

JSC “KAZAKH UNIVERSITY OF INTERNATIONAL RELATIONS AND WORLD
LANGUAGES NAMED AFTER ABLAI KHAN”

Approved by _____
Chairman of the Academic Council
Academician of NAS RK Kunanbaeva S.S.
“ _____ ” _____ 2025.

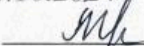


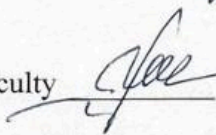
EDUCATIONAL PROGRAM SPECIFICATION FOR THE BACHELOR'S
DEGREE PROGRAM
WITHIN THE GROUP OF EDUCATIONAL PROGRAMS
«6B041 – BUSINESS AND MANAGEMENT»
FOR EDUCATIONAL PROGRAM
«6B04101 – INTERNATIONAL BUSINESS»

ALMATY 2025


Specification of the educational program “6B04101 - International Business” was prepared and reviewed at the meeting of the department of International Business.

Minutes № 2 dated 14.10.2024

Head of department  Mynzhanova G.T.

Dean of the faculty  Kudaibergenov N.A.

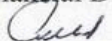
Minutes № 4 of the Faculty Council dated 26.11.2024

Chairman of the Scientific Methodological Council  Kulgildinova T.A.

Minutes No. 6 of the Academic Council dated 21.01.2025

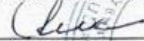
Agreed:

Employer: Deputy Financial Director

JSC "Araltuz"  Kydyrkayeva A.E.

Employer:

Employer: Deputy Financial Director

JSC "Araltuz"  Kydyrkayeva A.E.



Employer: Head of HR department

JSC "Forte bank"  Daulbaeva A.M.



**KAZAKH ABLAI KHAN UNIVERSITY OF INTERNATIONAL RELATIONS AND
WORLD LANGUAGES**

Specification of the educational program

| | |
|---|--|
| 1. Code and name of training areas | 04 – Business, management, and law |
| 2. Code and name of educational program | 6B04101 – “International business” |
| 3. Degree awarded | Bachelor of business and management |
| 4. Direction of training | 6B041 – Business and management |
| 5. Program accreditation | IAAR Certificate No. AB 4818 dated June 16, 2023 |
| 6. Program duration | 2025–2029 |
| 7. Language of instruction | Kazakh/Russian |
| 8. Faculty | International relations, law, and business |
| 9. Department | ‘International business’ |
| 10. PROGRAM PROFILE AND EDUCATIONAL OBJECTIVES | |
| <p>The educational program 6B04101 – “International Business” is aimed at preparing highly qualified specialists by awarding the academic degree of Bachelor in Economics and Business.</p> <p>Objective: To train highly qualified specialists with a systematic economic mindset, possessing in-depth knowledge of international markets and the mechanisms of external economic activity, and capable of working effectively in a global economy. The educational program is aimed at developing competencies in business analytics, accounting and auditing, financial management, financial consulting, and entrepreneurship, in accordance with national and international regulatory and legal requirements.</p> <p>This program also contributes to the integration of the national higher education system into the Bologna Process, ensuring its harmonization with European and international educational spaces.</p> | |
| 11. FIELD OF STUDY | |

The innovative development of the economy requires the involvement of qualified professionals across all sectors and at all operational levels. The rapid expansion and complexity of information accompanying modern business processes demand high-quality decision-making in the field of international business.

This educational program develops:

- Profound knowledge of the informational environment and economic interrelations;
- The ability to competently analyze economic development processes and evaluate their potential impacts;
- Forecasting skills for business and economic trends;
- Proficiency in foreign languages for effective communication in global business contexts.

A high level of general economic and professional training enables graduates to apply their skills in related areas such as administration, organizational and strategic management, expert-analytical work, and methodological research.

