   | Finance                        | The course is devoted to the description of the functioning of corporate finance and the development of practical skills for their organization.   | 5 | BC1,<br>BC7,<br>BC8,<br>BC10 |    | 21<br>41<br>42 |
| 18.   | Marketing                      | Курс посвящен ознакомлению обучающихся с теоретическими основами и современными методами маркетинговой деятельности предприятий.   | 4 | BC9,<br>PC7                  |    | 36             |
| 19.   | Business and technology (ACCA) | This subject is based on ACCA program. It is designed for person who as an executive must be able to communicate with, and understand, accountants. For the lawyer who is faced with client problems that are interlaced with accounting. For engineers who must deal with business matters and who wish to be better qualified for executive positions. For financial analyst and stockholders who will be far better qualified to interpret financial state- | 5 | PC2,<br>PC6                  |    | 26             |

|     |  |   |    |                     |    |    |
|-----|--|---|----|---------------------|----|----|
|     |  | ments for their clients and of course for the ordinary investor who wants to understand accounting statements. The course assumes the reader to have layman's acquaintance with such terms as accounting receivable and common stock.   |    |                     |    |    |
| 20. | Professionally-oriented foreign language | This course consists of teaching a professionally-oriented foreign language for the formation of communication skills in a foreign language for solving the problems of professional activity.  | 10 | GC2,<br>GC3,<br>GC4 | 3  |    |
| 21. | Business Law                             | The course on business law studies the legal foundations of entrepreneurial activity in the conditions of the modern development of the market economy of the republic, the theory and practice of applying the norms of business law, as well as issues of protecting the rights and interests of entrepreneurs.   | 3  | GC5                 |    | 18 |
| 22. | Financial accounting                     | This course is aimed at providing students with the basics of financial reporting from the point of view of users of financial reporting (creditor and investor), as well as tools and methods of financial analysis for decision making. The course introduces information that an analyst can use when analyzing a company's financial performance, including the main financial statements (income statement, balance sheet, cash flow statement, and statement of changes in equity). | 5  | BC1,<br>BC7,<br>BC8 | 16 |    |
| 23. | International business                   | The goal of the discipline is to give students theoretical knowledge about the process of globalization of the world economy, to reveal the theoretical and methodological foundations of strategic development in a globalizing world, to trace the direction of transformation of the subjects of the world economy and the entry of Kazakhstani firms and banking structures to new frontiers of global interaction, to  | 5  | BC6,<br>PC5         | 18 |    |



|   |                               |   |   |                     |               |    |
|---|-------------------------------|---|---|---------------------|---------------|----|
|   |                               | the development of international entrepreneurship and cooperation based on the theory and practice of international marketing and international management  |   |                     |               |    |
| 24.   | Mathematics-2                 | The course provides an overview of the basic mathematical laws and tools.   | 5 | BC4                 | 11            |    |
| 25.   | Research methodology          | This discipline is aimed at mastering the skills of quantitative and qualitative research by the student  | 4 |                     |               |    |
| 26.   | Internship                    | The assignment entrusted to the department, such as analysis of the financial condition of the enterprise, application of project management methods, conduct a survey, etc.  | 4 |                     |               |    |
| 27.   | Internship                    | The assignment entrusted to the department, such as analysis of the financial condition of the enterprise, application of project management methods, conduct a survey, etc.  | 4 |                     |               |    |
| <b>The cycle of profiling disciplines (PD)<br/>University component</b> |                               |   |   |                     |               |    |
| 28.   | Project Management            | This course provides students with a comprehensive overview of the principles, processes, and practices of software project management.   | 5 | BC5,<br>PC7         | 31            | 25 |
| 29.   | Psychology of Management      | The course is devoted to the study of the laws of the emergence, development and functioning of the psyche and mental activity of a person and groups of people, focuses on behavior, motivation, relationships of people in large and small social groups. | 4 | CC2,<br>CC4         | 24            |    |
| 30.   | Risk Management               | The course describes the basic methods of identifying, assessing, analyzing and managing the risks of an organization.  | 4 | BC1,<br>PC5         | 31, 28,<br>11 |    |
| 31.   | Startups and entrepreneurship | This course provides an introduction to what a business is, how it works and how to run it. Students will define ownership and processes used in manufacturing and marketing, finance, personnel, and management in business operations.                    | 5 | GC4,<br>PC5,<br>PC7 | 18            |    |



