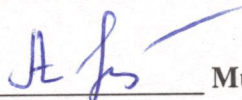


AGREED

Chairman of the
Educational and Methodological
Council of JSC «International Information
Technology University»

 **Mustafina A.**

«12» December 2024 Protocol of the EMC № 3

APPROVED

Chairman of the Board-Rector of JSC
«International Information
Technology University»



Issakhov A.

«28» February 2025 Protocol of the AC № 10

EDUCATIONAL PROGRAM

6B04102 E-business

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

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

Group of educational programs: B044 Management and administration

ISCED level: 6

NQR level: 6

ORC level: 6

Academic degree awarded: Bachelor of Business and Management in the Educational Program "6B04102 – E-business"

Duration of study: 3,4

Number of credits: 240 ECTS

AGREED

Director
LLP «KADEEN»

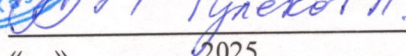


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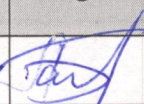
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Director
LLP «7R Design»



 Full name
«__» 2025

The code and name of the educational program: 6B04102 - «E-business».

| № | Educational program developers (Position, scientific degree, academic degree, Full name) | Signature |
|---|---|---|
| 1 | Balkenova Aigerim Berikovna, Senior lecturer of the Economics and Business Department of JSC IITU |  |

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List of abbreviations and acronyms

| | |
|-------|--|
| BD | Cycle of basic disciplines |
| BC | Basic competency |
| BM | Basic module |
| UC | University component |
| HE | Higher education |
| NMS | National Mandatory Standards of Higher and Post-Graduate Education |
| ATT | Additional types of training |
| EQF | European qualifications framework |
| EFE | European foundation for education |
| KSA | Knowledge, Skills and Abilities |
| FA | Final attestation |
| EC | Elective component |
| ISCED | International Standard Classification of Education |
| NQF | National qualifications framework |
| NQS | National qualifications system |
| GHM | General humanitarian module |
| RC | Required component |
| GEM | General education module |
| GED | Cycle of general education disciplines |
| EP | Educational program |
| GPM | General professional module |
| SQF | Sectoral qualifications framework |
| GEC | General education competency |
| MD | Cycle of major disciplines |
| PI | Professional internship |
| PS | Professional standard |
| PE | Postgraduate education |
| PC | Professional competency |
| PM | Professional module |
| LO | Learning outcome |
| 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.

2. Aim and objectives of the educational program

The purpose of the educational program:

Preparation of qualified competitive specialists for digital and innovative sectors of the economy in the field of e-commerce and e-business, management of the development of electronic processes of the organization, as well as management of the information system and enterprise infrastructure.

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. Passport of the academic program

| № | Name | Description |
|-----|---|---|
| 1. | Education area code and classification | 6B04 Business, management and law |
| 2. | Training direction code and classification | 6B041 Business and management |
| 3. | Group of academic programs | B044 Management and administration |
| 4. | Name of the educational program | E-business |
| 5. | Aim of the educational program | Preparation of qualified competitive specialists for digital and innovative sectors of the economy in the field of e-commerce and e-business, management of the development of electronic processes of the organization, as well as management of the information system and enterprise infrastructure. |
| 6. | Type of the educational program | New EP |
| 7. | Level according to the National Classifications Framework | 6 |
| 8. | Level according to the Sectoral Qualifications Framework | 6 |
| 9. | Distinctive features of the program | Double diploma EP |
| 10. | Partner University | Inha University |
| 11. | Academic degree awarded | Bachelor |
| 12. | Duration of study | 3,4 |
| 13. | Volume of credits | 240 ECTS |
| 14. | Language of education | English, Kazakh, Russian |
| 15. | Atlas of new professions | - |
| 16. | Regional standard | "Provision of Services in the Field of E-Commerce" developed by the Private Institution "Research Institute for Regional Development." Order No. 266 dated December 27, 2019. |

| | | |
|-----|---|--|
| 17. | Availability of an attachment to the training license | Exists |
| 18. | License number for the training area | KZ81LAM00001263 |
| 19. | Availability of program accreditation | NAOKO 2030 |
| 20. | Generated learning outcomes | Graduates of the "E-business" program possess advanced skills in multilingual and intercultural business communication, demonstrate strong teamwork abilities, and exhibit leadership qualities based on the ethical standards of digital interaction. They apply critical and systems thinking to analyze, design, and manage electronic business processes, effectively utilizing modern digital platforms, information systems, and analytical tools. |

4. Professional Standards (PS), profession cards, labor functions

| № | Name of the PS | Profession card | Labor functions |
|---|---|----------------------|---|
| | "Provision of Services in the Field of E-Commerce" developed by the Private Institution "Research Institute for Regional Development." Order No. 266 dated December 27, 2019. | Ecommerce specialist | <ul style="list-style-type: none"> - Managing a broad-profile online business, taking into account the specifics of business planning in e-commerce enterprises. - Recruiting highly qualified personnel and delegating authority in accordance with the specifics of e-commerce enterprise operations. - Facilitating interaction with the company's partners — all participants in the e-commerce market. - Leading the development of the company's e-commerce business on various international platforms (Amazon, Aliexpress, eBay, Taobao, etc.). |
| | | | |

5. List of the EP competencies

GEC1: Formation of a worldview and civic position, observance of ethical, spiritual and ecological values.

GEC2: Ability to self-organization and self-education, leadership and motivating the others.

GEC3: Ability to communicate orally and in writing, in national and foreign languages for solving interpersonal and intercultural tasks

GEC4: Ability to work in a team, tolerantly perceiving social, ethnic, confessional and cultural differences, negotiations, discussions and other forms of communication.