12. TYPES OF PROFESSIONAL ACTIVITIES

- Specialists and managers of organizations and companies of any type of activity, form of ownership, and organizational-legal structure;
- Specialists and managers of international and foreign companies, multinational corporations;
- Specialists in economic, financial, marketing, production-economic, and analytical departments of organizations from various industries, sectors, and ownership structures;
- Specialists of investment funds and innovative companies;
- Specialists of consulting firms and agencies;
- Specialists of analytical and consulting departments;
- Specialists of sectoral ministries and departments, public organizations and foundations;
- Specialists of ministries and departments, state organizations;
- Specialists of logistics services, transport and logistics international companies;
- Specialists — research staff in academic and departmental scientific research organizations;
- Specialists of economic universities and faculties.

Graduates may also establish and develop their own business and act as entrepreneurs.

13. ADMISSION REQUIREMENTS FOR THE EDUCATIONAL PROGRAM

Admission of applicants to higher educational institutions is carried out on a competitive basis, based on applications and scores of certificates issued following the results of the Unified National Testing (UNT) or Comprehensive Testing (CT), conducted according to technologies developed by the National Testing Center (NTC) of the Ministry of Science and Higher Education of the Republic of Kazakhstan, in accordance with the Standard Rules for Admission to Educational Institutions Implementing Professional Educational Programs of Higher Education, approved by the Government of the Republic of Kazakhstan.

An applicant must hold a government-issued certificate of completed general secondary education or secondary vocational education.

Applicants to the "International Business" educational program must be graduates of the current year's general secondary education institutions who have passed the UNT or participated in comprehensive testing and obtained a minimum score of 60 points.

14. EXPECTED LEARNING OUTCOMES

The graduate's key competencies are formed on the basis of requirements for general education, social and ethical competencies, organizational and managerial and professional competencies.

14.1. GENERAL REQUIREMENTS FOR GRADUATES OF THE EDUCATIONAL PROGRAM

Graduates of the educational program must:

14.1.1 Possess methodologies for analyzing financial, accounting, and statistical information contained in enterprise reports, and be able to use this information to diagnose enterprise performance through score-based, rating, factor, and SWOT analysis.

14.1.2 Be proficient in calculating economic indicators that reflect the performance of business entities (e.g., use of fixed assets, working capital, labor resources, liquidity, financial stability, profitability, business activity, etc.) using Excel to systematize and justify general conclusions.

14.1.3 Apply methods for cost calculation, budget preparation, pricing, depreciation, wage calculation, and production planning that are essential for developing forecasts and enterprise development plans.

14.1.4 Determine the market value of a business and its capital components, real estate, and apply the results of business valuation when making managerial decisions.

15 COMPETENCIES

15.1 GC – GENERAL COMPETENCIES

GC1. Possess civic qualities, the ability to interact socially, interpersonal communication skills, teamwork abilities, self-discipline, and self-organization.

GC2. Be fluent in the state language, possess linguistic skills (both oral and written communication), and demonstrate proficiency in English, including translation skills.

GC3. Be capable of solving standard professional tasks using information and bibliographic literacy, applying information and communication technologies while adhering to basic information security requirements.

GC4. Be able to apply acquired knowledge and skills in the field of international business to solve both theoretical and practical problems in entrepreneurial activities.

GC5. Possess skills in organizing and planning their professional, scientific, and academic activities, as well as managing collective work.

GC6. Be able to apply subject-specific knowledge to creatively solve problems in academic, research, and scientific activities.

GC7. Be able to find, analyze, and process scientific, technical, and general academic information, transforming it into problem-oriented formats.

GC8. Have knowledge of at least one foreign language at a fluent level.

15.2. PROFESSIONAL COMPETENCIES

B1. Analyzing the advantages and disadvantages of the market mechanism, the main schools and directions of economic theories, important macroeconomic and microeconomic indicators, the effectiveness of economic regulation and its main parameters.

B2. Carrying out the accounting process using modern technologies, including elements of artificial intelligence, using methods of processing accounting information, maintaining accounting registers and accounting forms necessary for the formation of analysis and financial reporting under IFRS, standard financial, accounting and other information, preparation of tax reports, calculation and withholding of funds, as well as determination and assessment of audit risk and its components.

