



«K.Kulazhanov Kazakh University of Technology and Business» JSC	EP 26/01-18-2025	
Educational program	Edition №4	

EDUCATIONAL PROGRAM

7M04133 - Management

code and name of the educational program


Level: Master's


 Approved
 by the Board of Directors of JSC
 «K.Kulazhanov KazUTB» "02.04" 2025,
 protocol No. 3

Recommended
 by the Academic Council of JSC
 «K.Kulazhanov KazUTB» "29.03" 2025,
 protocol No. 8


Astana – 2025

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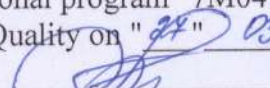
CONTENT

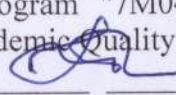
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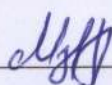
Preface


The educational program "7M04133 - Management" was developed in accordance with the State Compulsory Standard of Higher Education / Postgraduate Education, approved by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2, as well as on the basis of professional standards Management of small (medium) company dated 26.12.2019 No. 263, Risk management of innovative project dated 24.12.2019 No.259.

The educational program "7M04133 - Management" was approved at the meeting of the Council on Academic Quality on "24" 03 2025 protocol No. 4
Chairman  I. Baibolova

The educational program "7M04133 - Management" was approved at the meeting of the Commission on Academic Quality of the Faculty on "20" 12 2024 protocol No. 3
Chairman  Mustafayev E.

The educational program "7M04133 - Management" was developed and discussed at the meeting of the department "Economy and management" dated "19" 12 2024, protocol No. 5
Acting Head of Department



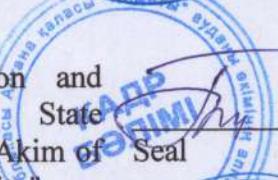




Makysheva M.K. 


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Approval sheet

Educational program 7M04133 Management
(code and name of the EP)

APPROVED BY:

- | | | | |
|---|---|--|---------------------|
| <p>Vice-Rector for Administrative Affairs</p> |  | <p style="text-align: right;">E. Askarbekov</p> | <p>"24" 03 2025</p> |
| <p>Head of the Educational and Methodological Department</p> |  | <p style="text-align: right;">B. Bayadilova</p> | <p>"24" 03 2025</p> |
| <p>Head of the Production and Technical Department State Institution "Office of the Akim of Almaty District, Astana City"</p> |  | <p style="text-align: right;">A. Bisegulov</p> | <p>"19" 12 2024</p> |
| <p>President of the Public Association "Uly Dala – Association for the Development of Rural Business"</p> |  | <p style="text-align: right;">A. Bekmurzaeva</p> | <p>"19" 12 2024</p> |
| <p>Deputy Akim of the Akimat of the Nura district, Astana city</p> |  | <p style="text-align: right;">A. Absemetova</p> | <p>"19" 12 2024</p> |
| <p>Director of LLP AkhAl</p> |  | <p style="text-align: right;">G. Obarbasova</p> | <p>"19" 12 2024</p> |
| <p>Chief accountant of LLP "STL"</p> |  | <p style="text-align: right;">D. Beisimbaeva</p> | <p>"19" 12 2024</p> |
| <p>Master's student of group MPN-242</p> |  | <p style="text-align: right;">A. Karim</p> | <p>"19" 12 2024</p> |


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1 Passport of the educational program

International Standard Classification of Education (ISCED) level	7
National Qualification Framework (NQF) level	7
Sectoral Qualifications Framework (SQF) level	7
Code and name of the field of education	7M04 Business, Management and Law
Direction of training	7M041 Business and Management
Number and name of the group of educational programs	M072 Management
Code and name of the educational program (EP)	7M04133 Management
Educational program profile	profile
goal of the educational program	Professional training of highly qualified personnel with fundamental theoretical knowledge and individual practical competence; possessing the skills of development and implementation of modern management technologies in the practice of enterprise management in all sectors of the economy
completion criterion of an educational program	Learning through 60 credits, including all undergraduate activities
language of instruction of the educational program	Professional training of highly qualified personnel with fundamental theoretical knowledge and individual practical competence; possessing the skills of development and implementation of modern management technologies in the practice of enterprise management in all sectors of the economy
Distinctive features of the educational program	Russian, kazakh,
Partner University	-

2 Qualification characteristics of a graduate of an educational program


Degree awarded	Master of Business and Management in the educational program "7M04133 - Management"
Field of professional activity	<ul style="list-style-type: none"> - Management of small and medium enterprises; - Innovative entrepreneurship; - Management of development projects and programmes; - Crisis and strategic management; - Risk management; - Business analysis and consulting
Types of professional activities	<ul style="list-style-type: none"> - organizational management -research -design -service

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Object of professional activity	<ul style="list-style-type: none"> - Organization of small and medium-sized enterprises; - Innovative companies and startups; - Financial, consulting and project structures; - State and quasi-State governing bodies; - International, non-governmental and research organizations
Functions of professional activity	<ul style="list-style-type: none"> - Planning of the main directions of development of production and management; - definition of goals and objectives of management, their effectiveness; - formation of structure of production facility and management structure, optimal construction of the production apparatus; - Improvement of production techniques and technology; - motivation of staff, activation of their work; - Coordination and control of all parties of the management activities; - introduction of innovations in the sphere of material and non-material production; - management of integration, jobs (content), schedule, cost, quality, resources, communications, risks, stakeholders, program and/or portfolio purchases; - Definition of policies and procedures for the adoption and execution of management decisions; - legal support of the company's activities; - ensuring the effectiveness of the company's activities; - Implementation of an effective personnel policy.