GEC5: Ability to apply the basics of law knowledge in various fields including legal norms of digital business and e-commerce.

BC1: Ability to solve typical organizational and administrative problems using mathematical, statistical and quantitative methods

BC2: Ability to participate in enterprise's content, IT services and Internet resources development

BC3: Ability to simulate and identify the life cycle stages of innovation taking into account economic and financial criteria

- BC4: Ability to use standard methods for the calculation of socio-economic indicators
- BC5: Ability Organize the joint work of various departments of the organization, such as IT and management based on project management standards
- BC6: Capability to plan, organize and control purchases and logistics
- BC7: Ability to work with investments
- BC8: Ability to calculate taxation and its impact on financial and management decisions
- BC9: 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
- PC1: 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
- PC2: Ability to formulate and implement the components of the IT infrastructure of the enterprise, ensuring achievement of strategic goals and support for business processes
- PC3: Ability to analyze business data, work with statistical data and model business solutions using methods of data science
- PC4: Ability to use data mining skills to improve the competitiveness and profitability of business and strategic planning
- PC5: A clear understanding of current problems related to digitalization and the global market, and the ability to find optimal solutions
- PC6: The ability to fully utilize the capabilities of CRM and ERP systems to improve business processes and profitability
- PC7: Ability to manage innovative projects and introduce innovative products
- PC8: Analysis of the quality of the provided electronic product or service, in order to increase customer loyalty and find possible "deregulated" solutions

6. List of learning outcomes of the EP

- LO1: owns methods and techniques for analyzing economic phenomena and indicators characterizing economic processes and phenomena at the level of microeconomics and macroeconomics;
- LO2: able to develop corporate, competitive and functional development strategies of the organization;
- LO3: knows the basics of managing business processes, communications, and customer relations and able to analyze and improve business processes;
- LO4: able to analyze, using special mathematical methods, according to the collected statistical samples describing various aspects of the activities of companies, and meaningfully interpret the results from an economic point of view;
- LO5: knows the organizational forms and motives of doing business, the principles of organizing core business and the association of firms, business planning and able to manage a business;

LO6: has skills in working with 1C and SAP programs, and able to determine the risks of e-business and planning marketing campaigns for digital business transformation.

LO7: able to calculate estimates of complex costs, make a calculation of the cost of products (services), manage working capital, determine the income and outcome of the enterprise;

LO8: proficient in Kazakh/Russian and a foreign language at a level that allows him to carry out the main types of speech activity; various ways of oral and written communication; skills of adequate response in situations of everyday, academic and professional communication.

LO9: has the skills of the distribution of authority and responsibility based on their delegation and project management skills according to the PMI standards;

LO10: able to apply the acquired knowledge in the chosen additional educational program;

LO11: has skills of planning IT infrastructure and skills of managing information systems of the enterprise;

LO12: able to predict, based on standard theoretical and econometric models, the behavior of firms in domestic and foreign markets, and build scenarios for their development as a result of management decisions;

LO13: able to analyze normative acts that regulate relations in various fields of activity; skills to implement and protect their rights; able to comply with intellectual property laws and basic activities in the digital economy on regulatory standards;

LO14: able to analyze a wide range of business practices and ways to use information technology to achieve specific business goals;

LO15: has the skills of organizing a startup and the skills of calculating estimates of production costs and calculating the unit cost of production;

LO16: able to segment the market and determine the target segment, able to use methods of SCOT, SWOT, PEST– analyzes; has skills of sales;

7. Matrix for correlating the learning outcomes of the EP with the formed competencies (V)

| | LO 1* | L O2 | L O3 | L O4 | L O5 | L O6 | L O7 | L O8 | L O9 | LO 10 | LO 11 | LO 12 | LO 13 | LO 14 | LO 15 | LO 16 |
|-----------|----------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|----------|----------|----------|----------|
| GE C 1 | | | | | | | | V | | | | | V | | | |
| GE C 2 | | | | | V | | | | V | | | | | | | |
| GE C 3 | | | | | | | | V | | | | | | | | |
| GE C 4 | | | V | | | | | | V | | | | | | | |
| GE C 5 | | | | | | | | | | | | | V | | | |

| | | | | | | | | | | | | | | | |
|----------|---|---|--|---|--|---|---|--|---|---|---|--|---|---|---|
| BC 1 | V | | | V | | | | | | | | | | | |
| BC 2 | | | | | | | | | | V | | | | | |
| BC 3 | | V | | | | | | | | | | | | V | |
| BC 4 | V | | | | | | | | | | V | | | | |
| BC 5 | | | | | | | | | V | | | | | | |
| BC 6 | | | | | | | V | | | | | | | | |
| BC 7 | | V | | | | | | | | | | | | | |
| BC 8 | | | | | | | | | | | | | | V | |
| BC 9 | | | | | | V | | | | | | | V | | |
| BC 10 | | | | | | | | | | | | | | V | |
| PC 1 | | | | | | | | | | V | | | | | |
| PC 2 | | | | | | | | | | V | | | V | | |
| PC 3 | | | | V | | | | | | | V | | | | |
| PC 4 | | | | | | | | | | | | | V | | |
| PC 5 | | V | | | | | | | | | | | | | V |
| PC 6 | | | | | | | | | | V | | | | | |
| PC 7 | | V | | | | | | | | | | | V | | |
| PC 8 | | | | | | | | | | | | | V | | |

