**Abylai Khan Kazakh University of International Relations and World Languages JSC**

**APPROVED**
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# PROGRAM
# OF THE ENTRANCE EXAM FOR THE EDUCATIONAL PROGRAM «6B04101 – INTERNATIONAL BUSINESS»

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**PROGRAM OF THE ENTRANCE EXAM FOR THE EDUCATIONAL PROGRAM «6B04101 – INTERNATIONAL BUSINESS»**

# 1. General Provisions

This program defines the procedure for conducting the entrance interview (examination) for applicants to the educational program "6B04101 – International Business".

1. The following categories are eligible to participate:
– graduates of technical and vocational education institutions (colleges);
– foreign citizens;
– individuals who have completed military service.
2. The purpose of the procedure is to provide an objective assessment of applicants' level of preparation, motivation, and professional orientation.
3. Evaluation is conducted based on a unified scale and criteria system.

## 2. Purpose and Objectives of the Entrance Examination

**Purpose:** To determine the applicant's readiness for studying in the educational program "International Business".

**Objectives:**
– to assess the level of basic knowledge in economics and business;
– to identify analytical and logical abilities;
– to determine motivation for choosing the educational program;
– to assess communication skills and professional orientation;
– to evaluate the ability to study in an international academic environment.

## 3. Form of Conduct

1. The entrance examination is conducted in the form of an individual interview.
2. The duration of the interview is up to 20 minutes.
3. The interview may be conducted in Russian, Kazakh, or English.

## 4. Content of the Entrance Examination

The interview includes questions in the following areas:
• fundamentals of economics and finance;
• fundamentals of entrepreneurship and business;
• international economics and trade;
• personal financial literacy;
• motivation and career goals of the applicant;
• understanding of modern economic processes.

## 5. Procedure for Conducting the Interview

The interview is conducted by the examination commission for:
– foreign citizens.

The interview is conducted by the admissions or examination commission approved by the Rector's order. The language of the interview is Russian, Kazakh, or English (and Eastern languages if chosen by the applicant).

Each applicant is given the opportunity to answer the questions of the commission members in accordance with the entrance examination program. The duration of the interview is up to 20 minutes.

During the interview, the applicant's motivation for studying in the "International Business" program, overall level of preparation, communication skills, ability to express thoughts logically and consistently, as well as interest in international economics, global business processes, and multinational corporations are assessed.

The results of the interview are recorded in the commission meeting minutes and communicated to applicants in accordance with the established procedure.

The interview includes the following stages:

– identification of the applicant and familiarization with the procedure;

– assessment of basic knowledge in the field of the educational program (theoretical questions);

– assessment of practical and analytical skills (case-based or practice-oriented tasks);

– assessment of language proficiency (if necessary – for foreign citizens);

– identification of motivation and professional orientation.

The total duration of the interview is up to 20 minutes per applicant.

## 5. Assessment Criteria

The following criteria are used in evaluating the interview:

– knowledge of the subject area (economics, business, finance);

– logic and argumentation of answers;

– understanding of the professional field "International Business";

– communication skills;

– motivation and awareness in career choice;

– ability to analyze and apply practical thinking.

## 6. Grading Scale

The interview results are evaluated according to the following scale:

– 90–100 points — excellent (high level of preparation);

– 75–89 points — good (sufficient level);

– 50–74 points — satisfactory (basic level);

– 0–49 points — unsatisfactory (not recommended for admission).

## 8. Question Bank

The question bank is developed separately for foreign citizens applying to the educational program "6B04101 – International Business".

## 9. Admission and Enrollment

1. Enrollment is carried out based on a competitive selection process.
2. The minimum passing score is determined by the admissions committee (recommended not lower than 50 points).
3. In case of equal scores, priority is given to:

– applicants with higher motivation;

– applicants with relevant (specialized) education;

– applicants with practical work experience.

4. Final admission lists are approved by the Rector's order.

## Interview Questions for Applicants Applying to the Russian-Language Program (for graduates of Technical and Vocational Education institutions entering related educational programs through an accelerated study format).