3 Requirements for the content of the educational program

Name of cycles and disciplines	Workload in academic credits
Cycle of basic disciplines (BD)	10
University component	6
Component of choice	4
Cycle of major disciplines (MD)	29
University component	5
Component of choice	10
Industrial practicum	14
Experimental research work of a master's student, including internship and master's project	13
Final assessment (Registration and defense of the master's project) (OizMP)	8
Total	60

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4 Competency map of the educational program «7M04133 - Management»

Competence map of the educational program	Learning outcome code	Learning Outcome (according to Bloom's Taxonomy)
Behavioral skills and personality traits (Softskills)	LO3	Uses knowledge of a foreign language for professional activities
	LO9	Applies knowledge of psychology in solving managerial tasks and in planning professional, personal growth
	LO7	Analyses financial and economic processes using methods and techniques of scientific research
Digital competencies (Digital skills)	LO8	Shows system thinking using corporate governance approaches
	LO4	Ensures the efficiency of the company's activities using advanced techniques and technologies
	LO1	Able to manage business processes in business activities, assessing the consequences of decisions
Professional skills (Hardskills)	LO6	Develops long-term development policy of the organization using strategic management tools
	LO5	Manages, coordinating the activities of the entrusted departments of the organization
	LO2	Able to manage risks through crisis coordination


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5 Learning outcomes of the educational program and modules

Key competencies	Learning Outcomes (LO) for the educational program	Name of module	Learning outcomes for the module	Name of disciplines that form learning outcomes
Behavioral skills and personality traits (Softskills)	LO3 Uses knowledge of a foreign language for professional activities	Basic disciplines module	Uses a foreign language for professional communication, analysis and presentation of management information in oral and written form in international business environment.	Foreign language (professional)
	LO9 Applies knowledge of psychology in solving managerial tasks and in planning professional, personal growth		Applies management psychology knowledge to analyze and regulate employee behavior, improve the effectiveness of management interactions and make informed management decisions.	Psychology of management
	LO8 Shows system thinking using corporate governance approaches	Research methodology and strategic management	Develops and implements corporate strategies, taking into account the interests of stakeholders, principles of corporate governance and modern approaches to the effective functioning of organizations.	Corporate management
	LO7 Analyses financial and economic processes using methods and techniques of scientific research	Research methodology and strategic management Economic security and risk management	Проводит научно обоснованный экономический анализ и принимает управленческие решения с учетом тенденций цифровой трансформации бизнеса и современных экономических моделей.	Scientific foundations of economic analysis Economics and Business Management: digital transformation
Digital competencies	LO1 Able to manage business processes in business activities, assessing the consequences of decisions	Basic disciplines module	Conducts scientifically based economic analysis and makes management decisions taking into account the trends of digital business transformation and modern	Management



		Economic security and risk management	economic models.	Organization and management in the enterprise Industrial practicum
Professional skills (Hardskills)	LO4 Ensures the efficiency of the company's activities using advanced techniques and technologies	Economic security and risk management	Develops and implements digital business transformation strategies, using modern economic approaches and digital technologies to improve management efficiency.	Economics and Business Management: digital transformation
	LO2 Able to manage risks through crisis coordination	Research methodology and strategic management	Able to identify, analyze and effectively manage risks and crisis situations in the organization with a view to ensuring its sustainable development and competitiveness.	Anti-crisis management Risk management
	LO5 Manages, coordinating the activities of the entrusted departments of the organization	Research methodology and strategic management	Manages and coordinates the activities of the assigned units of the organization, ensuring the achievement of corporate goals and strategic objectives.	Corporate management
	LO6 Develops long-term development policy of the organization using strategic management tools	Research methodology and strategic management	Evaluates strategic decisions that ensure long-term development and competitiveness of the organization in a dynamic external environment.	Strategic management

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6 The relationship between the attainability of the formed learning outcomes according to the educational program and academic disciplines

№	Name of the discipline	Brief description of the discipline	Number of credits	Formed learning outcomes (codes)								
				LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9
Cycle of basic disciplines												
University component/Elective component												
1	Foreign language (professional)	The purpose of the course is to acquire and improve competence in accordance with international standards of foreign language education, allowing the use of a foreign language as a means of communication in the intercultural, professional and scientific activities of the future master. The study of the discipline contributes to the training of highly qualified specialists who are able to compete in the labor market.	2									
2	Management	the purpose of the discipline forms a set of knowledge about management, develops specific directions for the implementation of various types of management activities. Uses forms of business and managerial communication in the team. Contributes to the simulation of the situation, develops and makes	2	+								