8. The relationship of LO with labor functions

| № | LO | Labor functions |
|----|--|---|
| 1. | LO2: Able to develop corporate, competitive, and functional strategies for the organization's development | - Managing a broad-profile online business, taking into account the specifics of business planning in e-commerce enterprises - Leading the development of the company's e-commerce business on various international platforms |
| 2. | LO5: Knows organizational forms and motives of business operations, principles of organizing core activities and company unions, business planning, and is capable of managing a business | - Managing a broad-profile online business, taking into account the specifics of business planning in e-commerce enterprises - Facilitating interaction with the company's partners — all participants in the e-commerce market |
| 3. | LO7: Able to calculate total cost estimates, prepare cost calculations for products (services), manage working capital, and determine company income and expenses | - Managing a broad-profile online business, taking into account the specifics of business planning in e-commerce enterprises |
| 4. | LO8: Proficient in Kazakh/Russian and foreign languages at a level enabling all basic forms of speech activity; various methods of oral and written communication; adequate communication skills | - Facilitating interaction with the company's partners — all participants in the e-commerce market - Leading the development of the company's e-commerce business on various international platforms |
| 5. | LO9: Possesses skills in delegating authority and responsibility based on delegation principles and in managing projects according to PMI standards | - Recruiting highly qualified personnel and delegating authority in accordance with the specifics of e-commerce enterprise operations |
| 6. | LO10: Able to apply acquired knowledge in the selected additional educational program | - Leading the development of the company's e-commerce business on various international platforms |
| 7. | LO13: Knows regulations governing relationships in various fields; has skills in exercising and protecting one's rights; can comply with intellectual property laws and base one's work on them | - Facilitating interaction with the company's partners — all participants in the e-commerce market - Leading the development of the company's e-commerce business on various international platforms |
| 8. | LO15: Possesses skills in organizing startups, preparing cost estimates for production, and calculating the unit cost of production | - Managing a broad-profile online business, taking into account the specifics of business planning in e-commerce enterprises |

9. Table showing interconnection of competencies, learning outcomes, assessment methods and criteria

| Competencies of the EP graduate | Competences expressed in expected learning outcomes | Evaluation criteria | Name of the estimation method |
|----------------------------------|---|---------------------|-------------------------------|
| General educational competencies | | | |

| | | | |
|------|------|--|---------------------------------|
| GEC1 | LO5 | Applies mathematical tools in solving professional tasks | Essay, Test |
| | LO6 | Justifies own position on social issues and analyzes historical events | Essay, Test |
| GEC2 | LO13 | Uses programming languages and databases for software testing and evaluation | Essay, Test |
| GEC3 | LO4 | Answers questions with arguments, demonstrating knowledge of management principles | Answer to questions, Group work |
| GEC4 | LO3 | Answers questions with arguments, demonstrating knowledge of management principles | Answer to questions, Group work |
| GEC5 | LO13 | Uses programming languages and databases for software testing and evaluation | Essay, Test |
| BC1 | LO5 | Applies mathematical tools in solving professional tasks | Essay, Test |
| BC2 | LO3 | Analyzes and interprets data using mathematical and statistical methods | Case analysis, Tasks |
| BC3 | LO13 | Uses programming languages and databases for software testing and evaluation | Essay, Test |
| BC4 | LO10 | Разрабатывает объекты профессиональной деятельности в соответствии с нормативами | Practical work, Project |
| BC5 | LO2 | Analyzes and interprets data using mathematical and statistical methods | Case analysis, Tasks |
| | LO14 | Analyzes and interprets data using mathematical and statistical methods | Case analysis, Tasks |
| BC6 | LO4 | Answers questions with arguments, demonstrating knowledge of management principles | Answer to questions, Group work |

| | | | |
|------|------|--|---------------------------------|
| BC7 | LO15 | Applies knowledge obtained in additional educational program | Practical work, Project |
| BC8 | LO7 | Applies marketing and statistical research methods for organizational analysis | Case analysis, Tasks |
| BC9 | LO9 | Uses modern technologies in the development of mobile, web and cloud applications | Practical work, Project |
| | LO10 | Develops professional activity objects in accordance with standards | Practical work, Project |
| | LO11 | Solves tasks at different stages of the software life cycle | Practical work, Project |
| BC10 | LO8 | Works with office and information systems, applies ICT | Practical work, Project |
| PC1 | LO3 | Analyzes and interprets data using mathematical and statistical methods | Case analysis, Tasks |
| | LO7 | Applies marketing and statistical research methods for organizational analysis | Case analysis, Tasks |
| PC2 | LO8 | Works with office and information systems, applies ICT | Practical work, Project |
| | LO14 | Analyzes financial information and makes justified forecasts | Case analysis, Tasks |
| PC3 | LO4 | Answers questions with arguments, demonstrating knowledge of management principles | Answer to questions, Group work |
| PC4 | LO15 | Applies knowledge obtained in additional educational program | Practical work, Project |
| PC5 | LO7 | Applies marketing and statistical research methods for organizational analysis | Case analysis, Tasks |

| | | | |
|------|------|--|-------------------------|
| | LO8 | Works with office and information systems, applies ICT | Practical work, Project |
| PC6 | LO9 | Uses modern technologies in the development of mobile, web and cloud applications | Practical work, Project |
| | LO10 | Develops professional activity objects in accordance with standards | Practical work, Project |
| | LO11 | Solves tasks at different stages of the software life cycle | Practical work, Project |
| PC7 | LO3 | Analyzes and interprets data using mathematical and statistical methods | Case analysis, Tasks |
| | LO7 | Applies marketing and statistical research methods for organizational analysis | Case analysis, Tasks |
| PC8 | LO11 | Solves tasks at different stages of the software life cycle | Practical work, Project |
| PC9 | LO12 | Correctly expresses thoughts in written and oral form in Russian and English | Presentation, Interview |
| PC10 | LO1 | Demonstrates physical endurance and active participation in educational and extracurricular activities | Essay, Test |
| | LO2 | Justifies the influence of internal and external factors on economic processes and justifies conclusions | Case analysis, Tasks |

