

Saken Seifullin Kazakh Agro-Technical Research University

REVIEWED

At a meeting of the faculty council Minutes
Protocol No. 7 dated “_26_”_01_2024.



I APPROVE

Dean of the Faculty of Economics
Sabyrova Madina
dated __01__2024

PLAN
DEVELOPMENT OF THE EDUCATIONAL PROGRAM
6B04105 “Economics of modern business”

for 2024-2029

Considered at an extended meeting of the Department of Economics
Protocol No. 6 dated “_16_”_01_2024.

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1 Passport

Development plan for the undergraduate educational program “Economics of Modern Business”

The current state of the market requires the training of personnel with entrepreneurial skills to successfully organize and create their own business, while knowledge and skills in the field of economics of modern business require more detailed study and the formation of the necessary competencies in this field of science. This became the basis for the development of the educational program (EP) “Economics of Modern Business” is a change in the structure and content of employers’ requirements for the training and formation of personnel in the field of business economics.

1	Basis for developing a development plan for the educational program	Strategic development plan for KATU named after S. Seifullin
2	Main developers of the EP development plan	1. Temirova A.B. – Ph.D., Head of the Department of Economics 2. Mukhambetova Z.S. – Ph.D., acting professor 3. Alimzhanova G.D. – Master of Economic Sciences, senior lecturer, KazATU named after S. Seifullina 4. Kulbatyrov N.N. - Deputy General Director of JSC Trade Policy Center
3	Time frame for implementing the EP development plan	2024-2029r
4	Volume and sources of funding	Financing from the state budget, attraction of external sources of financing. The amount of funding for the EP “Economics of Modern Business” is determined taking into account the formation of a contingent of students on a paid basis (at the expense of the students’ own funds) and on the basis of the sources of the department’s ongoing and funded projects (in terms of providing the material and technical base).
5	Expected final results of the implementation of the EP development plan	Providing educational services at the level of world educational standards that ensure competitiveness Graduates on the labor market; - training of intellectually developed people, creative specialists through integration of the educational process, scientific research and innovation; - training of qualified and competitive economists in the field of business economics

2. Analytical justification of the OP

2.1. Information about the educational program

The goal of the EP “Economics of Modern Business”: the formation of professional competencies in the field of business economics and analysis of business processes, target functions of production activities, justification of the volume of the production program,

financial conditions and sources, personnel and organizational support, business planning, increasing the efficiency of entrepreneurship and competitiveness taking into account the needs of the regional labor market. The objectives of the educational program "Economics of Modern Business" are:

- training of a highly qualified specialist with professional competencies in the field of economics, management and organization of production;
- training of specialists competitive in the labor market with in-depth theoretical and practical training in the field of analytical economics, entrepreneurship and business, capable of self-improvement, self-development and mastering new knowledge throughout their active life;
- training of specialists capable of substantiating scientific conclusions regarding the selection of the necessary forms of organization of production and management, management decisions, and interpretation of the results obtained;
- training of specialists with a high level of professional culture, including a culture of professional communication, who have a civic position.

The educational program "Economics of Modern Business" was considered at a meeting of the Department of Economics, protocol No. 11 dated "_10_"_April_2023,

The educational program "Economics of Modern Business" was approved at a meeting of the Faculty Council: minutes No. 10 dated April 24, 2023.

The main field of activity of the graduate is the implementation of economic analysis of the economic activities of the organization, the development of measures to ensure savings, increase the efficiency of work, identify reserves, prevent losses and unproductive expenses, and more rational use of all types of resources. The activities of an economist include the management of economic service workers involved in joint research and development.

An economist can work in accounting, planning or marketing departments, invest or develop business plans. The economist controls financial settlements with customers and prepares periodic reporting documents. Draws up projects, develops standards for material and labor costs. Collects scientific and technical information. Systematizes and summarizes statistical information. Calculates the material and labor costs of ongoing research. Tracks how cost-effective the costs are.

The responsibilities of an economist directly depend on the specifics of the company itself. An economist can work in accounting, planning or marketing departments, invest or develop business plans. The economist controls financial settlements with customers and prepares periodic reporting documents. Draws up projects, develops standards for material and labor costs. Collecting scientific and technical information. Systematizes and summarizes statistical information. Calculates the material and labor costs of ongoing research. Tracks how cost-effective the costs are.

