
Faculty of Digital Transformations

Department of “Economics and business”

APPROVED BY
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6B041603

(Code of Academic Program)

Innovation Management

(Name of Academic Program)

CATALOGUE OF ELECTIVE DISCIPLINES

2023

2023

1 TERMS AND ABBREVIATIONS

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

The content of the educational program of higher education consists of three cycles of disciplines – general education disciplines (hereinafter referred to as OOD), basic disciplines (hereinafter referred to as DB) and profile disciplines (hereinafter referred to as PD).

The OOD cycle includes the disciplines of the compulsory component (hereinafter referred to as the OK), the university component (hereinafter referred to as the VC), and (or) the elective component (hereinafter referred to as the CV). DB and PD include the disciplines of VC and CV.

1.2 Catalog of elective subjects (QED) – a systematized annotated list of all elective component disciplines for the entire period of study, containing their brief description with an indication of the purpose of study, brief content (main sections) and expected learning outcomes. The QED reflects the prerequisites and post-prerequisites of each academic discipline. QED should provide students with an alternative choice of elective academic subjects for the formation of an individual educational trajectory.

Based on the educational program and QED, students develop individual training plans with the help of advisors.

1.3 Individual curriculum (IEP) – a curriculum formed for each academic year by students independently with the help of an adviser on the basis of the educational program and the catalog of elective subjects and (or) modules;

The IEP determines the individual educational trajectory of each student separately. The IEP includes disciplines and types of educational activities (practical training, research/experimental research work, forms of final certification) of the mandatory component (OK), the university component (VC) and the elective component (CV).

1.4 Advisor – a teacher who performs the functions of an academic mentor studying under the relevant educational program, who assists in choosing the learning path (forming an individual curriculum) and mastering the educational program during the training period.

1.5 University component – a list of mandatory academic subjects determined by the university independently for the development of the educational program.

1.6 Elective component – a list of academic subjects and corresponding minimum academic credits offered by the university, independently selected by students in any academic period, taking into account their prerequisites and post-prerequisites.

1.7 Elective subjects – academic subjects included in the university component and the elective component within the established academic credits and introduced by educational organizations, reflecting the individual training of the student, taking into account the specifics of socio-economic development and the needs of a particular region, established scientific schools.

1.8 Postrequisite – disciplines and / or modules and other types of academic work that require knowledge, skills, abilities and competencies acquired upon completion of the study of this discipline and / or modules;

1.9 Prerequisites (prerequisites) – disciplines and / or modules and other types of academic work that contain knowledge, skills, abilities and competencies necessary for mastering the discipline being studied and / or modules;

1.10 Competencies – the ability to make practical use of the knowledge, skills and abilities acquired in the course of training in professional activities.

3 DESCRIPTION OF ELECTIVE DISCIPLINES

1. Management accounting

Discipline description Discipline	
code	ACC6703
ACC6703 Discipline name	Management Accounting
Number of credits (EUTS)	5
Course 5, semester	3,5
Name of the Department of	Economics and Business
Course author(s)	Shildibekov E. Zh
Prerequisites	Finance
Post - Prerequisites	
The purpose of studying the discipline	The purpose of teaching the discipline is to form knowledge in the field of modern 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 tasks: formation of knowledge about the content of management accounting, its purpose and principles of formation;
Short description of the course (main sections)	The course structure includes three interrelated blocks: implementation of strategic management accounting, application of modern calculation systems, and transfer pricing principles. The main topics are: the behavior of costs depending on the strategic type of economic activity and the way it is implemented, the decision-making support system, the information supply system, the system for changing the way information is provided, the selection of management performance indicators at all levels consistent with the business strategy
Expected results of study (acquired knowledge, skills, abilities and competencies)	As a result of mastering the discipline, the student: a) knows: <ul style="list-style-type: none"> • the essence, features, criteria and general principles of building strategic management accounting; -the procedure for generating information on the state and use of the organization's resources for managing business processes and performance; - the system for collecting, processing and preparing information for various divisions of the organization's management apparatus; - the composition and content of reporting by internal divisions of the organization; - problems solved by analytical accountants in the process of generating information that is useful for making tactical and strategic management decisions. b) be able to: <ul style="list-style-type: none"> • use knowledge about the principles of management accounting to systematize data on production and sales costs, estimate the cost of manufactured products and determine profit; - solve 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

<p>Expected results learning (knowledge, skills, abilities and competencies acquired by students)</p>	<p>As a result of mastering the discipline, the student:</p> <p>a) knows:</p> <ul style="list-style-type: none"> • the essence, features, criteria and general principles of building strategic management accounting; -the procedure for generating information on the state and use of the organization's resources for managing business processes and performance; - the system for collecting, processing and preparing information for various divisions of the organization's management apparatus; - the composition and content of reporting by internal divisions of the organization; - problems solved by analytical accountants in the process of generating information that is useful for making tactical and strategic management decisions. <p>b) be able to:</p> <ul style="list-style-type: none"> • use knowledge of the principles of management accounting to systematize data on production and sales costs, estimate the cost of manufactured products and determine profit; - solve 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, management <p>c) of production costs and c) possess:</p> <ul style="list-style-type: none"> • information prepared by management accounting; - nuances of the relationship between financial and management accounting in the process of preparing information for users;
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3. Quantitative methods in business

Discipline description Discipline	
code	MGT6721
MGT6721 Discipline name	Quantitative methods in Business
Number of credits (EUTS)	5
Course 5, semester	3,66
Name of the Department	of Economics and Business
Course author(s)	Shildibekov E.
J. Prerequisites	Statistics
Post-prerequisites	
The purpose of studying the discipline	is to give students a scientific understanding of the methods and models that allow them to obtain quantitative expressions of the laws of economic theory based on economic statistics using statistical tools
Brief description of the course (main sections)	The program of the academic discipline can be used in additional professional education and professional training in the