10. Information about the modules of the educational program

| Module code and name | Volume (labor intensity) of the module | Learning outcomes | Learning outcomes assessment criteria | Disciplines forming the module Code and name |
|---|--|--|---|--|
| GENERAL EDUCATION MODULES | | | | |
| OOM6001 Socio-Cultural Development Module | 18 | <p>Demonstrate understanding of historical, philosophical, and socio-political foundations that shape society and culture.</p> <p>Confidently and effectively communicate in Kazakh, Russian, and English in academic and professional environments.</p> <p>Demonstrate the ability to understand, analyze, and create written and oral texts in various functional and cultural contexts.</p> <p>Apply language skills for teamwork, presentations, negotiations, and preparation of documentation in a multilingual environment.</p> | Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations | HK6002 History of Kazakhstan |
| | | | Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations | SPS6006 Cultural studies-Psychology |
| | | | Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations | SPS6007 Sociology-Political science |
| | | | Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations | SPS 6001 Philosophy |

| | | | | |
|--|----|---|--|--|
| OOM6002 Language and ICT Skills Development Module | 25 | <p>Use appropriate language strategies and terminology related to the field of e-business and business communication. Apply basic knowledge in the field of information and communication technologies (ICT) to perform academic and professional tasks. Effectively use digital tools and platforms.</p> <p>Develop and maintain physical fitness and a healthy lifestyle through regular physical activity.</p> <p>Demonstrate knowledge of safe training methods and the importance of physical culture for personal well-being.</p> <p>Apply teamwork skills, discipline, and self-motivation in the context of sports and physical training.</p> <p>Analyze modern social issues from the perspective of ethics, psychology, ecology, and inclusivity.</p> | <p>diaries, feedback); Participation in discussions, debates, negotiations</p> <p>Analysis of ethical aspects in cases and practical situations; Critical reflection on issues of social responsibility and sustainable development; Review of academic and professional dilemmas; Observance of academic integrity principles when completing tasks</p> | LAN6001KR Kazakh (Russian) language |
| | | | <p>Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> | LAN6001A Foreign language |
| | | | <p>Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> | LAN6002A Foreign language |
| | | | <p>Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> | LAN6002KR Kazakh (Russian) language |
| | | | <p>Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> | ICT6001 Information and Communication Technologies |

| | | | | |
|-----------------------------------|---|--|--|---|
| | | <p>Apply knowledge in the field of law, security, and sustainable development for responsible and ethical professional behavior.</p> | <p>playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations Analysis of ethical aspects in cases and practical situations; Critical reflection on issues of social responsibility and sustainable development; Review of academic and professional dilemmas; Observance of academic integrity principles when completing tasks Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> | |
| OOM6003 Physical Education Module | 8 | | <p>Group work (joint discussion, role distribution, collective problem solving); Use of specialized software; Evaluation and demonstration of leadership qualities within group work; Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and</p> | <p>PhC6005 Physical Culture</p> <p>PhC6006 Physical Culture</p> |

| | | | | |
|--|---|--|--|---|
| OOM6004 Personal and Social Development Module | 5 | | <p>analysis of empirical data; Project design and implementation; Role-playing games; Self-assessment and self-analysis (through reflective diaries, feedback); Participation in discussions, debates, negotiations</p> <p>Analysis of ethical aspects in cases and practical situations; Critical reflection on issues of social responsibility and sustainable development; Review of academic and professional dilemmas; Observance of academic integrity principles when completing tasks</p> | |
| | | <p>Demonstrate understanding of historical, philosophical, and socio-political foundations that shape society and culture.</p> | <p>Situation / case analysis; Analysis of ethical aspects in cases and practical situations; Performing tests and mini-tests; Use of specialized software; Use of digital tools and AI for data analysis; Critical reflection on issues of social responsibility and sustainable development; Project planning and management (deadlines, resources, roles); Project presentation, demonstration of activity product; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation</p> | <p>ECO6007 Foundation of economics and financial literacy</p> <p>LAW6007 Fundamentals of law and anti-corruption culture</p> <p>JUR6413 Fundamentals safety of life activity</p> <p>JUR 6505 Ecology and sustainable development</p> <p>HUM6400 Inclusive education</p> |

| BASIC MODULES | | | | |
|---|----|---|---|--|
| BM6700 Professional English Language Module | 10 | <p>Communicate effectively in a foreign language in professional and business settings.</p> <p>Use professional vocabulary and expressions related to the fields of finance and technology.</p> <p>Prepare and present business documents, presentations, and correspondence in a foreign language.</p> <p>Participate in discussions, negotiations, and teamwork using language appropriate to the professional context.</p> | <p>Analysis of ethical aspects in case studies and practical situations;</p> <p>Group work (joint discussion, role distribution, collective problem-solving);</p> <p>Use of specialized software;</p> <p>Critical reflection on issues of social responsibility and sustainable development;</p> <p>Evaluation and demonstration of leadership qualities within group work;</p> <p>Project presentation, demonstration of project outcomes;</p> <p>Conducting interviews, surveys, collection and analysis of empirical data;</p> <p>Project design and implementation;</p> <p>Analysis of academic and professional dilemmas;</p> <p>Role-playing games;</p> <p>Self-assessment and self-reflection (through reflective journals, feedback);</p> <p>Compliance with principles of academic integrity in assignments;</p> <p>Participation in discussions, debates, negotiations.</p> | <p>LAN6001PA Professionally oriented foreign language 1</p> <p>LAN6001PA2 Professionally oriented foreign language 2</p> |
| BM6701 Mathematics Preparation Module | 20 | <p>Apply mathematical and statistical methods for analyzing and solving quantitative problems in business and finance.</p> <p>Interpret and use mathematical models, functions, and formulas applicable in economic and technological contexts.</p> | <p>Situation/case analysis; Modeling of professional/management cases;</p> <p>Preparation and completion of practical assignments</p> | <p>MAT6009 Mathematics 1</p> <p>MAT6010 Mathematics 2</p> |