The objects of professional activity of graduates of the direction "6B041 Business and Management" are:

- enterprises of sectors of the national economy of various organizational and legal forms, regardless of the type of activity, size, form of ownership, their structural production and functional divisions;
- enterprise infrastructure facilities;
- design organizations;
- research organizations;
- educational institutions.

Career growth develops from the position of an ordinary economist and assumes in the future the position of head of the planning and economic department, executive director or director of development of a company, the position of an enterprise manager who is responsible

for the competitiveness of the company, controls and coordinates the activities of all structural divisions.

Career growth of graduates of master's and doctoral studies involves the performance of duties as heads of departments and the actual research and educational institutions.

General educational competencies

1) demonstrate knowledge and understanding in the field of study, based on advanced knowledge in the field of study;

2) apply knowledge and understanding at a professional level, formulate arguments and solve problems in the field of study;

3) collect and interpret information to form judgments, taking into account social and ethical considerations;

4) apply theoretical and practical knowledge to solve educational, practical and professional problems in the field of study;

5) learning skills necessary for independent continuation of further education in the field of study;

6) know the methods of scientific research and academic writing and apply them to the field of study;

7) apply knowledge and understanding of facts, phenomena, theories and complex dependencies between them in the studied area;

8) understand the importance of the principles and culture of academic integrity.

Basic competencies

Possesses the skills necessary for critical thinking, observation, the ability to interpret, analyze, draw conclusions, and the ability to make assessments;

Has the quality of creativity: the ability to move from one aspect to another, the ability to put forward ideas that differ from the obvious, well-known, generally accepted, banal or firmly established, the ability to see the essence of the problem, the ability to resist stereotypes;

Understands and is able to lead an active life position, can carry out independent behavior in relation to other individuals, strives to lead in a group, team without causing harm to them and within the framework of regulatory regulations;

Able to adapt to the conditions of changing social, economic, professional roles of a specialist, determined by the real conditions of production, promotion through the service hierarchy, transfer to other regions, as well as a change of profession.

Base of professional internships (indicate all types of internships)

The direction "6B041 Business and Management" provides educational and professional internships.

Educational practice is planned in a cycle of basic disciplines, in the amount of 1 credit, and professional (industrial, pre-graduation) - in the amount of 10 credits.

The university has concluded agreements with enterprises for students studying in the direction "6B041 Business and Management" to undergo professional practice. The main bases of practice for students of the educational program "Economics of Modern Business" are such organizations as the Research and Production Center of Agriculture named after A.I. Baraeva Grain Farming Center, North Kazakhstan Agricultural Experimental Station LLP, Expert Agrarian Company LLP, Trade Policy Development Center JSC "QazTrade", etc.

2.2. Information about students

Market analysis confirms that the main population of students in terms of bachelor's level of education are graduates of secondary schools and colleges; for shortened accelerated education, the population is formed from among college graduates, as well as university graduates wishing to obtain a second higher education.

The quality of the contingent will be determined as a percentage of the total contingent of those entering this EP based on the results of UNT and CT, as well as from among the holders of

the “Altyn Belgi” sign, “Certificate with Honors”, etc., winners of international and republican subject Olympiads.

The main competitors for the implementation of this EP are the L.N. Gumilyov ENU, which is implemented by the EP “Economics of Entrepreneurship” in accordance with the register of EP of the Ministry of Education and Science of the Republic of Kazakhstan, therefore the student population will be formed taking into account the cost of training for the year, which is 50% lower than at a national university.

A total of 176 students are studying in the EP “Economics of Modern Business”, of which 78 are in the state language, 94 are in Russian. On a general education grant - 4, on a contractual basis - 172 students.

2.3. Internal conditions for the development of EP

To ensure the effectiveness of the implementation of the EP “Economics of Modern Business”, the department uses the material and technical base at its disposal: a total of 7 classrooms, of which there are 2 lecture classes, 2 computer classes, 2 classrooms.

Currently, the educational process uses 16 personal computers (equipment), 5 interactive whiteboards, and 5 projectors.