B3. Analyzing financial, accounting and other information, the state of the monetary sphere and the banking system, the use of basic and specialized methods, including artificial intelligence technologies, to assess the insurance portfolio, calculate insurance premiums and payments, make settlements by types of insurance, assess the state and dynamics of financial markets, as well as determine the investment attractiveness of financial instruments.

B4. Applying statistical observation methods using artificial intelligence to improve the quality and efficiency of data collection and analysis, ensuring more accurate and substantiated conclusions in statistical research.

B5. Possessing time management skills and organizational abilities to solve practical problems using artificial intelligence technology, through mastering methods of system and strategic analysis and tactics of business negotiations, to determine development directions and develop flexible management solutions in a changing external environment.

B6. Analyzing the market environment and consumer demands in order to satisfy them, and design according to the strategic directions of enterprise development, using methods of analyzing global markets, including artificial intelligence tools, to identify promising segments and develop effective marketing strategies for entering international markets.

B7. Forming an anti-corruption culture, analyzing the principles of life safety, the impact of environmental factors on health, standards of professional ethics and ways of resolving moral conflicts; considering threats to financial security, basic budget indicators, the foundations of rational financial behavior, as well as the role of state and public institutions in ensuring environmental sustainability, increasing financial literacy, developing the economy and entrepreneurship.

B8. Assessing business processes at the enterprise level and in the economy as a whole, the efficiency of business entities, the impact of government support mechanisms, internal and external aspects of business structures, as well as the possibilities of using digital technologies and artificial intelligence tools for data analysis, forecasting, automation of management decisions, process optimization and increasing the overall economic efficiency of the enterprise.

B9. Generating new business ideas, competitive and promising business initiatives for the market, the implementation of which will ensure stable income and profit, using standard and non-standard methods for solving problems arising in entrepreneurial activity, applying the principles of social responsibility of business, including inclusiveness.

B10. Using the skills of written and oral foreign language communication in professional work to bring students closer to the international standard general scientific and scientific-professional level of knowledge, taking into account the national training model, necessary for conducting research on international business, including the use of digital platforms and artificial intelligence tools for information processing, searching, analyzing and presenting scientific data in a foreign language.

B11. Analyzing the structure and dynamics of international economic relations, as well as the mechanisms of international trade, investment, international economic integration and international technology exchange to justify foreign economic relations, assessing their consequences and effectively participate in global economic processes, taking into account the goals of sustainable development, environmental responsibility and the socio-economic balance of international cooperation.

B12. Possessing knowledge of the basic principles and norms of international corporate law to apply legal norms governing the activities of transnational corporations, understanding the specifics of corporate governance and protecting shareholders' rights at the international level, as well as resolving corporate disputes using international mechanisms.

B13. Analyzing specific situations arising in the process of implementing projects to finance, attracting large investments, managing cash flows and enhancing investment attractiveness, business planning based on business process modeling.

B14. Mastery over basic and special methods of analysis, including scientific research methods (system, comparative, factor analysis, economic and mathematical modeling and statistical methods), financial risk assessment, problem diagnostics and justification of management decisions, to carry out calculations to assess the financial condition of companies, insurance organizations and commercial banks.

B15. Analyzing the movement of goods based on the rules and procedure for issuing transport and forwarding documents to manage cargo flows in terminals, multimodal transportation, customs, production and warehouse complex and city logistics.

15.2. PERSONAL COMPETENCIES

- C1. Ability to apply knowledge in practice; research skills; ability to learn.
 C2. Ability to adapt to new situations; creativity and the ability to generate new ideas.
 C3. Ability to work independently; develop and manage projects.
 C4. Ability to integrate knowledge and make judgments based on incomplete or limited information, while being ethically and socially responsible for these judgments and the application of knowledge.
 C5. Possessing time management skills and organizational abilities to solve practical tasks.