| | | | | | |
|-----------------------------------|----|--|--|--|--|
| | | Use statistical tools for collecting, processing, and interpreting data when making decisions. Demonstrate logical thinking and an analytical approach when solving applied problems. | | | MAT6012 Statistics MGT6721 Quantitative methods in business MAT6552 Econometrics |
| BM6702 Economics Module | 10 | Understand the basic principles of micro- and macroeconomics, including market behavior, supply and demand, as well as national economic indicators. Analyze economic problems and trends affecting consumers, companies, and government policy. Apply economic models and logical reasoning to evaluate real situations and make decisions in business and finance. Interpret economic data for informed analysis and strategic planning. | Use of specialized software; Use of digital tools and AI for data analysis; Project planning and management (timelines, resources, roles); Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Creation of digital and multimedia products (videos, podcasts, infographics). | ECO6701 Microeconomic s ECO6702 Macroeconomic s | |
| BM6703 Module "Finance Basics" | 20 | Understand the principles and functions of financial and managerial accounting in business. Demonstrate in-depth knowledge of financial systems, markets, instruments, and institutions. Apply tools and methods of corporate finance, analysis, and risk management for informed decision-making. Build financial models and evaluate investment strategies using modern analytical methods. Understand and manage portfolios, derivative | Situation/case analysis; Analysis of ethical aspects in case studies and practical situations; Completion of tests and mini-tests; Use of specialized software; Critical reflection on issues of social responsibility and sustainable development; Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and | ACC6704 Financial accounting FIN6701 Finance FIN6718 Audit | |

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| | | financial instruments, and banking operations in accordance with market practice. Analyze financial statements, forecast trends, and develop data-driven solutions in various financial areas. | implementation; Analysis of academic and professional dilemmas; Solving applied and financial problems; Compliance with the principles of academic integrity in assignments. | FIN6714 taxation (KV 5) ACC6703 Management accounting (kv 5) FIN6702 Corporate Finance | Tax and |
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| BM6704 Digital and Information Technologies in Business Module | 10 | Understand the principles and architecture of ERP systems, as well as their role in integrating business processes. Use 1C software for automating accounting, preparing reports, and performing operational tasks. Demonstrate basic knowledge in the field of artificial intelligence and its potential applications in finance and technology. Use IT tools to improve the efficiency, accuracy, and validity of business decisions. | Situation/case analysis; Modeling of professional/management cases; Preparation and completion of practical assignments. | SFT6322 Introduction of artificial intelligence | |
| | | | | (kv 7) FIN6715 1 C Accounting | |
| | | | | (kv 7) SFT6143 Introduction to SAP ERP (ERP-1) | |
| BM6705 Marketing Module | 10 | Understand the main concepts and functions of marketing. Develop marketing strategies, including digital branding and promotion, to attract the target audience. | Use of specialized software; Use of digital tools and AI for data analysis; Project planning and management (timelines, resources, roles); Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project | MRK6701 Marketing | |
| | | | | MRK6702 Digital marketing and brand management | |

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| BM6706 Module Practice and methodology of scientific work | 14 | <p>Apply academic knowledge and skills in real business or organizational settings.</p> <p>Gain practical experience in a professional environment by completing assigned tasks and responsibilities.</p> <p>Demonstrate professional competencies, including communication, teamwork, time management, and adaptability.</p> <p>Analyze your professional activities and use feedback for personal and career growth.</p> | <p>design and implementation; Creation of digital and multimedia products (videos, podcasts, infographics).</p> | <p>MRK6704 Marketing Management</p> |
| BM6708 Module "Management Basics" | 35 | | <p>Situation/case analysis; Analysis of ethical aspects in case studies and practical situations; Use of specialized software; Critical reflection on issues of social responsibility and sustainable development; Modeling of professional/management cases; Preparation and completion of practical assignments; Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Analysis of academic and professional dilemmas; Compliance with the principles of academic integrity in assignments.</p> | <p>EP6701 Educational practice</p> <p>IP 6702 Internship</p> <p>MGT6730 Research methodology</p> <p>IP 6703 Internship</p> |
| BM6708 Module "Management Basics" | 35 | <p>Apply academic knowledge and skills in real business or organizational settings.</p> | <p>Situation/case analysis; Analysis of ethical aspects in case studies and practical</p> | <p>MGT6701 Management</p> |

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| Gain practical experience in a professional environment by completing assigned tasks and responsibilities. | | | |
| Demonstrate professional competencies, including communication, teamwork, time management, and adaptability. | | | |
| Analyze your professional activities and use feedback for personal and career growth. | | | |
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situations; Use of specialized software; Critical reflection on issues of social responsibility and sustainable development; Modeling of professional/management cases; Preparation and completion of practical assignments; Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Analysis of academic and professional dilemmas; Compliance with the principles of academic integrity in assignments.

