

Ministry of Agriculture of the Republic of Kazakhstan
S.Seifullin Kazakh Agrotechnical University.

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Council

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EDUCATIONAL PROGRAM
"Business management and entrepreneurship"
(name of the program)

Code and classification of the field of education:

6B04 Business, Management and Law

Code and classification of training areas:

6B041 Business and Management

Code in International Standard Classification of Education: 0410

Qualifications: Bachelor of Business and Management in the educational program 6B041 - "Business Management and Entrepreneurship"

Duration of study: 4 years

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The team of authors approved by the order of JSC " S.Seifullin KATU "
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Educational program 6B041- "Business management and entrepreneurship"

reviewed at a meeting of the Department of Management

Minutes No. 9 of January 09, 2019

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1 Passport of the educational program

1.1 Purpose of the educational program: Formation of modern competencies in the context of qualitative changes in the domestic and international markets, growth of entrepreneurial risks and preparation for professional activities in the field of business management as specialists of project offices, personnel management services, strategic development, divisions of the management apparatus of domestic and international companies, government departments and agencies, as well as preparing graduates to create and develop their own business .

2 General characteristics of the educational program

Currently, the direction of business management and entrepreneurship is one of the most sought-after and widely known in the world.

Why study business management and entrepreneurship?

New enterprises are the source of life for most developed or developing countries. They are needed by recognized companies, whether as a supplier, offering new resources, or as new businesses within the company.

Our state is very interested in stimulating the creation of new enterprises and supporting them, since they often play a key role in the development of regions or the creation of jobs. To succeed in business, it's not enough just to have a great idea, you need to explore a wide range of entrepreneurial concepts and skills, develop the right strategies to manage your company, create an effective team and be a skilled leader.

The educational program on business management and entrepreneurship will prepare students for innovation, will teach to manage new ideas and apply knowledge to create a new business.

The program "Business Management and Entrepreneurship" was developed by a team of domestic and foreign scientists, teachers, successful businessmen, taking into account economic development trends and labor market requirements. Scientists from foreign universities: South Korea, Bulgaria, Lithuania, CIS countries, businessmen, employees of state and national companies are involved in the implementation of the program.

The EP "Business Management and Entrepreneurship" combines the coverage of key areas of business from the fundamentals of economics and marketing to the development of strategies and human resources development with the opportunity to study more specialized disciplines, including business law, digital marketing, leadership and team management, financial management, etc.

3 Competency model (portrait) graduate

3.1 Professional activities

The field of professional activity includes the organization of labor and personnel management at the enterprise, economic management of the enterprise, features of business administration in small and medium-sized enterprises, sales management, and Internet marketing technologies. The Bachelor of Business and Management is a highly qualified specialist who is familiar with modern methods of collecting and processing information, assessing risks, modeling and forecasting business processes, analyzing social and economic phenomena based on modern technologies.

In Kazakhstan, there is a shortage of qualified personnel who are able to effectively engage in analytical activities both in large companies and in small and medium-sized enterprises. The educational process combines the acquisition of competences in the field of organizational, managerial, entrepreneurial and information-analytical activities.

3.2 Types of professional activity

The program "Business Management and Entrepreneurship" is aimed at training highly professional specialists in the field of management and marketing, aimed at a successful career as a client relations

manager, marketing specialist, digital marketing specialist, sales manager, sales manager of companies, brand manager as well as business development.

Graduates of the program create and manage their own business, work as specialists of the administrative apparatus and middle and top managers in domestic and foreign companies, including:

- in the departments of strategic development;
- in project offices, incl. in the management of digital projects;
- in customer support services, interaction with partners;
- in linear divisions of the company;
- in the staff development service.

3.3 General Education Competen

Bachelors of business and management have the following general educational competencies:

- explain and interpret subject knowledge (concepts, ideas, theories) in all fields of science that form the academic disciplines of the module (sociology, political science, cultural studies, psychology) (CC1)
- know the traditions and culture of the peoples of Kazakhstan; be aware of the attitudes of tolerant personal behavior and the prevention of domestic racism, xenophobia, and extremism; have high spiritual qualities (CC1);
- confidently use modern information technologies for work, leisure and communications (CC2);
- understand the content of any information, express thoughts, feelings, opinions in written and oral forms (listening, speaking, reading and writing) (CC3);
- master the basic skills of communication in a foreign language (CC3);
- is able to use the basics of natural science knowledge and methodology to identify production problems and solve professional problems (CC3);
- develop and apply mathematical ways of thinking (logic, spatial thinking, etc.) in their professional activities (CC4).

3.4 Basic Competences

Bachelors of business and management possess the following basic competencies:

- possess basic knowledge in the field of economic, managerial disciplines (sciences); have the ability to engage in self-study, to be able to effectively manage time and information; to strive for professional and personal growth (CC4);
- possess ethical and legal norms of social behavior that allow you to effectively and constructively participate in public and work life; develop the ability to prevent and resolve conflict situations, find compromises, relate their opinion with the opinion of the team; comply with business ethics (CC4);
- possess the basics of economic knowledge, have a scientific understanding of management, marketing, finance, etc. (CC4);
- know and understand the goals and objectives of state regulation of the economy (CC4);
- plan and manage projects to achieve professional goals (CC5).