|  |  |  |   |                             |               |              |
|--|--|--|---|-----------------------------|---------------|--------------|
| 32.  | Management.                            | The course consists of the organizational elements of the study of the process of management, communication and decision-making, management functions such as planning, organization, coordination and control, team work and leadership, as well as the study of various functional departments in the organization such as production, marketing, finance, personnel Management                    | 5 | PC4,<br>BC3,<br>BC5,<br>PC7 |               | 28,29<br>,24 |
| 33.  | Organizational Behavior and Leadership | This course provides tools that can help you successfully lead individuals, groups, and organizations. Its content serves as a practical guide to managing workplace behavior - yours and your colleagues. These include the challenges of making informed decisions, motivating employees to fulfill your vision, influencing others to support your ideas, and working with complex personalities. | 5 | CC2,<br>CC4,<br>BC2,<br>BC5 | 31            | 27           |
| 34.  | Strategic Management                   | The discipline is a modern concept of strategic management of a company in an unstable external environment.   | 5 | PC5                         | 31            |              |
| <b>The cycle of profiling disciplines (PD)</b> |  |  |   |                             |               |              |
| <b>Optional component</b>                      |  |  |   |                             |               |              |
| 35.  | E-Commerce Fundamentals                | This course focuses on e-commerce principles from a business perspective, providing an overview of business topics and technologies, business models, virtual value chains, social innovation, and marketing strategies.   | 5 | BC2,<br>BC5,<br>PC1,<br>PC2 | 5             | 34           |
| 36.  | Product and Sales Management           | This discipline teaches the skills of testing an idea or prototype of a future product on potential customers.   | 5 | BC9                         | 31, 17,<br>27 |              |
| 37.  | Infrastructure of e-business           | This discipline examines IT technologies, hardware and software programs for creating and maintaining e-business and digital business transformation. Students master e-business models and continue to familiarize themselves with legal regulations.   | 5 | BC2,<br>BC10,<br>PC5        | 30            |              |

|   |  |  |   |                            |    |  |
|---|--|--|---|----------------------------|----|--|
| 38.   | Supply Chain Management and Logistics  | The course is aimed at studying the concepts and basic principles of organizing material flows, purchasing and inventory management in supply chains, methods of managing and organizing transport, warehouse and distribution logistics, evaluating the effectiveness of logistics.   | 5 | BC6,<br>PC2                | 18 |  |
| <b>Cycle of basic disciplines (DB)</b><br><b>Optional component</b> |  |  |   |                            |    |  |
| 39.   | Digital marketing and brand management | The goal of the course is to master modern approaches to Internet promotion. This course studies the methods of search engine optimization of the site, creating a landing page, launching advertising campaigns in social networks, as well as launching contextual advertising in Yandex.Direct and Google Ads.  | 5 | BC2,<br>BC3,<br>PC5        | 17 |  |
| 40.   | Tax and taxation                       | This course provides an introduction to the principles and concepts of taxes and taxation. It explores the history of tax system to help gain an understanding of current drivers of enterprise system, as well as the development and impact of international standards. This course also explores the distinctive features of taxes and their functions; classification of taxes, definition of direct and indirect taxes, composition and structure of taxes.   | 5 | BC6                        |    |  |
| 41.   | Quantitative methods in business       | Quantitative Methods for Management helps students to develop a real-world understanding of business analytics, quantitative methods, and management science by emphasizing model building, tangible examples, and computer applications. The author offers an accessible introduction to mathematical models and then students apply those models using step-by-step, how-to instructions. Supporting computer software enables students to focus on the managerial problems and solutions, rather than spending valuable class time on the details of algorithms | 5 | BC1,<br>BC6<br>PC2,<br>PC7 | 15 |  |