MGT6703 Project management

MGT6706 Startups and entrepreneurship

MGT6708 Risk management

MGT6707 Management psychology

MGT6705 Strategic management

MGT6702 Organizational Behavior and Leadership

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| BM6707 Business Management and Entrepreneurship | 8 | <p>Apply academic knowledge and skills in real business or organizational settings.</p> <p>Gain practical experience in a professional environment by completing assigned tasks and responsibilities.</p> <p>Demonstrate professional competencies, including communication, teamwork, time management, and adaptability.</p> <p>Analyze your professional activities and use feedback for personal and career growth.</p> | <p>Situation/case analysis; Analysis of ethical aspects in case studies and practical situations; Use of specialized software; Critical reflection on issues of social responsibility and sustainable development; Modeling of professional/management cases; Preparation and completion of practical assignments; Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Analysis of academic and professional dilemmas; Compliance with the principles of academic integrity in assignments.</p> | <p>ACC6701 Business and Technology (ACCA)</p> <p>LAW6001 Entrepreneurial law</p> |
| | | PROFESSIONAL MODULES | | |
| PM6701 Module of Digital Transformation, Innovation and Information Technologies Management | 10 | <p>Understand the main concepts and functions of management.</p> <p>Apply strategic and operational tools for managing projects, products, and sales processes.</p> | <p>Analysis of ethical aspects in case studies and practical situations; Use of specialized software; Use of digital tools and AI for data analysis; Critical reflection on issues of social responsibility and sustainable development; Project planning and management (timelines, resources, roles); Project presentation, demonstration of project outcomes; Conducting interviews, surveys, collection and analysis of empirical data; Project design and implementation; Analysis of academic and</p> | <p>MGT6716 Change management</p> <p>MGT6715 Knowledge Management and Information Systems</p> <p>MGT6718 NIS and the economics of intellectual property</p> |

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| PM6702 "Ebusiness from theory to practice" module | 15 | Understand the main concepts and functions of entrepreneurship and business. Evaluate legal, financial, and organizational aspects of starting and running a business. Demonstrate leadership qualities, innovative thinking, and decision-making skills in a business environment. | professional dilemmas; Compliance with the principles of academic integrity in assignments; Creation of digital and multimedia products (videos, podcasts, infographics). | MGT6717 Innovation management |
| | | | Case measurements; Situation/case analysis; Problem scenario planning; Situation modeling; Group work (collective discussion of the identified problem and finding its solution); Discussion and reflection on problems; Preparation of a research project proposal on a real problem. | MGT6791 Ecommerce Basics MGT6725 Infrastructure of e-business MGT6711 Production and Sales Management MGT6712 Supply Chain and Logistics |

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| PM 6703 Minors' Module | 15 | Master specialized knowledge in an additional subject area in addition to the main program. Apply interdisciplinary skills and concepts to solve practical problems within the chosen minor. Demonstrate flexibility and a broad outlook in professional or academic activities. Integrate knowledge from the minor into the broader context of financial technologies and business. | Group work (joint discussion, role distribution, collective problem-solving); Evaluation and demonstration of leadership qualities within group work; Role-playing games; Self-assessment and self-reflection (through reflective journals, feedback); Participation in discussions, debates, negotiations. | PP6704 Преддипломная практика |
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| | | | | MNR6702 Minor 2 |
| | | | | MNR6703 Minor 3 |

11. Information about the disciplines of the educational program

| № | Discipline Code and Name | Brief description of the discipline (30-50 words) | Labor intensity of discipline in credits | Learning outcomes formed (codes) | Prerequisites | Postrequisites |
|--|---------------------------------------|--|--|----------------------------------|---------------------------------------|---------------------------------------|
| Cycle of general education disciplines (GED) | | | | | | |
| Required component (RC) | | | | | | |
| 1. | LAN6001A – Foreign Language | The English language course is designed for 1st-year MUIR students with basic knowledge of general English. The course covers general topics such as countries and nationalities, family and friends, daily routines, place of residence, travel, sports, hobbies, etc. Each topic is studied through the relevant glossary and target grammar structures in various types of listening, reading, speaking, and writing. | 5 | LO1 | LAN6002A – Foreign Language | LAN6002A – Foreign Language |
| 2. | LAN6001KR – Kazakh (Russian) Language | The "Kazakh/Russian Language" course aims to improve language, speech, and communication competencies. Its goal is to enhance students' language skills, develop abilities in the four types of speech activities (speaking, listening, reading, writing). The content of the standard academic program includes seminar topics and independent student work. Instruction is provided at 3 levels: A, B, C. | 5 | LO1 | LAN6002KR – Kazakh (Russian) Language | LAN6002KR – Kazakh (Russian) Language |
| 3. | HK6002 – History of Kazakhstan | The program focuses on developing students' historical consciousness through the study of modern history of Kazakhstan. Special attention is given to identity, national self-awareness, and modernization of public consciousness within the "Rukhani Zhangyru" program, based on spiritual and cultural traditions. | 5 | LO3, LO5 | | |
| 4. | LAN6002A – Foreign Language | The general English course for 1st-year students covers topics such as education, career, traditions, and culture. It develops speech skills, communication competencies, and language awareness through interactive learning methods and independent work. | 5 | LO1 | LAN6001A – Foreign Language | |
| 5. | LAN6002KR – Kazakh (Russian) Language | The course is based on a communicative approach, combining elements of problem-based and individualized learning. It develops language and speech competencies, systematically studies vocabulary, and prepares students for effective use of the language in real-life communication situations. | 5 | LO1 | LAN6001KR – Kazakh (Russian) Language | |
| 6. | ICT6001 – Informat | Information and Communication Technologies — a course dedicated to studying modern methods and tools for | 5 | LO1, LO6, LO7 | | |