5	Scientific foundations of economic analysis.	<p>field of corporate management. The history of development of corporate governance, corporation as the basis of market economy, types of corporations, features of organization of corporate management, corporate management of the process of enterprise integration, M&A tactics in corporate governance, investment attractiveness of corporations, Corporate Governance Code.</p> <p>The purpose of studying the discipline is the development of skills of applying scientifically based methods and tools of analysis in the process of conducting economic research, development and managerial decisions. Contributes to successful analytical work to identify and assess the influence of factors on the economic results of the organization's activities in specific conditions of place and time using modern technologies.</p>	4	+			
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		Cycle of major disciplines											
		University component/Elective component											
		5											
6	Strategic management	The course is designed to develop strategic management of a modern organization by applying strategic analysis and planning in practice. Universal methods of strategic management as SWOT, ABC, PEST-analysis, etc. features of strategic management, types of strategies, modern concepts of organization management, principles of development of strategic decisions in relation to the management of companies.											
7	Anti-crisis management	The course is designed to teach the principles and methods of crisis management. The main symptoms for the recognition of crisis situations, methods of readjustment in conditions of reduced competitiveness are considered, the main reasons for the development of algorithms for the adoption of sound managerial decisions on personnel, legal, investment, credit and financial issues of the organization.											
8	Organization and	The aim of the discipline is to											



management in the enterprise	study the basic principles of organization, planning and process management at the enterprise. The components of business processes, modern approaches to the development of intra-firm management, methods of organization of uninterrupted activity and interaction of units and structures, ways of management with a view to increasing the efficiency of their activities are considered, Engaging with external partners in accordance with treaty obligations						9	Risk management	5	+			
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10	Economics and Business Management: digital transformation	developing and implementing a set of management decisions to prevent or reduce risk. The course forms a system of knowledge and practical skills in the field of economic models, applications and digital formats of management of technological and financial-economic processes of the organization such as: Bitrix 24, StreamDat, Adeptik APS, etc. production. It evaluates the efficiency of enterprise management through the system of main indicators on the basis of the formation of information and analytical systems (IES). Gives an idea of modern technologies of digital transformation of management of production and technological processes and business processes through their interaction with the main stakeholders.	5				+			+		
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7 Alignment of planned learning outcomes with assessment technologies and teaching methods within the module

Learning Outcomes (LO) Number	Planned learning outcomes for the module	Assessment technologies (tools)	Methods of learning and teaching
LO1	Conducts scientifically based economic analysis and makes management decisions taking into account the trends of digital business transformation and modern economic models.	1. Practice-oriented project / case (Capstone project) 2. business situation analysis (case analysis) 3. individual research paper / essay 4. Group presentation / defense of a strategic plan 5. Comprehensive testing (with elements of situational tasks) 6. Analytical report on practice / business internship	1. Project-Based Learning 2. Case Method 3. Action learning 4. simulations / business games 4. learning through simulations / business games 5. Flipped classroom (flipped classroom) 6. Guest lectures from practitioners / mentoring 7. Utilization of digital platforms (ERP, CRM, Power BI, Tableau) 8. Consulting project method
LO 2	Able to identify, analyze and effectively manage risks in crisis situations in organization with a view to ensuring its sustainable development competitiveness.	1. Analysis of cases on risk management and crisis management 2. Crisis management project / strategy 3. SWOT / PESTLE analysis + scenario 4. individual analytical report on the enterprise (on practice or modeling) 5. Presentation and defense of the risk management plan / crisis management strategy 6. Business game / simulation of a crisis situation	1. Problem-Based Learning (Problem-Based Learning) 2. Case Method 3. Business games and simulations of crisis scenarios 4. Project-Based Learning 5. Consulting Project Method 6. Interactive lectures + team workshops 7. Flipped classroom format 8. Work with digital tools (e.g. Risk Register, Monte Carlo Simulation, Power BI for risk analysis)
LO 3	Uses a foreign language for professional communication and presentation of analysis and information in oral management	1. Business presentation / pitch in English 2. essay / analytical report in English language 3. Case analysis and discussion (in English) 4. Simulations of negotiations and business	1. CLIL (Content and Language Integrated Learning) 2. Case-study method in English 3. Role-plays




	and written form in international business environment.	in correspondence 5. Online testing on a platform (e.g. EF SET, LinguaSkill, TOEIC-like) 6. Portfolio with texts, letters, annotations, reports	4. Project-based learning in English 5. Learning through TED Talks, podcasts and business articles 6. Discussion clubs and debates 7. Peer review and collaborative work 8. Language feedback (formative)
LO 4	Develops and implements digital business transformation strategies, using modern economic approaches and digital technologies to improve management efficiency.	1. Coursework project / business plan for digital transformation 2. Presentation of a digital transformation project with digital solutions 3. Case analysis (real or simulated) 4. expert evaluation (including business representatives) 4. 5. Peer-review (peer-evaluation) 6. electronic portfolio (e-portfolio)	1. Project-Based Learning 2. Case-study / analysis of digitalization best practices 3. Interactive master classes and seminars with IT experts. 4. Simulations and business games 5. Work with digital tools (ERP, BI, AI, ML) 6. Method of "reverse engineering" (reverse engineering) 7. Collaborative Learning (Team-Based Learning) 8. Online courses and blended learning
LO 5	Manages and coordinates the activities of the assigned units of the organization, ensuring the achievement of corporate goals and strategic objectives.	1. Project of management of a structural subdivision 2. simulation game (simulator) 3. Case analysis of organizational decisions 4. Assessment of management decisions efficiency (by KPI) 4. 5. Presentation of the management plan in front of the expert commission 6. Role modeling of management meetings	1. Problem-Based Learning (PBL) 2. Case study method (case study) 3. Business games and role-playing simulations 4. on-the-job tasks 4. 5. Mentoring and working in tandem with an experienced manager 6. Team-Based Learning 7. Learning from failures (learning from failures) 8. Portfolio method
LO 6	Evaluates strategic decisions that ensure long-term	1. analytical report on strategic analysis 2. Case analysis of strategic decisions	1. Case study method (case study) 2. Strategic Simulation Games (Business