|     |                       |   |   |             |    |  |
|-----|-----------------------|---|---|-------------|----|--|
|     |                       |   |   |             |    |  |
| 42. | Corporate Finance     | This course aims to provide students with the basic concepts, principles, and approaches to corporate finance, enable students to apply the relevant principles and approaches to solving corporate finance problems, and help students improve their overall ability.  | 5 | BC7,<br>BC8 | 16 |  |
| 43. | Insurance             | This course provides students with fundamentals of risk management and insurance(RMI) such as the nature and treatment of pure loss exposures, legal principles, property and liability insurance, life and health insurance, and social insurance. Students will study a conceptual framework for making RMI decisions to increase business value and individual welfare while emphasizing traditional types of RMI. Students will also study a conceptual framework for understanding insurance contracts and institutional features of the insurance industry, including their relationship to contracts applied to manage other types of risks. | 5 | BC3<br>BC6  |    |  |
| 44. | Management accounting | Course Description Managerial accounting is the field of accounting aimed at providing managers with financial information to help them make decisions and maintain effective control of their organizations. This course introduces the student to internal accounting for business managers.  | 5 | BC4<br>BC5  |    |  |



|     |                                 |   |   |                   |  |  |
|-----|---------------------------------|---|---|-------------------|--|--|
| 45. | Introduction to SAP ERP (ERP-1) | The discipline introduces the possibilities and advantages of using information systems to automate the business processes of a company and the acquisition of knowledge of modern concepts of enterprise management based on information technology.   | 5 | PC2<br>PC6        |  |  |
| 46. | 1 C Accounting                  | The course is intended for developers having limited experience using 1C: Enterprise.<br>“1C:Professional” will give you all the basics and will allow you to lay a solid foundation for future expertise. After taking the course, you will be able to build your 1C: Enterprise-based business applications, analyze and tune third-party apps and move on with 1C: Enterprise in-depth studying. | 5 | PC2<br>PC6        |  |  |
| 47. | Minor 1                         | Additional educational program (Minor) (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies.  | 5 | PC2<br>PC6<br>BC2 |  |  |
| 48. | Minor 2                         | Additional educational program (Minor) (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies.  | 5 | PC2<br>BC2        |  |  |
| 49. | Minor 3                         | Additional educational program (Minor) (minor) - a set of disciplines and (or) modules and other types of educational work, determined by students for study in order to form additional competencies.  | 5 | PC2<br>BC2        |  |  |

|     |  |  |   |                    |   |    |
|-----|--|--|---|--------------------|---|----|
| 50. | Digital Commerce Principles  | The discipline is aimed at acquiring theoretical knowledge and practical skills in building an online trading enterprise and includes: an overview of the main market segments and online trading development trends; studying the principles of promotion in the digital economy, mastering the principles of developing and implementing an online trading strategy. | 5 | BC2, BC5, PC1, PC2 | 5 | 34 |
| 51. | Undergraduate practice   | Practice expands professional skills and experience in professional activities, and also contributes to the collection and systematization of materials for writing a graduation project.  | 5 |                    |   |    |
| 52. | Writing and defending a diploma thesis, diploma project or preparation and passing of a comprehensive exam | Writing and defending a diploma thesis, diploma project or preparation and passing of a comprehensive exam.  | 8 |                    |   |    |



### 3.4. List of modules and learning outcomes

Name of the educational program: 6B04102 "Electronic business"

Qualifications: Bachelor of Business and Management

| Module code / Module name      | Module labor intensity in credits | Disciplines forming the module Code / Name   | Learning outcomes | Criteria for assessing learning outcomes   |
|--------------------------------|-----------------------------------|--|-------------------|--|
| Social Studies Module          | 21                                | History of Kazakhstan<br>Philosophy<br>Political science<br>Sociology<br>Psychology<br>Culturology<br>Business law | P1                | Essay writing (focused on the presentation and development of argumentation, reflective assessment); Critical analysis of the situation; Critical assessment of the studied literature; Preparing a speech (fixing the problem and ways to solve it)   |
| Language module                | 30                                | Kazakh (Russian) language<br>Foreign language<br>Professionally oriented foreign language                          | P2                | Participation in group work; Participation in discussions (debates, negotiations); Participation in role-playing games; Preparation of a written presentation (essay, report, reflective diary, etc.); Participation in a public presentation with a video recording of what is happening; Observation or demonstration of real professional skills. |
| Mathematical-analytical module | 24                                | Mathematics 1<br>Statistics<br>Mathematics 2<br>Quantitative methods in management<br>Risk management              | P3                | Problem solving; Analysis of the situation / case; Problem scripting; Situation modeling; Group work (collective discussion of the highlighted problem and the search for its solution).   |
| Economics module               | 15                                | Microeconomics<br>Macroeconomics<br>Economic theory  | P4, P5            | Exam (oral, written); Essay writing (focused on information reproduction); Execution of tests / mini-tests; Quizzes; Cases; Video analyzes; Preparation of the presentation.   |
| Marketing module               | 14                                | Marketing<br>Digital Marketing and Brand Management<br>Product and sales management                                | P10               | Group work (collective discussion of the selected problem and the search for its solution); conducting surveys and interviews, preparing a project; Running tests / mini-tests.  |
| Business module                |                                   | Business technology (ACCA)   | P7, P8, P10       | Case meters; Analysis of the situation / case; Prob-   |

