



## CATALOG OF ELECTIVE DISCIPLINES

For students in the direction of preparation 7M041 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
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Quality and competitiveness	KK 5204	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	2	Economic theory	Marketing agricultural enterprises	Place and role of product quality management in the system of market relations. Principles of quality assurance and product quality management. The evolution of product quality assurance methods. Quality management functions. The main methods of measuring product quality. The procedure and methods for assessing product quality. Competitiveness of goods and services as a measure of enterprise profits. Statistical methods of quality control and management. Legal basis for certification in the Republic of Kazakhstan.	Ability to active social mobility in order to determine the quality of goods and services, as well as determine their competitiveness.	Technology, innovation and economic growth
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Technology, innovation and economic growth	TIER 5217	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	2	Economic theory	Marketing agricultural enterprises	Studying the economic essence and content of modern technologies, mastering the field of economic and innovative assessment of new technologies. The results of development are the following abilities: Making decisions about innovative business planning, marketing and optimization in innovative entrepreneurship, developing strategies for promoting technologies and innovations in the market.	Ability to active social mobility in order to determine the quality of goods and services, as well as determine their competitiveness.	Quality and competitiveness



M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Marketing Logistics	ML 5205	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Strategic marketing planning	The essence of the concept of marketing logistics. The relationship of logistics and marketing. The distribution of marketing and logistics functions in the production activities of the company. Content logistics marketing. Delivery delivery - return on marketing logistics. Marketing and sales approach to production management. Marketing logistics concept. Marketing as the basis for the design, formation and optimization of logistics systems. The main activities of logistics in the implementation of marketing strategies. Coordination and operational management of information flow in integrated supply chains. Electronic channels of marketing and distribution. Logistics interaction with production, marketing and financing. Areas of interaction between logistics and marketing. Features of interaction and coordination in distribution logistics. Interaction in the logistics services.	Ability to analyze trends in the agricultural goods and services market in order to create a marketing plan in order to increase market share and promote domestic brands.	Logistics in the distribution system
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Logistics in the distribution system	LSR 5218	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Strategic marketing planning	Distribution logistics - concepts and scope of its application. Goals and objectives of distribution logistics. Logistics and marketing. marketing logistics. Order management: components of the order cycle, order processing, order fulfillment. The concept of "just in time" production and its main variants. Distribution and physical distribution. distribution channels and networks. The main tasks of designing and configuring distribution networks. logistics intermediaries. Coordination and integration of activities of logistics intermediaries. Planning, documentation and control of sales. Sales optimization and determination of the level of sales service and products. Logistic costs for the sale and sale of products and services.	Ability to analyze trends in the agricultural goods and services market in order to create a marketing plan in order to increase market share and promote domestic brands.	Marketing Logistics
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Mathematical Methods in Marketing Researches	MMMI 5317	AS	Elective subjects	3.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Strategic marketing planning	The techniques of mathematical formalization of processes, the basics of economic and mathematical modeling, the stages of mathematical modeling. Linear programming methods. Economic analysis of optimal solutions in marketing research. Models of production planning in the enterprise. Modeling processes in agriculture. Methods of research and market analysis. Forecasting methods. Mini-business planning projects. Application packages.	The ability to compile, analyze and interpret marketing, financial, statistical reporting, working with information from various sources, including global and local information networks, and use the results of the analysis for making management decisions. Ability to formulate problems, tasks and methods of scientific research of the goods and services market, obtain new reliable facts based on observations, experiments, scientific analysis of empirical data, compile analytical reviews of accumulated information in world science and production activities, summarize the results obtained in the context of previously accumulated in science knowledge and formulate	Data analysis and modeling