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| | ion and Commu nication Technol ogies | processing, storing, transmitting, and protecting information. It covers the basics of working with digital technologies, internet resources, software, as well as their application in professional and everyday life. | | | | |
| 7. | PhC600 5 – Physical Educati on | The course is dedicated to developing students' physical culture and the ability to use various physical culture tools purposefully for health preservation and improvement. | 4 | LO2 | | |
| 8. | SPS600 6 – Cultural Studies-Psychol ogy | The course provides a foundation for the study of humanities, develops intercultural communication and understanding of social psychology. Role plays, case studies, and projects are used. The knowledge gained is applicable in personal, professional, and public spheres, as well as in working with people of different ages and social groups. | 4 | LO2, LO5 | HK6002 – History of Kazakhstan, SPS600 7 – Sociology-Political Science | SPS6007 – Sociology-Political Science |
| 9. | PhC600 6 – Physical Educati on | The course addresses the main tasks of students' physical education and includes passing control exercises and standards. | 4 | LO2 | | |
| 10 0 | SPS600 7 – Sociology-Political Science | The course covers key aspects of sociology and political science: the study of social phenomena, research methods, political systems, and mechanisms of power. Students develop analytical thinking, learn to differentiate scientific approaches, work in teams, and understand socio-political processes in national and global contexts. | 4 | LO3, LO5 | SPS600 6 – Cultural Studies-Psychol ogy | |
| 11 1 | SPS600 1 – Philosophy | This discipline is part of the basic general education courses in the system of training bachelors with engineering and economic education. The course aims to develop students' openness of consciousness, understanding of their national code and identity, spiritual modernization, competitiveness, realism and pragmatism, independent critical thinking, the cult of knowledge and education, as well as to foster values of tolerance, intercultural dialogue, and a culture of peace. | 5 | LO3, LO5 | | |
| Cycle of general education disciplines (GED) | | | | | | |
| University component (UC) and (or) Elective component (EC) | | | | | | |
| 12 | HUM6 400 Inclusive | Philosophy, history and methodology of the inclusive approach. Documents regulating the development of the inclusive process in higher | 5 | PO2, PO3 | | |

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| | Educational | professional education. Educational needs of students with disabilities. Methods and forms of organizing the educational process at a university for students with disabilities. Development of adapted educational programs, curricula and educational trajectories for students with disabilities. Psychological and pedagogical support for students with disabilities at a university. | | | | |
| 13 | JUR 6505 Ecology and Sustainable Development | The course reveals the role of ecology in solving modern economic, social and political problems, as well as the emergence of global environmental problems as a result of human industrial activity and the responsibility of the world community for them. A very important aspect is also international cooperation to ensure sustainable development. Various areas of practical application of ecology are also considered - natural resources and environmental pollution. | 5 | PO3, PO5, PO6 | | |
| 14 | JUR6413 Fundamentals of Life Safety | Studies methods of safe interaction between humans and the environment (industrial, domestic, urban, natural), sustainable functioning of business facilities (organizations) in emergency situations, issues of protection from negative factors, prevention and elimination of consequences of natural and man-made emergencies and the use of modern means of destruction. | 5 | PO2, PO6 | | |
| 15 | LAW6007 Fundamentals of Law and Anti-Corruption Culture | The course presents the legal, economic and social foundations of combating corruption, reveals the features of state policy, presents international experience in combating corruption, defines the features of regulating conflicts of interest, official ethics, and methods for identifying corruption violations. As a result of successful completion of the course, students will have the following competencies: 1. Understand the measures of legal liability for participation in corruption violations. 2. Determine the conflict of interest in the activities of organizations leading | 5 | PO3, PO5 | | |

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| | | to corruption. 3. Conduct an analysis of the work of organizations using various research methods. | | | | |
| 16 | ECO6007 Fundamentals of Economics and Financial Literacy | This course provides a comprehensive introduction to economics and legal principles relevant to business decision making and everyday personal finance. Students will understand basic economic principles and navigate the legal systems that affect individuals and businesses, and learn to manage personal finances. Topics include economic behavior, legal research, business budgeting, taxation, investing, and case analysis. The course is open to students without an economics background who are interested in how economic, legal, and financial systems shape our lives. | 5 | PO5, PO6, PO8 | | |
| Cycle of basic disciplines (BD) University component (UC) | | | | | | |
| 17 | ACC6701 Business and Technology (ACCA) | This subject, as part of the ACCA course, is aimed at achieving an understanding of the essence of a business organization, its goals, organizational structure, accounting and finance functions in business. This subject also reveals the importance of developing leadership skills, team management skills, and achieving personal effectiveness. | 5 | PO2, PO6, PO8 | | |
| 18 | LAW6001 Business Law | The course on business law studies the legal foundations of entrepreneurial activity in the context 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 | PO3, PO6 | | |
| 19 | MAT6009 Mathematics 1 | The course aims to develop students' understanding of calculus concepts and provide experience with methods and applications. The emphasis is on the metarepresentational approach to calculus, where concepts, results, and problems are expressed graphically, numerically, analytically, and verbally. The course covers topics in these areas, including concepts and skills in limits, derivatives, and definite integrals. | 5 | PO4 | | MAT6010 Mathematics 2 |

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| 20 | FIN6701 Finance | The course "Finance" is a basic academic discipline. It includes both theoretical rules of the science of finance and practical aspects of using the category in economic processes. Conceptually, the discipline is based on the criteria and principles of economic theory and its continuation, a specific definition in a specific area of financial relations. Financial relations as an integral part of production relations have a specificity consisting in their nature, aimed at reproducing the social product with the formation of target monetary funds. | 5 | PO5, PO8 | | |
| 21 | MAT6010 Mathematics | The aim of the course is to introduce students to important branches of calculus and its applications in IT. During the educational process, students should become familiar with and be able to apply mathematical methods and tools to solve various applied problems. Moreover, they will learn fundamental methods of studying infinitesimal variables using analysis, the basis of which is the theory of differential and integral calculations. | 5 | PO4 | MAT6009 Mathematics | MAT6012 Statistics |
| 22 | ECO6701 Microeconomics | The course introduces students to microeconomics. It provides the basic principles and intuitions underlying modern professional economic thinking about buying, selling, setting prices, competing for customers, finding work, and making a living. It also provides a first glimpse of the tools used in microeconomic analysis. During lectures, students are introduced to basic economic terms and concepts. | 5 | RO5 | | |
| 23 | EP6701 Educational Practice | Internships are directly related to a student's curriculum and provide experiences not available in the classroom. Internships provide entry-level, career-related experience and professional skills that employers value when hiring new employees. | 2 | PO2, PO6, PO8 | | |
| 24 | SFT6322 Introduction to Artificial | The course will cover basic machine learning algorithms such as regression, classification, clustering, and neural networks, as well as deep learning and natural language | 5 | PO4 | ICT6001 Information and | |