1. What specialization did you obtain in college, how will this knowledge help you master the International Business program, and why did you decide to continue your education at a university instead of entering full-time employment?
2. How do you envision your career path over the next 5–10 years? In which departments (finance, analytics, or foreign economic relations) of an international or domestic company would you like to work, and why?
3. How do you understand the difference between a company's income, revenue, and net profit, and what major expense items can significantly reduce business profitability?
4. What are inflation and the devaluation of a national currency, and how do these processes affect the financial performance of companies engaged in exporting or importing goods?
5. Imagine that a company needs additional funds for expansion. Which market financing sources (bank loans, issuing shares or bonds, attracting investors) do you consider the most beneficial, and why?
6. Why do managers or external investors need accounting and financial statements, and what role does accounting play in preventing a company's bankruptcy?
7. Explain the economic meaning of depreciation. Why do companies not recognize the full cost of equipment (machinery, vehicles, or IT infrastructure) as an expense immediately but instead allocate it gradually over time?
8. What factors determine the market price of a product or service in a competitive market, and under what circumstances does the government have the right to intervene in pricing processes?
9. What are the key legal and financial differences between a Sole Proprietorship (Individual Entrepreneur) and a Limited Liability Partnership (LLP)? Which organizational form would you choose to attract major business partners?
10. Which key taxes form the state budget of Kazakhstan (for example, Corporate Income Tax (CIT), Value Added Tax (VAT), and Individual Income Tax (IIT)), and what is the difference between direct and indirect taxes for businesses?
11. Name the main regions of Kazakhstan and describe their economic characteristics (for example, which regions are major contributors due to industry and natural resource extraction, and which have an agricultural or logistics specialization).
12. Explain the concept of natural resources as a factor of production. How can dependence on raw materials (such as abundant oil and gas resources) influence the development of other sectors of a country's economy?
13. Explain how natural hazards and global climate change affect logistics chains, infrastructure, the insurance sector, and the operational activities of international businesses.
14. What are the major global economic challenges (for example, trade wars, food crises, or the energy transition) facing the world today, and how can local businesses adapt to them?
15. How do you understand the term structural unemployment, and why does the digitalization of the economy (automation, artificial intelligence, and online marketplaces) simultaneously eliminate some professions while creating demand for others?
16. What are supply and demand, and how does a change in one of these factors affect the market price of a product?
17. What is the role of the banking system in economic development, and what are the main services that banks provide to individuals and businesses?
18. What is meant by investment, what are its main types, and why is investment activity important for economic growth?
19. What is international trade, and what advantages do countries gain from participating in the global market?

20. How do you understand the concept of enterprise competitiveness, and what factors enable a company to operate successfully in domestic and international markets?

21. What is the state budget, what are its main sources of revenue, and for what purposes are its expenditures allocated?

22. What functions does money perform in a modern economy, and why is the stability of the national currency important for businesses and the public?

23. What is entrepreneurship, and what personal and professional qualities should a successful entrepreneur possess?

24. How are digital technologies, e-commerce, and artificial intelligence transforming international business, and what new opportunities do they create for companies?

25. Why is knowledge of foreign languages, economics fundamentals, and intercultural communication an important advantage for a specialist in the field of international business?

**Dean FMIRLB** Kudaybergenov N.A.

**Head of the Department of International Business** Mynzhanova G.T.

## Interview Questions for Applicants Applying to the Russian-Language Program (for International Citizens and Persons Discharged from the Armed Forces)

1. Why did you decide to continue your education after completing military service / relocating to another country?
2. Why did you choose the International Business program, and where do you see yourself professionally in 5–10 years?
3. In your opinion, what personal qualities and skills should a person possess to build a successful career in an international company or start their own business abroad?
4. How do you plan your personal or family budget? What principles do you follow to ensure that your income exceeds your expenses, and how do you avoid accumulating debt?
5. Imagine that you have accumulated some savings. In which financial instruments (bank deposits, real estate, gold, or your own business) would you invest them to protect their value from inflation and increase your wealth?
6. If you decided to start a small business (for example, a coffee shop, an auto repair service, or a logistics company), which legal form would you choose—a Sole Proprietorship (Individual Entrepreneur) or a Limited Liability Partnership (LLP)? What initial expenses and risks would you expect to face?
7. We all use banking services and sometimes take out loans. In your opinion, what is the main benefit of borrowing for an ordinary person, and what risks should be considered before signing a loan agreement?
8. Why do individuals and businesses need insurance (automobile, health, or property insurance), and have you ever experienced a situation in which insurance actually proved beneficial?
9. In your opinion, what determines a fair salary? Why do specialists with different professions and levels of experience earn different incomes in the labor market?
10. How have modern technologies (mobile banking, online marketplaces, and online shopping) changed your personal consumer habits, and how do they help you save time and money?

11. What types of taxes (for example, personal income tax, vehicle tax, or property tax) do you pay as a citizen, and how do you understand the way these funds are used to meet public needs?

12. Name the main regions of Kazakhstan and describe their economic characteristics. For example, where do you think industry and natural resource extraction are more highly developed, and where is agriculture the dominant sector?

13. Explain how natural hazards and climate change (such as floods, droughts, or extreme heat) affect everyday life, infrastructure, and the economies of countries.

14. What major global challenges (for example, shortages of clean water, rising food prices, or energy shortages) is humanity facing today, and how can they be addressed?

15. How do you understand the terms inflation and unemployment? How are these two phenomena interconnected, and how do they affect the well-being of an ordinary family?

16. What is a market economy, and what advantages does it provide for consumers and entrepreneurs?

17. What are supply and demand, and how do they influence the prices of goods and services?

18. What are the main functions of money in the modern economy, and why is it important to maintain financial literacy?

19. What is entrepreneurship, and what stages are necessary to establish your own business?

20. Why are investments considered an important factor in the development of a country's economy and the improvement of the population's standard of living?

21. What role does international trade play in the development of countries, and what benefits does it provide to producers and consumers?

22. Why are knowledge of foreign languages and intercultural communication skills becoming an important advantage for professionals in the field of international business?

23. How are digitalization and artificial intelligence transforming today's labor market and the operations of companies?

24. Which natural resources of Kazakhstan are of the greatest economic importance, and how do they contribute to the country's development?

25. How do you understand the concept of sustainable development, and why is it important today to combine economic growth, social well-being, and environmental protection?

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