|   |    |   |        |  |
|---|----|---|--------|--|
|   | 30 | International Business<br>Startups and entrepreneurship<br>Supply chain management and Logistics<br>Ecommerce Basics<br>Infrastructure of E-business<br>Management  | P9, P8 | lem scripting; Situation modeling; Group work (collective discussion of the selected problem and the search for its solution); Discussion and reflection of problems; Preparation of a draft research proposal on a real problem.<br><br>Role-playing; Preparation of presentation; Exam (oral, written); Essay writing (focused on information reproduction); Filling out multivariate questionnaires; Execution of tests / mini-tests; Quizzes; Participation in group projects; Design and implementation of the project. |
| Management module   | 25 | Organizational behavior and leadership<br>Project management<br><br>Strategic management<br>Management psychology   |        |  |
| IT systems module   | 20 | Information and Communication Technology (in English)<br>Minor 1<br>Minor 2<br>Minor 3  | P10    | Preparation of a laboratory report; Demonstration of experience / experiment; Use of software; Preparation of practical assignments; Participation in group projects; Project design and implementation; Database creation; Website design.  |
| Finance module  | 25 | Finance<br>Management Accounting<br>Insurance<br>Tax and taxation<br>I C Accounting<br>Financial accounting<br>Introduction to SAP ERP (ERP-1)<br>Corporate finance | P6     | Financial solutions; A written exam; cases.  |
| Module undergraduate practice and defending a diploma project | 13 | Writing and defending a diploma thesis, diploma project or preparation and passing of a comprehensive exam<br>Undergraduate practice                                | P10    | Preparation of a report on the thesis; Demonstration of experience / ex-experiment; Use of the software; Preparation of practical tasks; Participation in group projects; Project design and implementation;   |















## 5. LIST OF ADDITIONAL OP (Minors)

| Name of the additional educational program (Minor) | List of disciplines forming Minor   | List of disciplines forming Minor | Semesters of study | Minor development documents |
|--|---|-----------------------------------|--------------------|-----------------------------|
| E-business   | <ul style="list-style-type: none"> <li>– Startups and entrepreneurship</li> <li>– Basics of E-commerce</li> <li>– Infrastructure of E-business</li> </ul> | 15                                | 5-7                | Transcript                  |

## 6. REQUIREMENTS FOR EVALUATION OF THE LEARNING RESULTS OF THE EDUCATIONAL PROGRAM

The scoring policy is based on the principles of objectivity, transparency, flexibility and high differentiation.

Monitoring and assessment of the learning outcomes of EP of university students is carried out according to the point-rating system (BRS) by conducting current, midterm and final control.

Current control is assessed on a 100-point scale (see Generalized criteria for assessing students' knowledge).

Generalized criteria for assessing the knowledge of students (monitoring)

95-100 points (A) deserve a student who has discovered a comprehensive, systematic and deep knowledge of the educational program material, who independently completed all the tasks provided for by the program, who has deeply assimilated the basic and additional literature recommended by the program, who actively worked in practical classes, who understands the basic scientific concepts of the studied discipline, who showed creativity and a scientific approach in understanding and presenting the educational program material, the answer is distinguished by the richness and accuracy of the terms used, the material is presented consistently and logically.