	development of organization in a dynamic external environment.	and3. Presentation of the strategy before the expert thecommittee4. Group strategic project (Capstone)5. Evaluation according to BSC / KPI / ESG criteria6. Peer-review (self-assessment)	Simulation Games) 3. 3. project-based learning 4. Flipped classroom (flipped learning). 5. 5. Trend analysis and foresight sessions 6. Discussions and debates 7. Expert panel method 8. Reflexive essays
LO 7	Проводит научно обоснованный экономический анализ и принимает решения с учетом тенденций цифровой трансформации бизнеса и современных экономических моделей.	1. analytical report on digital transformation 2. Case analysis with economic modeling 3. research paper / essay 4. Presentation of economic strategy in the context of digitalization 5. Solving cases using BI tools and digital platforms (Power BI, Tableau) 6. Solving cases using BI-tools and digital platforms (Power BI, Tableau)	1. Project-based learning 2. interactive cases with digital analytics 2. 3. Flipped classroom (Flipped classroom) 4. Working with Big Data and digital platforms 5. Business game / strategy session method 6. Master classes from digital experts and economists 7. Scientific seminar / research laboratory 8. Comparative analysis and modeling method
LO 8	Develops and implements corporate strategies, taking into account the interests of stakeholders, corporate governance approaches to effective organizations.	1. Case analysis on corporate strategy 2. individual or group strategic project 3. Presentation of stakeholder analysis and corporate governance model 4. 4. SWOT/PEST/VRIO analysis as part of the strategic rationale 4. 5. essay/analytical note 6. Peer-review of another group's strategy 7. Business game / strategy for negotiating with stakeholders	1. Case method (analysis of real strategic cases) 2. Project-based learning 3. simulation method 4. Discussion clubs and debates 5. Expert panel method / invited practitioners 6. Team learning 7. Comparative analysis method 8. Learning by doing (internship reflection / strategic consulting)
LO 9	Applies psychology knowledge to analyze and regulate behavior, effectiveness of management	1. analysis of a management case with behavioral aspects 2. individual written report/essay 3. Psychological audit of the team (group assignment) 4. Business game / role simulation 5. Business game / role simulation	1. analysis of cases with behavioral dilemmas 2. Role-playing games, soft skills trainings 3. Psychological tests and self-assessment 4. Group discussion and reflection 5. Situational judgment method



	interactions and make informed management decisions.	6. Peer-review assignments) 7. Assessment on a scale/checklist of behavior	during group	6. Project-based learning 7. Master classes and invited experts 8. Psychological and behavioral analysis of real teams (in practice/internship)
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8 Correlation of learning outcomes of the educational program with the labor functions of professional standards (if any)


Name of the professional standards used	Professions at level 7 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
Risk management of innovative project dated 24.12.2019 No.259.	Head of Management	LF 1: Strategic regulation, control and audit of the risk management process	Tasks 1: Development of a methodological framework Tasks 2: Formation of the main elements of the risk management process for the implementation of risk management	LO7 Analyses financial and economic processes using methods and techniques of scientific research LO6 Develops long-term development policy of the organization using strategic management tools
		LF 2: Methodological support, maintenance and coordination of the risk management process	Tasks 1: Methodological support of the risk management process Tasks 2: Coordination of the risk management process	LO1 Able to manage business processes in business activities, assessing the consequences of decisions LO2 Able to manage risks through crisis coordination
		LF 3: Building efficient operation of an integrated risk management system	Tasks 1: Creation and implementation of an integrated management system Tasks 2: Improvement of the integrated management	LO2 Able to manage risks through crisis coordination LO1 Able to manage business processes in business activities, assessing the consequences of decisions



			system	
Management of small (medium) company dated 26.12.2019 No. 263	Deputy head of a small (medium-sized) firm (general profile)	<p>LF 1: Defining policies and procedures for making and executing management decisions</p> <p>LF 2: Legal support of the company's activities</p> <p>LF 3: Ensuring the efficiency of the firm's operations</p>	<p>Tasks 1: Defining the policy and strategy of the firm's activities</p> <p>Tasks 2: Coordination of activities of entrusted divisions of the firm</p> <p>Tasks 3: Efficient use of the firm's resources</p> <p>Tasks 1: Ensuring compliance with the rule of law in the firm's operations and the conduct of its business and economic relations</p> <p>Tasks 2: Legal support of contractual relations</p> <p>Tasks 3: Compliance with the fulfillment of commitments made by the firm</p> <p>Tasks 1: Use of advanced techniques and technologies</p> <p>Tasks 2: Stimulation and motivation of employees</p>	<p>LO1 Able to manage business processes in business activities, assessing the consequences of decisions</p> <p>LO5 Manages, coordinating the activities of the entrusted departments of the organization</p> <p>LO4 Ensures the efficiency of the company's activities using advanced techniques and technologies</p> <p>LO4 Ensures the efficiency of the company's activities using advanced techniques and technologies</p> <p>LO9 Applies knowledge of psychology in solving managerial tasks and in planning professional, personal growth</p>