3.5 Professional Competences

Bachelors of business and management have the following professional competencies:

- be able to develop successful business communication and transferable skills (CC5);
- use effective methods of sales and customer service (CC6);
- identify effective management skills, team building and leadership needed to accelerate the development of an existing small and medium-sized enterprise (internal training) (CC6);
- apply knowledge of the marketing function for the work of the organization (CC6);
- create strategies for successful planning and operation of small and medium enterprises (CC6);
- use various software applications to increase productivity and business profitability (CC7);
- develop and present a comprehensive business plan that includes all financial, marketing, operational and legal aspects of the business (CC7);
- apply research skills to collect and interpret available information (CC7).

4 Base of professional practice traineeship

Professional practice is an integral part of the preparation of bachelor and provides for the mastery of students not only theoretical training skills, but also practical skills.

The main types of professional practice are educational, industrial and undergraduate.

The main goal of professional practice is to prepare a systemically and broadly minded intellectual who has mastered the basics of the theory of economics and creative activity, has practical skills for collecting, processing and analyzing data, the results of scientific experiments, and is capable of generating ideas independently, with aptitudes and abilities to start a business, in combination with fundamental professionalization in the chosen field of study.

The purpose of professional practice: consolidation of the received theoretical knowledge and the acquisition of practical skills and experience to identify and formulate the problem, its research and justification of solutions.

The purpose of educational practice is the acquisition of primary professional competencies, including consolidating and deepening the theoretical knowledge gained in the learning process, obtaining first research skills, skills in conducting business correspondence, acquiring practical skills and abilities in accordance with the specialty of training. Educational practice is conducted on the basis of S. Seifullin KATU with excursions to organizations that are the objects of future professional activity.

Bases of professional practice: government bodies, national companies, agricultural enterprises and other companies. The university has concluded contracts with enterprises for the internship of students. The objects of professional practice for students of the educational program are national companies, government agencies, the Damu Foundation, holding companies such as BI Group, AKMOL HOLDING, Alageum Electric, Aktyk Joint-Stock Companies, Akmola Car Repair Works, large agricultural enterprises “Rodina”, “Novokubanskoe” and others.

5 Structure of the educational program

№	Name of cycles and disciplines	Total complexity	
		in academic hours	in academic credits
1	2	3	4
1	Cycle of general education (GED)	1680	56
1)	Required component	1530	51
	Modern history of Kazakhstan	150	5
	Philosophy	150	5
	Foreign language	300	10
	Kazakh (Russian) language	300	10
	Information and communication technology (in English)	150	5
	The module of socio-political knowledge (sociology, political science, cultural studies, psychology)	240	8
	Physical education	240	8
2)		150	5
	Economic theory	150	5
	Component of choice (list of disciplines according to WSP EP)		
2	The cycle of basic disciplines (BD) (list of disciplines according to WSP EP)	3360	112
1)	University component (list of disciplines according to WSP EP)	1650	55
	Law basics	90	3
	Mathematics in Economics	150	5
	Microeconomics	150	5
	Macroeconomics	180	6
	Management	150	5
	Marketing	150	5
	Statistics	180	6
	Finance	150	5
	Enterprise economy	150	5
	Basics of Accounting	150	5
	Taxes and taxation	150	5
2)	Component of choice (list of disciplines according to WSP EP)	1800	57
	Foreign language (additional) / Profession-oriented foreign language (3) / "Professional Kazakh (Russian) language (3)	180	6
	Logistics and supply chain management	180	6
	Entrepreneurship	150	5
	Business communications	150	5
	Econometrics for business solutions	150	5
	Business Law	150	5
	Business Process Analysis	150	5
	Rationing and wages	150	5
	Management Accounting / 1C: Enterprise Management	150	5
	Financial management	150	5
	Innovative Management	150	5
3	The cycle of the main disciplines (MD) (list of disciplines	1800	60

	according to the WSP EP)		
1)	University component	1050	35
	Business organization by industry (agriculture)	150	5
	Marketing management	150	5
	Human Resource Management	150	5
	Project management in the agricultural sector	150	5
	Agricultural Management	150	5
	Operations Management	150	5
	Leadership and team management	150	5
2)	Component of choice	750	25
	Presentation art / Management of small and medium-sized businesses in the agro-industrial complex	150	5
	Social Responsibility of Business / Foreign Economic Activity Management	150	5
	Market Research / Risk Management	150	5
3)	Practice		
	Professional practice (production, pre-diploma)	300	10
4	Additional types of training (ATT)		
1)	Component of choice (military training and other types of training activities determined by the student independently)		
5	final examination	360	12
1)	Writing and defending a thesis (project) or preparing and passing a comprehensive exam	360	12
	Total	7200	240