90-94 points (A-) are deserved by a student who has discovered a comprehensive, systematic knowledge of the educational program material, who independently completed all the tasks provided for by the program, who has deeply mastered the basic literature and is familiar with additional literature recommended by the program, who has actively worked in practical classes, has shown the systematic nature of knowledge on discipline, sufficient for further study, as well as the ability to independently replenish them, the answer is distinguished by the accuracy of the terms used, the material is presented consistently and logically..

85-89 points (B +) are deserved by a student who has discovered complete knowledge of the educational program material, who does not allow significant inaccuracies in the answer, who independently completed all the tasks provided for by the program, who mastered the basic literature recommended by the program, who actively worked in practical classes, who showed systematic nature of knowledge in the discipline, sufficient for further study, as well as the ability to independently replenish them.

80-84 points (B) deserve a student who has discovered a sufficiently complete knowledge of the educational and program material, does not allow significant inaccuracies in the answer, who independently completed all the tasks provided for in the program, who has mastered the basic literature recommended by the program, who actively worked in practical classes, showed the systemat-



ic nature of knowledge in the discipline, sufficient for further study, as well as the ability to independently replenish them.

75-79 points (B-) are deserved by a student who has discovered a sufficiently complete knowledge of the educational and program material, does not admit significant inaccuracies in the answer, who independently completed the main tasks provided for by the program, who has mastered the basic literature recommended by the program, who was distinguished by sufficient activity in practical studies, which showed the systematic nature of knowledge in the discipline, sufficient for further study.

60-74 (C) deserves a student who discovered knowledge of the basic educational and program material in the amount necessary for further study and future work in the profession, who was not distinguished by activity in practical classes, who independently completed the main tasks provided for by the program, who mastered the main literature, however, who made some errors in their implementation and in the answer to the exam, but having the necessary knowledge to eliminate them on their own.

60-64 points (C-) are deserved by a student who discovered knowledge of the main educational and program material, was not distinguished by activity in practical classes, who independently completed the main tasks provided for by the program, but made some errors in their implementation and in the answer on the exam, but possessing the necessary knowledge to eliminate errors made under the guidance of a teacher.

50-59 points (D) are deserved by a student who discovered knowledge of the main educational and program material, was not distinguished by activity in practical classes, who independently completed the main tasks provided for by the program, but made errors in their implementation and in the answer on the exam, but possessed the necessary knowledge to eliminate the most significant errors under the guidance of a teacher.

25-49 points (FX) are deserved by a student who discovered satisfactory knowledge of the basic educational and program material, was not distinguished by activity in practical classes, who independently completed the main tasks provided for by the program, however, made significant errors in their implementation (often with a delay deadlines) and in the answer on the exam, but has the basic knowledge necessary to eliminate the most significant errors under the guidance of a teacher.

0-24 points (F) are given to a student who has found gaps in knowledge or lack of knowledge in insignificant part of the main educational and program material, has not completed the main tasks provided by the program independently, has made fundamental mistakes in the implementation of the tasks provided for by the program, has not completed the main practical, seminar, laboratory studies, and who cannot continue their studies or start professional activities without additional classes in the relevant discipline.

The point-rating letter system for assessing the educational achievements of students with their interpretation in the traditional grading scale:

| Letter Grade | Numerical equivalent | Points (%) | Traditional system assessment | General description of grading criteria  |
|--------------|----------------------|------------|-------------------------------|--|
| A            | 4,0                  | 95-100     | Excellent                     | The student has knowledge of the subject in the full scope of the curriculum, understands the discipline deeply enough; shows a high level of knowledge that exceeds the volume provided by the syllabus, gives an exhaustive answer |
| A-           | 3,67                 | 90-94      |                               | The student has knowledge of the subject in the full scope of the curriculum, understands  |