		<p>LF 4: Implementation of effective human resources policies</p>	<p>Tasks 3: Effective planning of the firm's activities</p> <p>Tasks 4: Compliance with the principles of environmental safety</p> <p>Tasks 1: Compliance with the principles of social partnership</p>	<p>LO9 Applies knowledge of psychology in solving managerial tasks and in planning professional, personal growth</p> <p>LO4 Ensures the efficiency of the company's activities using advanced techniques and technologies</p>
<p>Personal competency requirements:</p>		<p>Honesty Integrity Diligence Responsibility Attentiveness Accuracy Discipline Poise Leadership and management skills Business oral and written communication skills Decision-making and responsibility skills</p>		

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9 Graduate model

GRADUATE MODEL			
Professional standards: Management of small (medium) company dated 26.12.2019 No. 263, Risk management of innovative project dated 24.12.2019 No.259.	Competencies (soft skills, digital skills)		
	Attributes of a graduate	knowledge	Skills
	<ul style="list-style-type: none"> - Leadership qualities - Innovativeness - Critical thinking - Responsibility - Managerial flexibility - Digital literacy 	<ul style="list-style-type: none"> - Theories and methods of strategic and crisis management - Standards and procedures of risk management - Legislation in the field of entrepreneurship - Methodology of corporate and project management - Methods of analyzing financial and economic indicators - Technologies of digital business transformation - Principles of organizational structure building - Ethical and legal norms of managerial activity 	<ul style="list-style-type: none"> - Analyze external and internal risks, build a risk map - Make managerial decisions under conditions of uncertainty - Formulate strategy and goals for the development of the organization - Apply modern IT to optimize processes - Conduct personnel assessment and plan HR-strategies - Carry out crisis management - Monitor and audit decisions - Provide legal support for activities
	Professional skills (hard skills)		
<ul style="list-style-type: none"> - Strategic management: strategy formation and implementation - Risk management: risk assessment and minimization - Project management: resource, time and quality management - Financial and economic analysis: data-driven decision-making - Corporate governance: building organizational structures and management systems - Innovation management: implementing innovations - Legal support: compliance with legislation - Digital Transformation: application of IAS and digital platforms 			

ТИПИЧНЫЙ УЧЕБНЫЙ ПЛАН / ТИПІК ОҚУ ЖОСПАРЫ / TURKICAL CURRICULUM
7М04133 "Менеджмент" / "Management" / "Management"