15.3 D – INTERCULTURAL COMMUNICATIVE COMPETENCIES

- D1. Ability to express respect and goodwill toward others.
 D2. Ability to behave as if you perceive the world as others do.
 D3. Ability to manage interpersonal interactions.
 D4. Ability to respond to new or unfamiliar situations with minimal visible discomfort.
 D5. Ability to respond to others without judgment or condemnation.
 D6. Proficiency in managing conversations.
 D7. Adherence to behavioral norms that involve initiating actions related to problem-solving and promoting international harmony.
 D8. Ability to show tolerance toward the unfamiliar or the “other.”
 D9. Use of written and oral foreign-language communication skills in professional work, helping students reach internationally recognized academic and professional levels while accounting for the national educational model.
 D10. Possession of language competencies necessary for conducting research in international business; ability to express ideas logically and coherently in both written and spoken form.

16. CONTENT OF THE EDUCATIONAL PROGRAM

16.1 GENERAL STRUCTURE OF THE PROGRAM

The educational program is usually designed for four academic years of study. The academic year is divided into 2 semesters, each 15 weeks long. The program is taught on a modular basis. 1 module usually consists of 7–9 credits. During one semester, the student's academic workload cannot exceed 3–4 modules. The final assessment of students is carried out in the form of defending a professionally applied project and passing a comprehensive exam.

| 16.2 MODULES OF EDUCATIONAL PROGRAMS | | | |
|--|--------------------------------------|-------------------|----|
| 16.2.1 GENERAL EDUCATION MODULE | | | |
| 16.2.1 BASIC MODULES | | | |
| NAME OF THE MODULE | CONTENT | NUMBER OF CREDITS | OF |
| I General Education Block of the Curriculum (GEB) | | | |
| 1.1 Block of Professionally-Oriented Training | | | |
| Social and ideological module | History of Kazakhstan | 5 | |
| | Philosophy | 5 | |
| | Sociology | 2 | |
| | Political science | 2 | |
| | Culturology | 2 | |
| | Psychology | 2 | |
| | Fundamentals of personal development | 6 | |
| | Physical education | 8 | |
| | Total: | 32 | |

| | | |
|---|--|-----------|
| General language module | Kazakh (Russian) language | 10 |
| | Foreign language (English) | 10 |
| | Total: | 20 |
| Digitalization module | Information and communication technologies | 5 |
| | Total: | 5 |
| Total GES: | | 57 |
| 2. Vocational-based training module | | |
| Module 2.1 Modern models and theories of economic development | Economic theory | 5 |
| | Microeconomics | 6 |
| | Macroeconomics | 5 |
| | Total: | 16 |
| Module 2.2 Financial and accounting principles of doing business | Fundamentals of accounting | 4 |
| | Accounting Principles | |
| | Accounting Theory | |
| | Fundamentals of finance | 4 |
| | Total: | 8 |
| | Educational practice | 3 |
| Module 2.3 Social responsibility of business and statistics | Social responsibility of business | 3 |
| | Mathematics in economics | |
| | Economic and mathematical analysis and methods of optimal solutions | |
| | Statistics | 4 |
| | Socio-economic statistics | |
| | Statistics of the market of goods and services | |
| | Total: | 7 |
| Module 2.4 Business management | Fundamentals of management | |
| | Theory and practice of management | 4 |
| | Theory of managerial decisions | |
| | Fundamentals of marketing | |
| | Merchandising and trade | 5 |
| | Advertising and PR | |
| | Strategy and tactics of business negotiations | 3 |
| | Business rhetoric and persuasive communication | |
| | Ethics and culture of business communication | |
| | Strategic management | 4 |
| International marketing | 4 | |
| | Total: | 20 |
| Module 2.5 Economic aspects of business | Economy of small and medium business | 4 |
| | Enterprise economics | |
| | National economy, economic entities in the context of global interaction | 5 |
| | National economy of Kazakhstan and activities of business structures | |
| | Total: | 9 |
| | Industrial practice | 3 |