<p>Expected learning outcomes (knowledge, 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"> • Explain complex software in the context of business users' needs through training presentations and written documentation. • Distinguish between programming languages and information systems. • Analyze existing systems and develop technological solutions that meet the organization's goals. • Identify the factors that influence the strengths and weaknesses of the most common computer operating systems, and determine which one is preferable to the others. • Use databases and database management systems effectively to organize, store, and retrieve data.
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5. ERP Basics (ERP-1)

Discipline	code
SFT6143 Name of the discipline	Fundamentals of ERP (ERP-1)
Number of credits (EWithTS)	5
Course 5, semester	3,6
Name of the Department	of Economics and Business
Course author(s)	Shildibekov E. Zh
Prerequisites	Information and communication technologies
Post-Prerequisites	
The purpose of studying the discipline	is to form a system of theoretical knowledge and practical skills to solve problems arising in project management in various areas of economic activity, with an emphasis on projects related to the development and implementation of information systems and technologies (IT projects); develop professional competencies for effective management of IT projects, including using project management information systems; ensure readiness to apply the acquired knowledge in the digital economy
Brief description of the course (main sections)	To master the discipline, students must know the conceptual foundations of the enterprise's activities, be able to systematize and summarize information, develop specific proposals based on research results, and use mathematical and instrumental tools to solve management problems.

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

7. Digital Marketing and Brand management

Discipline description Discipline	
code	MRK6702
MRK6702 Discipline name	Digital Marketing and Brand Management
Number of credits (EUTS)	5
Course 5, semester	4,7,7
Name of the Department	of Economics and Business
Course author(s)	Shildibekov E.
J. Prerequisites	Marketing
Post - prerequisites	
The purpose of studying the discipline	The purpose of the course is to develop a deep understanding of modern concepts and technologies of digital marketing, which are widely used by professionals in this field, as well as academic circles. This course provides an overview of digital marketing, the sensitive art of building relationships between products and services and unique consumers, businesses, and markets.
Short course description (main sections)	Digital Marketing and Brand management is a new and exciting combination of technology, marketing, and data analysis that addresses the key marketing challenges of our time. Many of the challenges include new ways to interact with customers and gain deeper customer knowledge by facilitating online communication channels and better meeting customer needs. This subject also studies identifying customer behavior patterns and analyzing them to achieve new levels of customer satisfaction and drive traffic to a website or app.

Expected learning outcomes (knowledge, skills and competencies acquired by students)	<p>Students who successfully complete the course will be able to:</p> <ul style="list-style-type: none"> • Systematically integrate knowledge and understanding of various aspects of innovation and their role in business and society. • Critically evaluate current research and development in innovation management • Apply innovation-related theories in a variety of settings to generate new approaches to innovation. • Identify, evaluate, and propose solutions to innovation-related problems in organizations large and small <p>Demonstrate an understanding of the sustainability aspects of innovation</p>
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9. Insurance

Discipline description Discipline	
Discipline code	code
FIN6704 Name of the discipline	Insurance
Number of credits (EUTS)	5th
Year, semester	4,7
Name of the Department	of Economics and Business
Course author(s)	Shildibekov E. Zh
Prerequisites	Finance
Post-Prerequisites	
The purpose of studying the discipline	<p>The purpose of teaching the discipline is the formation of bachelors 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 tasks: formation of knowledge about the content of management accounting, its purpose and principles of formation;</p>
Short description of the course (main sections)	<p>The course structure includes three interrelated blocks: implementation of strategic management accounting, application of modern calculation systems, and transfer pricing principles. The main topics are: the behavior of costs depending on the strategic type of economic activity and the way it is implemented, the decision-making support system, the information supply system, the system for changing the way information is provided, the selection of management performance indicators at all levels consistent with the business strategy</p>

<p>Expected learning outcomes (knowledge, skills and competencies acquired by students)</p>	<p>Students who have successfully completed the course will be able to:</p> <ul style="list-style-type: none"> • understand the need for change and its importance, impact and benefits; • determine the right path for the change process, analyze the situation of change, choose an action, while effectively managing risks; • distinguish between change concepts, tools, methods, measures and assess the feasibility of their application; • select and apply appropriate models of change and evaluate their consequences.
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11. Innovation management

Discipline description Discipline	
Discipline code	code
MGT6717 Name of the discipline	Innovation Management
Number of credits (EUTS)	5
Course 5, semester	4,88
Name of the Department	of Economics and Business
Course AuthorCourse author(s)	Sharapieva Z. T.
Prerequisites	Management,
Post - Prerequisites	
The purpose of studying the discipline	<p>The purpose of the course is to give students an understanding of the main issues of managing technological innovations and an understanding of the relevant skills necessary for managing innovations at both the strategic and operational levels. It provides evidence of various approaches based on real-world examples and experiences of leading international firms.</p>
Short course description (main sections)	<p>This course focuses on innovation, what it is (or isn't), what it looks like ("search" and "select"), and how it can be managed ("implement" and "capture"). Innovation is not limited to creativity and new technical ideas, but also takes into account organizational aspects. The course aims to provide an opportunity to learn how to use some of the tools and news-based ways of thinking that are better suited to address the complex challenges and opportunities inherent in modern organizations.</p>

<p>Expected learning outcomes (knowledge, 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">- understand the main categories of international business and the methods used to analyze them;- know quantitative research on indicators such as GDP, CPI and the impact of tariffs;- be able to assess the current role and status of international organizations (UN, WTO, IMF, etc.) and assess the capabilities of informal organizations (Greenpeace, Occupy Wall-street, etc.).
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