Модуль № / Module №	Преподаватель № / Lecturer / Discipline №	ОСУ ПӘНДЕРІНІŦАУЫ НАИМЕНОВАНИЕ УЧЕБНЫХ ДИСЦИПЛИН NAME OF TEACHING DISCIPLINES	ОСУ пәндерінің ішкіні (кәсіптік компонент / component of choice)	Қолданушылық код / Educational discipline code	Семестр / semester	Кредиттер саны / Number of credits	Курстық жұмыс (жоба) / Course work (project)	Барлық сағат / Всего часов	Барлық аудит. сағат / Всего аудит. часов	Д / ЛК / LC	СРС / СРС / SPL	ІС / ІЗ / LC	ӨБЖ / СРОП / WST			Семестр бойынша бөлу / I КУРС /		Өмірлік тәуірлігі тәрізінде білім беру бағдарламасы бойынша оқыту тәрізінде екінші тәрізінде алдында тәрізінде / Язық оқыту (для образования на языке обучения, на втором языке на английском языке) / Language of education (for learning in the language learning in the second language, in English)
													ӨБЖ / СРОП / WST	ӨБЖ / СРОП / WST	ӨБЖ / СРОП / WST	1	2	
1																		18
Базалық пәндер модулі / Модуль базовых дисциплин / Basic disciplines module																		
Модуль / Module № 1	1	Басқару психологиясы Психология управления Management psychology	БП (ЖК) БД (БК) BS (UC)	PU 5201-25 PU 5201-25 PU 5201-25	1	2	Курстық жұмыс (жоба) / Course work (project)	60	30	15	15	15	15	15	1+1+0			Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	2	Шет тіл (кәсіби) Иностраный язык (профессиональный) Foreign language (professional)	БП (ЖК) БД (БК) BS (UC)	YA (P) 5202-25 YA (P) 5202-25 YA (P) 5202-25	1	2		60	30	30	30	15	15	15	0+2+0			Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	3	Менеджмент Management	БП (ЖК) БД (БК) BS (UC)	Men 5203-25 Men 5203-25 Men 5203-25	1	2		60	30	15	15	15	15	15	1+1+0			Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
Барлығы модуль бойынша / Итого по модулю / Total for module																		
Ғылыми зерттеулер жұртты әзір және стратегиялық менеджмент / Методика ведения научных исследований и стратегический менеджмент / Methodology of scientific research and strategic management																		
Модуль / Module № 2	1	Корпоративтік менеджмент Корпоративный менеджмент Corporate management	БП (ТК) БД (КБ) BS (ES)	KMen 5204-25 KMen 5204-25 KMen 5204-25	1	4		120	45	30	15	15	15	60	2+1+0			Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	2	Экономикалық тәуірлігі ғылыми негіздері Научные основы экономического анализа Scientific foundations of economic analysis	БП (ЖК) БД (БК) AS (UC)	NOEA 5204-25 NOEA 5204-25 NOEA 5204-25	1	5		150	45	30	15	15	90	2+1+0			Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option	
	3	Стратегиялық менеджмент Strategic management	БП (ЖК) БД (БК) AS (UC)	SMen 5301-25 SMen 5301-25 SMen 5301-25	1	5		270	90	60	60	30	0	30	150			
Барлығы модуль бойынша / Итого по модулю / Total for module																		
Экономическая безопасность и управление рисками / Economic security and risk management																		
Модуль / Module № 3	1	Бизнес экономикасы мен басқару: салалық трансформация Экономика и управление бизнесом: цифровая трансформация Economics and Business Management: digital transformation	БП (ТК) БД (КБ) AS (ES)	EUBTST 5302-25 EUBTST 5302-25 EUBTST 5302-25	1	5		150	45	30	15	15	90	2+1+0				Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	2	Кәсіпорындағы ұйымдастыру және басқару Организация и управление на предприятии Organization and management in the enterprise	БП (ТК) БД (КБ) AS (ES)	OUP 5302-25 OUP 5302-25 OUP 5302-25	1	5		150	45	30	15	15	90	2+1+0				Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	3	Риск-менеджмент Risk management	БП (ТК) БД (КБ) AS (ES)	RMen 5303-25 RMen 5303-25 RMen 5303-25	1	5		150	45	30	15	15	90	2+1+0				Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option
	4	Лағдарлық қарсы менеджмент Антикризисный менеджмент Anti-crisis management	БП (ТК) БД (КБ) AS (ES)	AKMen 5303-25 AKMen 5303-25 AKMen 5303-25	1	5		150	45	30	15	15	90	2+1+0				Білім алушының таңдауы бойынша / По выбору обучающегося / By student's option

Формат практики Проектная практика Individual research	БД(ЖК) ПД(ЖК) АН(УС)	ИР 5:01-25 ИР 5:01-25 ИР 5:01-25	2	14	420	0	60	30	0	30	180	Всем доступным тандем бюджет По выбору обучающегося By student's option	
Барьеры модуль бонуса / Итого по модулю / Total for module													
Эксперименттік-зерттеу жұмысы / Экспериментально-исследовательская работа / Experimental research work													
Модуль № 4	1	Мастерский эксперимент-зерттеу жұмысы Экспериментально-исследовательская работа магистранта Experimental research work of a master's student	ГЖ(ЖК) ИР(ЖК) RW(УС)	ЕИМ 5:01-25 ЕИМ 5:01-25 ЕИМ 5:01-25	1	5	150	0			5	Всем доступным тандем бюджет По выбору обучающегося By student's option	
2		Тағдырдымен оту мен магистрант жұмысы орналастырылған магистранттың эксперименттік-зерттеу жұмысы Экспериментально-исследовательская работа магистранта, включая прохождения стажировки и выполнение магистерского проекта Experimental research work of a master's student, including internship and master's project	ГЖ(ЖК) ИР(ЖК) RW(УС)	ЕИМ 5:02-25 ЕИМ 5:02-25 ЕИМ 5:02-25	2	8	240	0			8	Всем доступным тандем бюджет По выбору обучающегося By student's option	
Барьеры модуль бонуса / Итого по модулю / Total for module													
Корытынды аттестация / Итоговая аттестация / Final assessment													
Модуль № 5	1	Корытынды аттестация (Магистрант жұмысы ресмилен және қорғау) (МЖРК) Итоговая аттестация (Оформление и защита магистерского проекта) (ОИЗМП)			2	8	240					6	Всем доступным тандем бюджет По выбору обучающегося By student's option
Барьеры модуль бонуса / Итого по модулю / Total for module													
БАРЛЫҒЫ МОДУЛЬДАР БОЙЫНША / ИТОГО ПО МОДУЛЯМ / TOTAL FOR MODULES													
					60		1800	270	150	120	0	105	375

САРАПТАМАЛЫҚ ҚОРЫТЫНДЫ

Білім беру бағдарламасына 7M04133 Менеджмент
Даярлау бағыты бойынша 7M041 Бизнес және басқару
«Esil University» Мекемесі

Білім беру бағдарламасының жалпы сипаттамасы

«7M04133 – Менеджмент» білім беру бағдарламасы Қазақстан Республикасы Ғылым және жоғары білім министрінің 2022 жылғы 20 шілдедегі №2 бұйрығымен бекітілген жоғары оқу орнына кейінгі білімнің мемлекеттік жалпыға міндетті стандартына (МЖМБС) және кәсіби стандарттарға - №263 «Шағын (орта) фирманы басқару» және №259 «Инновациялық жобалар тәуекелдерін басқару» - сәйкес әзірленген.