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| | al Intellig ence | processing technologies. | | | Commu nication Techno logies | | |
| 25 | ECO67 02 Macroe conomi cs | The aim of the course is to scientifically explain economic processes at the level of the national economy and the factors influencing them. The course provides a basis for wise economic policy. The course content includes the study of income and methods of its distribution; unemployment and ways to reduce it; inflation and its stabilization; internal economic fluctuations and ways to reduce them; rates of economic growth and factors influencing their growth. | 5 | RO5 | | | |
| 26 | MAT60 12 Statistic s | The course provides an overview of the fundamental laws of probability-statistical approach to solving various problems. Topics discussed include data display and description, normal curve, regression, probability, statistical inference, confidence intervals and hypothesis testing with real-world applications. Students also have the opportunity to analyze data sets using technology. | 5 | PO4 | MAT60 10 Mathe matics 2 | | |
| 27 | MRK6 701 Marketi ng | The aim of the course is to teach classical and modern marketing concepts and introduce the main marketing tools used by companies in practice. The course covers aspects of marketing such as: marketing strategy, promotion, market planning, distribution, industrial marketing, retail and wholesale, target marketing, digital marketing, market segmentation, services marketing and pricing. | 5 | RO6 | | | |
| 28 | ACC67 04 Financi al Accoun ting | The objective of this course is to cover the following topics: working with financial statements, balance sheet and income statement analysis, cash flow statement analysis, liquidity, solvency and profitability analysis. This course aims to provide students with the fundamentals of financial statements from the perspective of financial statement users (creditor and investor) and the tools and techniques of financial analysis for decision | 5 | PO6, PO8 | ACC67 01 Busines s and Techno logy (ACCA) | | |

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| | | making. The course introduces the set of information an analyst might use in analyzing a company's financial performance, including the primary financial statements (income statement, balance sheet, cash flow statement and statement of changes in equity). Students learn how to compare companies financially, understand cash flows, and the basics of profitability and risk analysis concepts. Students apply analytical tools and concepts in competitor analysis, credit and investment decisions and business valuation. | | | | |
| 29 | LAN6001PA Professionally Oriented Foreign Language | The Professional English course focuses on topics of professional interest such as future trends in IT, computer as a friend, computer as an enemy, minimizing the negative impacts of IT, magnetic storage, optical storage, flash memory, programming languages, web design, graphic design, etc. It is designed to enhance students' language awareness, improve their speaking skills and communication skills in professional English. | 5 | PO1, PO2 | | |
| 30 | IP6703 Industrial Practice | The Professional Internship is an 8-credit course that includes a 240-hour field experience and coursework. Students complete a project during the internship and present at a public forum at the end of the semester. All internship placements must be approved by the Leadership Seminar Instructor/Internship Coordinator. | 8 | PO2, PO4, PO6, PO8 | | |
| 31 | LAN6001PA2 Professionally Oriented Foreign Language 2 | The Professionally Oriented Foreign Language 2 course is aimed at further in-depth study, acquisition of theoretical knowledge and practical skills of English in the professional IT sphere. It is designed to achieve free use of English in all areas of professional activity in written and oral speech. It involves consolidation and improvement of skills necessary for solving social and communicative tasks in various areas of business communication as a means of professional and business communication. | 5 | PO1, PO2, PO6 | | |

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| 32 | RM6701 Research Methodology | The course is devoted to the study of activities aimed at developing in students the ability to make independent theoretical and practical judgments and draw conclusions, the skills of objectively assessing scientific information, freedom of scientific research and the desire to apply scientific knowledge in educational activities, including for the completion of a diploma project (work). | 4 | PO5, PO6, PO8 | | |
| Cycle of basic disciplines (BD) Elective component (EC) | | | | | | |
| 33 | FIN6714 Tax and Taxation | "The course "Tax and Taxation" is one of the key courses for students studying economics and business. The course promotes awareness of the importance of the taxation system, as well as the acquisition by students of skills in interpreting the norms of the Tax Code of the Republic of Kazakhstan, as well as international agreements and treaties in the field of taxation. Upon completion of the course, students will be able to interpret the norms of tax legislation of various countries, carry out calculations to determine the tax base, as well as the amount of tax to be paid to the budget. | 5 | PO5, PO6, PO8 | ACC6704 Financial Accounting | |
| 34 | FIN6718 Audit | An audit also includes evaluating the accounting principles used and significant estimates made by management, as well as evaluating the overall presentation of the financial statements. ... This course focuses on the audit of financial statements by independent auditors. | 5 | RO8 | ACC6704 Financial Accounting | |
| 35 | MRK6702 Digital Marketing and Brand Management | This course aims to provide students with skills in promoting products and services on the Internet. It includes understanding the e-business environment, the ability to formulate a strategy for promoting products and services, and to track the results of promotion in order to understand the needs of the end consumer of products and services. | 5 | RO6 | MGT6701 Management | |
| 36 | MRK6704 Marketing | The objective of the course is to form a comprehensive understanding of company management based on marketing principles, reflecting the | 5 | RO6 | MGT6701 Management | |