|    |      |       |                |   |
|----|------|-------|----------------|---|
|    |      |       |                | the discipline deeply enough; gives an exhaustive answer  |
| B+ | 3,33 | 85-89 | Good           | The student shows a complete, well-founded knowledge of the subject, but the answers did not always highlight the main idea, rational methods of calculation were not always used; the answers were mostly brief and sometimes unclear. |
| B  | 3,0  | 80-84 |                |   |
| B- | 2,67 | 75-79 |                |   |
| C+ | 2,33 | 70-74 | Satisfactory   | The student demonstrates sufficient knowledge of the subject, but without proper depth and justification, the answers are unclear and without proper logical sequence.  |
| C  | 2,0  | 65-69 |                |   |
| C- | 1,67 | 60-64 |                |   |
| D+ | 1,33 | 55-59 |                |   |
| D  | 1,0  | 50-54 | Unsatisfactory | The student demonstrates insufficient knowledge of the subject, positive answers were not given to individual questions.  |
| FX | 0,5  | 25-49 |                |   |
| F  | 0    | 0-24  |                | The student demonstrates a very low level of knowledge of the subject.  |

The procedure for accumulating points in the disciplines of OP “ E-Business ”

During the first 7 weeks of the semester on disciplines OP “ E-Business ” There are 7 jobs. The average score of the current control ( Tk ) is determined by the arithmetic mean of the obtained points (from 0 to 100).

In the next 8 weeks of the semester of the discipline , 8 tasks are provided.

Boundary control takes place in writing. Student u need to answer questions and / or tests. By Landmark control allowed the student s who have completed SRSP tasks and CDS on schedule.

The first rating (also the second rating) is determined from the sum of all current control ratings divided by the number of ratings + the midterm control rating divided by 2 (arithmetic mean value).

The first rating will be  $P_1 = (Tk_1 + Pk_1) / 2$

where:  $Tk_1$  - arithmetic average of the first current control;

$Rk_1$  - assessment of the first milestone control.

The second rating will be  $P_2 = (Tk_2 + Pk_2) / 2$

where:  $Tk_2$  - arithmetic mean score for the second current control;

$Pk_2$  - assessment of the second midterm control.

The absence of lectures *without a valid reason* reduces the assessment of the assignments by 3 points, the absence of practical and laboratory classes leads to a decrease in the assessment of the assignments by 5 points.

When skipping classes *for good reason*, it is allowed to work out the material passed.

The average rating (Rsr) Is admission to the exam based on the results of the first rating and the second rating and is at least 50 points. The average rating (Rs.) For an exam is determined as follows:

$$Rav . = (P_1 + P_2) / 2$$



## Calculation of the final grade

After the discipline exam, the final grade for the discipline in percentage is displayed, which is determined by the formula:

$$\text{And } \% = \frac{(P_1 + P_2)}{2} \times 0.6 + E \times 0.4$$

where:  $P_1$  - percentage of the rating of the first rating;

$P_2$  is the percentage of the second rating;



E is the percentage of the examination score.

The level of achievement on the course program is evaluated on the scale of final grades, accepted in credit technology training:

| Score by literal the system | Digital equivalent points | % - content | Score by traditional the system |
|-----------------------------|---------------------------|-------------|---------------------------------|
| A                           | 4,0                       | 95-100      | Excellent                       |
| A-                          | 3,67                      | 90-94       |                                 |
| B+                          | 3,33                      | 85-89       | Good                            |
| B                           | 3,0                       | 80-84       | Good                            |
| B-                          | 2,67                      | 75-79       |                                 |
| C+                          | 2,33                      | 70-74       | Satisfactory                    |
| C                           | 2,0                       | 65-69       | Satisfactory                    |
| C-                          | 1,67                      | 60-64       |                                 |
| D+                          | 1,33                      | 55-59       | Satisfactory                    |
| D                           | 1,0                       | 50-54       |                                 |
| FX                          | 1,0                       | 25-49       | Satisfactory                    |
| F                           | 0                         | 0-24        | Failure                         |

## Approval sheet

The name of the educational program: 6B04102 "Electronic business"

| №<br>п/п | Position, academic or academic degree<br>and name of the developer of the educa-<br>tional program            | date     | Signature   | Note |
|----------|---|----------|---|------|
| 1        | Shildibekov Erlan Zharzhanovich, Head of<br>Department of Economics and Business,<br>assistant-professor, PhD | 27.01.23 |  |      |
| 2        | Balkenova Aigerim Berikovna, Senior lec-<br>turer of the Economics and Business De-<br>partment of JSC IITU   | 27.01.23 |  |      |