Бағдарлама еңбек нарығының қажеттіліктеріне бағытталған және экономиканың түрлі салаларындағы кәсіпорындарды басқару тәжірибесінде заманауи менеджмент технологиялары меңгерген, теориялық тұрғыдан дайындалған және практикалық құзыреті бар мамандарды дайындауға бағытталған. Білім беру бағдарламасының жаңалығы – стратегиялық басқару, инновациялық менеджмент, жобаларды басқару және тәуекелдерді талдау салаларындағы мазмұнның интеграциялануында.

Бағдарлама мазмұны кәсіби стандарттарға, Ұлттық және салалық біліктілік шеңберлерін сәйкестендірілген. Жұмыс берушілер мен білім алушылар тарапынан сұранысқа ие, бірегейлігі менеджменттің заманауи үрдістері мен құралдарын нақты практикалық дағдылармен ұштастыруында Бағдарлама практикаға бағдарланған, икемді траекторияға және өмір бойы оқыту қағидаттарына са құрылымдалған.

Білім беру бағдарламасының құрылымын сипаттау және бағалау

Білім беру бағдарламасы базалық және бейіндік пәндерден тұрады. Базалық пәндерде қазіргі заманғы басқару теориясы, стратегиялық және қаржылық менеджмент, HR менеджмент, цифрлы трансформация және деректермен жұмыс істеу дағдылары қамтылған. Бейіндік пәндер басқарушылы шешімдерді қабылдау, ұйымдық өзгерістерді басқару, корпоративтік басқару мен тәуекел менеджментке бағытталған. Пәндердің мазмұны түлектің құзыреттілік моделіне толығымен сәйкес келеді, атап айтқанда: аналитикалық ойлау, ұйымдық процестерді жобалау, командамен және жеке жұмыс істеу дағдысы, инновацияларды енгізу және басқару шешімдерінің тиімділігін бағалау құзыреттері.

Кәсіби практика – оқу үдерісінің ажырамас бөлігі. Магистранттар нақты кәсіпорындар практикадан өтіп, нақты жобалармен жұмыс істейді, бұл теориялық білімді тәжірибеде қолдану мүмкіндік береді.

Жалпы қорытынды

«7M04133 – Менеджмент» білім беру бағдарламасы өңірлік және ұлттық еңбек нарығын сұраныстарына толық сәйкес келеді. Бағдарлама мазмұны ғылым, технология және өндіріс салаларындағы қазіргі заманғы трендтерге сай келеді. Оқыту мазмұны білім алушылардың болашақ кәсіби қызметіне қажетті практикалық және теориялық негізді қамтамасыз етеді.

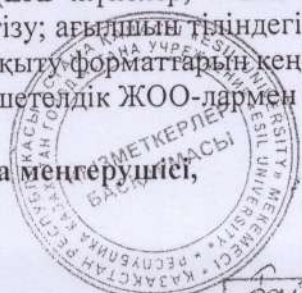
Бағдарламаны іске асыру сапасы жоғары деңгейде: оқытушылар құрамының біліктілігі, серікті кәсіпорындармен байланыс, пәндердің өзектілігі, практикалық бағыттылығы – бәрі де түлектің еңбек нарығында бәсекеге қабілетті болуын қамтамасыз етеді.

Білім беру бағдарламасын пайдалану немесе жетілдіру бойынша ұсыныстар

Жаңа цифрлық құралдарды (ERP-жүйелер, CRM-платформалар, бизнес-аналитик бағдарламаның элективті компонентіне енгізу; ағылшын тіліндегі менеджмент пәндерін енгізу арқылы халықаралық бағдарды кеңейту; жобалық оқыту форматтарын кеңінен қолдану (case study, project-based learning); академиялық ұтқырлық аясында шетелдік ЖОО-лармен бірлескен бағдарламалар ашу.

Сарапшы: «Менеджмент» кафедрасының меңгерушісі,
PhD докторы

Ж.З. Байгирева



ҚОЛЫН РАСТАЙМЫН
Қызметкерлер басқармасының бастығы
Қарабалықов А.С.

Экспертное заключение

на образовательную программу 7M04133 Менеджмент
по направлению подготовки 7M041 Бизнес и управление
Учреждение «Esil University»

Общая характеристика образовательной программы

Образовательная программа «7M04133 Менеджмент» разработана в соответствии с Государственным общеобязательным стандартом послевузовского образования, утвержденным приказом Министра науки и высшего образования Республики Казахстан от 20 июля 2022 года №2, а также с учетом профессиональных стандартов «Управление малой (средней) фирмой» №263 от 26.12.2019 и «Управление рисками инновационного проекта» №259 от 24.12.2019.

Цель программы – профессиональная подготовка высококвалифицированных кадров, имеющих фундаментальные теоретические знания и индивидуальные практические компетенции; владеющих навыками освоения и внедрения современных технологий менеджмента в практику управления предприятиями всех отраслей экономики.