| | | |
|---|---|-----------|
| Module 2.6 Professional and communicative language module | Professionally oriented foreign language | 12 |
| | Professional English language | 12 |
| | Specialized English language | 6 |
| | Business English language | |
| | Professional English for business | |
| | Professional communicative language practicum | 9 |
| | Business language practicum | |
| | Professional communications in business | |
| | Total: | 39 |
| Financial management (Minor) | 1C Accounting | 4 |
| | Digitalization of professional activity (CAP Accounting) | |
| | E-commerce in the context of digitalization | |
| | Financial accounting | 6 |
| | International Financial Reporting Standards | |
| | Theory and practice of reporting according to international standards | |
| | Total: | 10 |
| Module 3.1 International aspects of doing business and law | International economic relations | 4 |
| | Economy of foreign countries | |
| | International trade | |
| | World commodity markets | 4 |
| | International corporate law | 4 |
| | International business | 4 |
| | Total: | 16 |
| Business management (Minor) | Project management | 5 |
| | Business planning | 4 |
| | Total: | 9 |
| Module 3.2 Financial aspects of business management | Corporate finance | 5 |
| | Business finance | |
| | Financial efficiency and investments | |
| | Financial statements | 4 |
| | Financial management | |
| | International monetary and financial relations | |
| | Total: | 9 |
| | Pre-graduation/industrial practice | 6 |
| Specialization «Business analytics» | | |
| | Business organization | 4 |
| | Financial analysis | 4 |
| | Management analysis | 4 |
| | Financial markets | 5 |
| | Logistics | 4 |
| | Total: | 21 |
| Specialization «Finance and accounting» | | |
| | Taxes and taxation | 4 |
| | Economic analysis | 4 |

| | | |
|--|---|------------|
| | Insurance | 4 |
| | Banking | 5 |
| | Audit | 4 |
| | Total: | |
| Specialization “International Financial and Economic Analytics” | | |
| | Financing and Investment Lending | |
| | Labor Economics, Accounting, and Enterprise Operations | |
| | Corporate Economics | |
| | BI Analytics | |
| | International Economic Integration | |
| | Total: | 21 |
| Module 3.3 Final certification | Final certification: 1. Writing and defending a thesis (project) or 2. Preparation and passing 2 comprehensive exams: 1) in BD and PD: 1.1 Fundamentals of Finance 1.2 Enterprise economy 1.3 Fundamentals of Accounting 2) Minor: Business Management (minor) 3) Professional English Language | 8 |
| | Total: | 8 |
| | TOTAL: | 241 |

| 16.3 SCHEME FOR FORMING LEARNING RESULTS | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|
| GENERAL COMPETENCIES | | | | | | | | | |
| Name of the module | code | GC1 | GC2 | GC3 | GC4 | GC5 | GC6 | GC7 | GC8 |
| Module 1.1 Social and ideological | | X | | | X | X | X | X | |
| Module 1.4 General language module | | | X | | | | | | X |
| Module 1.5 Digitalization | | | | X | | | | | |

| PROFESSIONAL COMPETENCIES | | | | | | | | | | | | | | | | |
|--|------|----|----|----|----|----|----|----|----|----|-----|-----|-----|-----|-----|-----|
| Name of the module | code | B1 | B2 | B3 | B4 | B5 | B6 | B7 | B8 | B9 | B10 | B11 | B12 | B13 | B14 | B15 |
| Module 2.1 Modern models and theories of economic development | | X | | | | | | | | | | | | | | |
| Module 2.2 Financial and accounting principles of doing business | | | X | X | | | | | | | | | | | | |
| Module 2.3 Social responsibility of business and statistics | | | | | X | | | | | X | | | | | | |
| Module 2.4 Business management | | | | | | X | X | | | | | | | | | |
| Module 2.5 Economic aspects of business | | | | | | | | | X | X | | | | | | |
| Financial management (Minor) | | | X | | | | | | | | | | | | X | |
| Module 3.1 International aspects of doing business and law | | | | | | | | | | | | X | X | | | |
| Business management (Minor) | | | | | | X | X | X | | | | | | | | |
| Module 3.2 Financial aspects of business management | | | X | | | | | | X | | | | | | | |

| PERSONAL COMPETENCIES | | | | | | |
|--|------|----|----|----|----|----|
| NAME OF THE MODULE | code | C1 | C2 | C3 | C4 | C5 |
| Module 3.1 International aspects of doing business and law | | X | X | X | X | X |
| Business management (Minor) | | | X | X | X | X |
| Module 3.2 Financial aspects of business management | | X | | X | X | |

| INTERCULTURAL COMMUNICATIVE COMPETENCIES | | | | | | | | | | | |
|--|------|----|----|----|----|----|----|----|----|----|-----|
| NAME OF THE MODULE | code | D1 | D2 | D3 | D4 | D5 | D6 | D7 | D8 | D9 | D10 |
| Модуль 2.6 Professional communicative language practicum | | X | | X | | X | X | | X | | X |

