



Confirm

Acting Dean of the Faculty of Economics

M. Sabyrova

2023 year

## CATALOG OF ELECTIVE DISCIPLINES

For students in the direction of preparation 8D041 Business and administration

Brief description of the elective disciplines of the educational program

EPG	EP	Form of education	The name of discipline	Code of subject	Discipline cycle	Component	Number of credits	Level of training	Cafedra	Course	Academic period	Pre-requisites	Post-requisites	Brief content of the discipline	Key learning outcomes	Name of the alternative discipline
D075 - «Marketing and advertising»	8D04105 - «Marketing»	Full-time (PhD 3 years) trimester	Methodology of marketing research	MMI 7202	BS	Elective subjects	5.0	Doctoral studies by specialization (scientific & pedagogical direction)	Management and marketing	1	1	Higher school pedagogy	Research practice	Basic concepts, principles and types of marketing research. Legal and ethical foundations of marketing research. Marketing information: concepts, types, features of work. Methods of collecting information. Marketing research procedure. Setting the task of marketing research. Development of a marketing research program. The implementation of the study. Training and control of field personnel. Processing and analysis of information. Simple and cross tabulation. Designing summary tables. Statistics mean dispersion and covariance analysis. Correlation and regression analysis. Factor and cluster analysis	Able to demonstrate a systematic understanding of the field of study, mastery in terms of skills and research methods used in this field; Competent to promote the development of a knowledge-based society. Organizes theoretical and practical training, in accordance with the industry training of students of the university; Knows the mechanisms for introducing scientific developments into practical work and about the pedagogical and scientific ethics of a research scientist; about the norms of interaction in the scientific community	Methodology of contemporary pedagogical management and in Strategic Management



D075 - «Marketing and advertising»	8D0410 5 - «Marketing»	Full-time (PhD 3 years) trimester	Methodology of contemporary pedagogical management and in Strategic Management		BS	Elective subjects	5.0	Doctoral studies by specialization (scientific & pedagogical direction)	Профессиональное образование	1	1	Higher school pedagogy	Research practice	The quality of the educational process a set of indicators and as an integrated object. The educational process - as an element of the educational system and as a "local" process in the activities of the educational institution. The quality of training students; The quality of educational programs; The quality of the infrastructure of the school; The quality of university management as a whole and its parts; The quality of teaching staff. Educational policy of the university. Certification and accreditation of educational institutions. Licensing requirements for the implementation of the university. Pedagogical management, its purpose and essence. Legal aspects of management. Professionalism of the teacher as a problem of pedagogical management. The causes and nature of formalism in pedagogical systems and in their management. Theoretical and methodological aspects of a systematic approach. Real time and the principles of HOT in the pedagogical system. The interaction of the subjects of the pedagogical system. Corporate governance model, teacher motivation. Organizational competence of the modern head of the VET organization. Methods of monitoring activities in	Able to demonstrate a systematic understanding of the field of study, mastery in terms of skills and research methods used in this field; Competent to promote the development of a knowledge-based society. Organizes theoretical and practical training, in accordance with the industry training of students of the university; Knows the mechanisms for introducing scientific developments into practical work and about the pedagogical and scientific ethics of a research scientist; about the norms of interaction in the scientific community;	Methodology of marketing research
D075 - «Marketing and advertising»	8D0410 5 - «Marketing»	Full-time (PhD 3 years) trimester	Marketing of educational services	MOU 7301	AS	Elective subjects	5.0	Doctoral studies by specialization (scientific & pedagogical direction)	Management and marketing	1	3	Methodology of contemporary pedagogical management and in Strategic Management	PhD student's research work, incl. doctoral thesis	The concept of marketing in education. Typology and mechanisms of formation, evaluation and optimization of marketing strategies of educational institutions. Segmentation of marketing educational services. Promotion of educational services to the market. Research and forecasting of the educational services market. Differentiation of consumers of educational services.	The ability to explore the market conditions of educational services, to promote and promote educational services.	Theory of continuing professional education
D075 - «Marketing and advertising»	8D0410 5 - «Marketing»	Full-time (PhD 3 years) trimester	Theory of continuing professional education	TNP O 7301	AS	Elective subjects	5.0	Doctoral studies by specialization (scientific & pedagogical direction)	Computer science	1	3	Methodology of contemporary pedagogical management and in Strategic Management	PhD student's research work, incl. doctoral thesis	Typology and mechanisms of formation, evaluation and optimization of marketing strategies of educational institutions. Segmentation of educational services marketing. Promotion of educational services to the market. Research and forecasting of the market conditions of educational services. Differentiation of consumers of educational services.	The ability to explore the market conditions of educational services, to promote and promote educational services.	Marketing of educational services

The catalog of elective disciplines was approved by the Council of the Faculty of Economics protocol № 12 28.06. 2023 year.

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