Актуальность программы обусловлена необходимостью подготовки практико-ориентированных специалистов, способных оперативно реагировать на вызовы цифровой трансформации, инновационного развития и управления рисками в условиях конкурентной среды

Описание и оценка структуры образовательной программы

Структура образовательной программы включает фундаментальные и прикладные дисциплины, направленные на развитие навыков стратегического, операционного, проектного, инновационного и антикризисного управления. Программа ориентирована на формирование компетенций в области анализа рисков, оценки эффективности бизнес-процессов, цифровых инструментов и устойчивого развития предприятий.

Учебный план сбалансирован и обеспечивает необходимый объем знаний и навыков, соответствующих современным требованиям рынка труда. Включены дисциплины по аналитическим методам, предпринимательству, цифровой экономике и управлению проектами. Практики (производственная, исследовательская и магистерская практика) организованы на базе предприятий и бизнес-структур, что способствует развитию практических компетенций и профессиональной адаптации обучающихся.

Общее заключение

Образовательная программа «7M04133 Менеджмент» профильного направления демонстрирует высокий уровень соответствия современным требованиям рынка труда, тенденциям развития науки и практики управления. Программа ориентирована на подготовку специалистов, способных внедрять современные подходы и технологии управления, эффективно адаптироваться в условиях быстро меняющейся экономической среды.

С учетом актуальности содержания, соответствия профессиональным стандартам и высокого уровня подготовки выпускников, программа может быть рекомендована к реализации в рамках магистратуры профильного направления.

Рекомендации по использованию или усовершенствованию образовательной программы

Развивать сотрудничество с отраслевыми предприятиями для реализации практико-ориентированных проектов и стажировок; усилить блок цифровой трансформации бизнеса, включая управление цифровыми платформами и аналитикой данных; внедрить дисциплины по устойчивому развитию, ESG-менеджменту и управлению инновациями в условиях неопределенности.

Эксперт: зав.кафедры «Менеджмент»
доктор PhD



Ж.З. Байгирева

Байгирева Ж.З. ҚОЛЫН РАСТАЙМЫН
Қызметкерлер басқармасының бастығы
А.С. Қарабалықова А.С.
20 ж.

KULAZHANOV KAZAKH UNIVERSITY OF TECHNOLOGY AND
BUSINESS

Republic of Kazakhstan, Astana

EXPERT OPINION

on the Educational Program
“7M04133 – Management” (Professional Track)
in the field of training “Business and Management”

Educational Program Code and Title:

7M04133 – Management

Field of Training (according to the Classifier):

Business and Management

Partner Organization Participating in the Program Development:

(Full name of a relevant foreign or domestic employer organization, country, city)

1. General Characteristics of the Educational Program

The educational program “7M04133 – Management” (Professional Track) has been developed in accordance with the National and sectoral qualification frameworks and the following professional standards: “Risk Management of Innovation Projects” (Order No. 259 dated 24.12.2019 by the Deputy Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”); “Management of a Small (Medium) Enterprise” (Order No. 263 dated 26.12.2019).

Purpose of the program: To provide professional training for highly qualified specialists with strong theoretical foundations and individual practical competencies; capable of applying modern management technologies in enterprise management across various sectors of the economy.

The goal of the program is consistent with the “Business and Management” training field. Learning outcomes are defined through Level 7 Dublin Descriptors and expressed in competencies. The program is up-to-date and ensures the formation of a relevant set of competencies in accordance with the State Educational Standards (SES) and labor market needs. Employers and students were actively involved in program development.

The program accommodates inclusive education needs and includes innovative modules that foster competencies required in the fast-evolving business environment.

2. Description and Evaluation of the Program Structure

The total volume of the program is 60 academic credits, including:

- Basic disciplines – 10 credits (6 – university component, 4 – elective component)
- Profile disciplines – 29 credits (5 – university component, 10 – elective component, 14 – professional internship)

Research work of the master's student – 5 credits

Research, internship, and master's project – 8 credits

Final certification (master's project defense) – 8 credits

The program structure and credit distribution fully comply with the SES requirements of the Republic of Kazakhstan.

The educational program builds behavioral and personal skills (Soft Skills), digital competencies (Digital Skills), and professional expertise (Hard Skills). The internship and research components reflect the demands of future professional activities. A "Graduate Model" is included in the program.

The curriculum is logically structured and sequenced to address the current challenges in management. Course content aligns with the graduate competency model.

Elective components ensure the individualization of educational trajectories. Assessment methods and formats are defined in course syllabi, internship programs, and the state final certification procedures.

3. General Conclusion

The educational program "7M04133 – Management" (Professional Track) is relevant and in demand in both regional and national labor markets of the Republic of Kazakhstan. It complies with the modern standards of science, education, production organization, and management trends.

The program content is of high quality and ensures a guaranteed level of graduate training. It is suitable for effective implementation in the specialty "7M04133 – Management" (Professional Track).

4. Recommendations

Recommended for implementation in the educational activities of Kulazhanov Kazakh University of Technology and Business.

Expert:

Chukurna Olena,

Doctor of Economics Sciences, Professor,

Professor of the Department of Management and Marketing,

Dean of the Faculty of Business and Social Communications

State University of Intelligent Technologies and Telecommunication (SUITT),

Odesa, Ukraine

(signature)

Date: _____.____.2025

«ІАПИС ПОСВІАЧУЮ»

НАЧАЛЬНИК ВК

11.06.2025



O. Koryse