17. RESEARCH AREAS FOR STUDENTS IN THE EDUCATIONAL PROGRAM "International Business"

In order to increase the scientific research activity of students, the following events are systematically organized:

- student science week, among 2nd-3rd-4th year students, 6B04101 – “International Business” (bachelor's degree).
- round table among students of the educational program 6B04101 – “International Business (bachelor's degree) on the topic: "New Economy - Success of Youth".

18. INTERNATIONAL ACADEMIC MOBILITY WITHIN THE FRAMEWORK OF THE EDUCATIONAL PROGRAM

Indonesia:

UPN University Veteran Jakarta

The Netherlands:

Inholland University of Applied Sciences

Thailand:

Walailak University

19. THE STATE EDUCATIONAL PROGRAM INCLUDES THE FOLLOWING TYPES OF PRACTICE

- educational (3 credits, semester 4);
- industrial (3 credits, semester 6);
- pre-graduation (6 credits, semester 8).

20.1 EDUCATIONAL PRACTICE

Purpose of the practice:

Consolidation of knowledge in the courses of the "Professionally-based module", development of skills in using the scientific and methodological apparatus of the studied disciplines, acquisition of practical professionally necessary skills of independent work

Objectives of the practice:

1. Characteristics of the enterprise/internship base
2. Familiarization with the marketing activities of the company
3. Characteristics of the organizational structure and features of the company management process
3. Characteristics of the enterprise resources
4. Familiarization with business methods and indicators of the final results of the enterprise.

Places of the internship (list of Agreements):

1. Corporate Business Division, branch of JSC Kazakhtelecom
2. JSC "AralTuz"
3. JSC Insurance Company "NOMAD Insurance"
4. LLP Independent Auditing Company Centeraudit-Kazakhstan, etc.

20.2 INDUSTRIAL PRACTICE

The purpose of industrial practice:

To consolidate the knowledge acquired by students in the process of studying the "Modules of professional identification training" to form the competencies necessary for a specialist in the field of international business.

Tasks of industrial practice:

1. Evaluation and analysis of the resource potential of the enterprise;
2. Evaluation and forecasting of the financial position and efficiency of economic activity of the enterprise;
3. Evaluation of the financial condition and level of financial stability of the enterprise;
4. Analysis of the external economic environment of the company.

Place of the practice:

1. JSC "Bank CenterCredit"
2. JSC "Home Credit Bank"
3. JSC Insurance Company "Nomad Insurance"
4. JSC "ForteBank"
6. LLP SoftClub, etc

20.3 PRE-GRADUATION /INDUSTRIAL PRACTICE

The purpose of pre-graduation/industrial practice:

Preparation of the practical part of the diploma project, an important part of the educational process, the final stage of training at the university, as well as the application of acquired knowledge, skills and abilities in the field of international business.

Objectives of pre-graduation practice:

1. Analysis of industry products
2. Analysis of the main technical and economic indicators of the company's activities
3. Analysis and ways to improve the efficiency of using the enterprise's resources
4. Evaluation of the economic efficiency of the company
5. Collection of data for use in the diploma project, etc.

Place of the practice:

1. JSC «Bereke Bank»
2. JSC «ForteBank»
3. JSC Insurance Company “Nomad Insurance”
4. JSC “Intergas”
5. JSC “Araltuz”
6. LLP “Independent Audit Company Centeraudit-Kazakhstan”
7. LLP “SoftClub”
8. LLP “Matus”
9. LLP «BakerTilly» international audit company
10. Corporate Business Division, branch of JSC Kazakhtelecom, etc.