



PASSPORT OF THE EDUCATIONAL PROGRAM

- **7M04102 Management (scientific and educational area)**

PURPOSE OF THE EDUCATIONAL PROGRAM

Master's training in the field of Management offering a high professional culture, modern subject, communication, digital and entrepreneurial competencies, effective management decision-making skills allowing for organizing highly productive activities

AREA OF PROFESSIONAL ACTIVITY

Education and business, and research, developmental and management activities
government regulation related to management

LEARNING OUTCOMES (LO)

- LO1** – understands the role of science and scientific knowledge, understands its structure, forms and methods, social and ethical problems associated with the use of science, engineering and technology in management;
- LO2** - analyzes the activities of economic entities, makes scientific-based selection of management strategies, and critically evaluates existing management theories and practices to address fundamental governance issues of organizations;
- LO3** - develops company development strategies based on the results of the monitoring of existing strategies to achieve the objectives of a strategic management system; calculates the economic rationale of an enterprise management strategy;
- LO4** - prepares business plans for innovative projects, justifies feasibility and profitability of projects using marketing, production and financial analysis techniques;
- LO5** – employs effective personnel management strategies to attract, motivate and retain qualified staff and to build up high-performance teams based on leadership, conflict resolution and ethical principles;
- LO6** - is able to communicate on professional and everyday topics in Kazakh, Russian and foreign languages, and is familiar with ways of organizing professional activities in a multicultural environment, taking into account ethnocultural and confessional differences and sociocultural particularities of socio-cultural structure of society;
- LO 7** - establishes comprehensive marketing strategies to improve competitiveness of products, services and other facilities offered throughout their life cycle, critically assesses the strategic external and internal factors affecting the company's activities;
- LO8** – creates an innovative organizational climate, to stimulate innovation, apply methods and models of innovative management;