M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Data analysis and modeling	ADM 5318	AS	Elective subjects	3.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Strategic marketing planning	Discipline application focus on collecting in undergraduates and methods of collecting, processing, analyzing data, tasks for scientific research; and mastery of a set of methods, consideration to determine the assessment of the state, development, consideration and forecasting of social and economic assets and processes for the implementation of business decisions.	The ability to compile, analyze and interpret marketing, financial, statistical reporting, working with information from various sources, including global and local information networks, and use the results of the analysis for making management decisions. Ability to formulate problems, tasks and methods of scientific research of the goods and services market, obtain new reliable facts based on observations, experiments, scientific analysis of empirical data, compile analytical reviews of accumulated information in world science and production activities, summarize the results obtained in the context of previously accumulated in science knowledge and formulate	Mathematical Methods in Marketing Researches
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Interactive marketing	IM 5214	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Business planning of innovation projects	New direction of work with end users, involving the direct participation of the consumer in the advertising campaign. The use of the huge opportunities of Internet resources: games, contests, social networks and other related services. the online distribution of a compelling brand image. Supply of goods on the market based on information technologies that integrate marketing activities in the internal and external environment of the enterprise.	The ability to determine the preferences of potential customers and buyers in the market for goods and services using interactive marketing tools.	
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Modern marketing analysis	SMA 5220	BS	Elective subjects	5.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	1	3	Marketing Management	Business planning of innovation projects	The course reveals the theoretical and methodological problems of marketing analysis in order to improve the effectiveness of marketing management in market conditions, forms a set of knowledge about the information support of marketing analysis and its application in the marketing research system	The ability to determine the preferences of potential customers and buyers in the market for goods and services using interactive marketing tools.	
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Marketing agricultural enterprises	MPSH 6306	AS	Elective subjects	4.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	2	1	Quality and competitiveness	Research practice	The course program offers undergraduates a review and study of the following topics: The essence and features of marketing in the agro-industrial complex. Food consumption and marketing. The role of the processing sector in the marketing of agribusiness. Wholesale and retail in marketing agro-industrial complex. Ensuring the quality and competitiveness of agricultural products. State regulation of the agrarian market. Improving marketing activities in the AIC.	Ability to analyze trends in the agricultural goods and services market in order to create a marketing plan in order to increase market share and promote domestic brands.	Marketing research of the market conditions of agri-food markets



M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Marketing research of the market conditions of agricultural markets	MIRKAR 6312	AS	Elective subjects	4.0	Master's program by specialization (Scientific & pedagogical direction)	Management and marketing	2	1	Quality and competitiveness	Research practice	Contents and directions of marketing research of agricultural markets. The process of marketing research of agricultural markets. The sequence of stages of marketing research of agricultural markets. Definition of a problem and the purpose of marketing research of agricultural markets. The choice of methods for conducting marketing research of agricultural markets. Experiment and their role in marketing research of agricultural markets. Information in marketing research. Data collection methods. Development of a sampling plan and determination of the sample size. Data collection. Data analysis.	Ability to analyze trends in the agricultural goods and services market in order to create a marketing plan in order to increase market share and promote domestic brands.	Marketing agricultural enterprises
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Business planning of innovation projects	BPIP 6315	AS	Elective subjects	4.0	Master's program by specialization (Scientific & pedagogical direction)		2	1	Data analysis and modeling	Research practice	The main provisions of investment analysis and business planning. Types of efficiency of investment projects and sources of investment. The main sections of the business plan of the investment project, methodology and practice of their development. The main directions of evaluating the effectiveness of investment projects. Examination of the investment project	The ability to compile, analyze and interpret marketing, financial, statistical reports, working with information from various sources, including global and local information networks, and use the results of the analysis to make management decisions. The ability to formulate problems, tasks and methods of scientific research of the market of goods and services, to obtain new reliable facts based on observations, experiments, scientific analysis of empirical data, to compile analytical reviews of accumulated information in world science and industrial activity, to summarize the results obtained in the context of previously accumulated knowledge in	Investment analysis and business planning
M075 - «Marketing and advertising»	7M04106 - «Marketing and Brand Management in the market of commodities and services»	Full-time (MS 2 years) trimester	Investment analysis and business planning	IABP 6316	AS	Elective subjects	4.0	Master's program by specialization (Scientific & pedagogical direction) *	Management and marketing	2	1	Data analysis and modeling	Research practice	The main provisions of investment analysis and business planning. Types of efficiency of investment projects and sources of investment. The main sections of the business plan of the investment project, methodology and practice of their development. The main directions of evaluating the effectiveness of investment projects. Investment expertise	The ability to compile, analyze and interpret marketing, financial, statistical reports, working with information from various sources, including global and local information networks, and use the results of the analysis to make management decisions. The ability to formulate problems, tasks and methods of scientific research of the market of goods and services, to obtain new reliable facts based on observations, experiments, scientific analysis of empirical data, to compile analytical reviews of accumulated information in world science and industrial activity, to summarize the results obtained in the context of previously accumulated knowledge in	Business planning of innovation projects

The catalog of elective disciplines was approved by the Council of the Faculty of Economics protocol № 12 29.06 2023 year.

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