In general, the training area used in the process of training students in the specialty fully complies with sanitary and fire safety standards, regulatory indicators “Educational and material assets of higher educational institutions.”

Educational methodological complex of discipline for the educational program in structure and content are compiled taking into account practice orientation, an interdisciplinary approach and taking into account the purpose and results of training, complies with the general requirements for the preparation of educational methodological complex of discipline, and within the framework of credit technology of education.

The level of development of educational and methodological complexes regulates the general requirements for the preparation of students, technologies for organizing the management and support of the educational process, the content and organization of the final certification of students, taking into account the requirements of employers.

2.4. Characteristics of the surrounding society

Partner-employers participate in the implementation of the EP “Economics of Modern Business”, who ensure the organization of all types of professional practice in accordance with the approved end-to-end practice program and generally meet the qualification requirements for training specialists in this profile. Issues of vocational training, professional practice and employment of graduates are resolved at the department with the mandatory participation of employers. Every year the department hosts round tables, in which managers and representatives of commercial structures, banks, and industrial enterprises take part. The department organizes meetings with graduate employers, practical workers, seminars with representatives of the company AKA LLP, Qaztrade Trade Policy Development Center JSC, joint meetings of the department are held. Employers periodically review the educational trajectories of student training in order to include new ones in the EP structure elective courses that provide for the formation of competencies that are significant for future work activity.

2.5. Information about teaching staff implementing the educational program.

The educational program is implemented by the teaching staff of the Department of Economics with a total contingent of 24, incl. Doctor of Economics -2, PhD -2, Ph.D. -12, M.E.N.-8. The degree of the department is -64%.

The department employs teachers who are winners of the competition “Best University Teacher” - 3 people, holders of the international scholarship “Bolashak” - 4, certified teachers in special courses of this EP, teachers annually undergo advanced training courses at the republican

and international levels of universities, foundations, enterprises and on the basis of RPE "Atameken".

Individual teachers - practitioners will be involved who have practical experience in the field of entrepreneurship.

At the department, the formation of scientific and pedagogical personnel is carried out through the training of masters and PhDs in the educational program.

2.6 Characteristics of EP achievements

1. The OP was developed jointly with employers, with the direct participation of the Deputy Director of the JSC Center for Trade Policy Development "QazTrade" under the Ministry of Trade and Integration of the Republic of Kazakhstan.

Based on the result of an external examination by the Center for the Bologna Process and Academic Mobility, the EP was included in the register of educational programs of the Ministry of Education and Science of the Republic of Kazakhstan.

The EP "Economics of Modern Business" is accredited by the Agency for Quality Assurance of Education IAAR – 2019. In the ranking of universities according to the state educational program, it ranks 29th out of 47 for 2023. In the rating of RPE "ATAMEKEN" - 2023, the OP takes 27th place out of 54.

3. Characteristics of the problems that the EP development plan is aimed at solving, and justification for the need to solve them

Insufficient involvement of practice-oriented specialists from business structures for the implementation of EP in general at the department, decreased participation in the development of funded research topics, insufficient development of internal and external academic mobility of students, low publication in cited journals, disinterest in the focused scientific work of teachers.

4. The main goals and objectives of the EP development plan, indicating the timing and stages of its implementation

The main goal of the EP development plan is to improve the methodology for developing EP and ensuring the sustainability of the implementation of the EP "Economics of Modern Business" in the context of ensuring its competitiveness in the market of educational services.

Tasks:

1. Ensuring that the content of the OP meets the requirements of the ore market and employers;

2. Formation of professional competencies based on analysis of the labor market and graduate model in order to determine the competitive advantages of department graduates in this EP.

3. Creation of prerequisites for independent research activities of the student as part of the experiment at all stages of his training.

4. Improvement and improvement of conditions for obtaining full-fledged, high-quality vocational education

5. Measures to reduce the impact of risks for EP

- Expanding scientific cooperation and partnerships with leading foreign universities and research centers, attracting leading foreign scientists to carry out scientific research;

- Improvement of developed educational programs for the development of internal academic mobility;

- Participation of the department's teaching staff in international educational exhibitions and fairs held by the university;

- Development of a plan for academic mobility of teaching staff between universities of the Republic of Kazakhstan;

- Study of teaching staff of the English language department;

- Invitation of foreign scientists to participate in the educational process of EP
- Concluding agreements with leading research institutes and scientific centers for targeted training of students.

6. Action plan for the development of educational programs

	Name of events	Implementation deadlines	Responsible	Expected results	Ресурсное обеспечение
1	Analysis of the content of the graduate model for the educational program "Economics of Modern Business", taking into account the analysis of the labor market and levels of education (bachelor's, master's and doctoral studies)	December, 2024	Head of department, heads of EP	Approval of the graduate model by the faculty council	Financing is not required
2	Updating the catalog of elective disciplines with the participation of employers, teaching staff, students, graduates of the department in the educational program "Economics of Modern Business"	December, 2024	Head of department, heads of EP	Approval of the catalog of elective disciplines	Financing is not required
3	Development and implementation	Constantly	Department	Introduction of disciplines into the educational process	Financing is required
4	elective courses for	Constantly		English language	Financing is required
5	English language	2 times per academic year	Department	Introduction of new technologies into the educational process (act of implementation)	Financing is required
6	Introduction of innovative technologies into the educational process in accordance with	1 time per academic		Round tables and	Financing is not required

	the demands of the labor market.	year		seminars	
7	Conducting seminars and round tables on the use of innovative technologies in the educational process	Constantly	Department	Expert opinions	Financing is required
8	Monitoring and updating catalogs of elective disciplines in accordance with the development of key	December, 2024		Educational literature	Financing is not required
9	and professional competencies, requests	During a year	Department	Syllabus	Financing is not required
10	labor market.	September, 2024		massive open online courses	Financing is not required
11	Publication of educational, educational, methodological and scientific literature on the implemented EP according to the recommendations of the UMO RUMS MES RK	Constantly	teaching staff	Coordination and approval of the OP jointly by employers	Financing is not required
12	Analysis of methodological support for the implementation of the EP "Economics of Modern Business"	Constantly	Head of department	Practitioners	Financing is required
13	Development of electronic resources (MOOCs) and posting them on the portal for a cycle of EP disciplines: basic and professional (at least 2 courses)	Constantly	teaching staff	Practitioners	Financing is required
14	Determination of courses (disciplines) by	Constantly	Head of department	Practitioners	Financing is required

15		content:				
		- practice-oriented;	Constantly	teaching staff	new knowledge and skills, increase your competitiveness in the labor market and expand your professional capabilities.	Financing is not required

7. Mechanism for implementing the EP development plan

The mechanism for implementing the EP development plan is determined taking into account the main tasks and activities for the implementation of this EP development plan.

8. Assessment of the socio-economic efficiency of the implementation of the EP development plan

When implementing an educational program development plan, it is effective to:

-the possibility of concluding a memorandum with universities from far and near abroad, included in the TOP-500 of the QS Ranking);

-formation of a contingent of students not only from Kazakhstan, but also from neighboring countries (Central Asia);

-creation of a modern educational, research and laboratory base within the framework of the content of the EP;

-the possibility of organizing professional practices on the basis of leading enterprises in foreign countries;

-training highly qualified scientific personnel through master's and doctoral studies (PhD) at the level of modern requirements.

9. Model of an EP graduate by level of study - bachelor's degree

The graduate model for the educational program "Economics of Modern Business" is aimed at developing the necessary competencies for the future entrepreneur as the main subject of the market.

Professional competencies

1. Possess abilities and use them effectively in various situations:

ability to assess the economic and social conditions of business activities;

ability to evaluate investment projects under various investment and financing conditions;

2. be able to:

model business processes and demonstrate knowledge of methods for reorganizing business processes;

apply quantitative and qualitative methods of analysis and build organizational, economic and financial models;

3. have effective communication and social skills, including the ability to:

ability to take into account aspects of corporate social responsibility when developing and implementing the organization's strategy;

the ability to effectively organize group work based on knowledge of the processes of group dynamics and the principles of team formation;

4. know and understand:

modern system of planning and ensuring competitiveness;

have an understanding of various market structures and the ability to analyze the competitive environment of the industry;

5. have skills:

calculation and analysis of product costs;

own modern planning technologies in the organization.

The Department of Economy



associate professor Temirova Akmaral