

**Business administration in the field of entrepreneurship**

Track 1: Product development  
 Track 2: Family business  
 Track 3: Project Management  
 Language: Kazakh / Russian / English  
 Admission year: 2022  
 Graduation year: 2025

**3 years  
 after school**

Degree:  
 Bachelor of Business and Management in the program  
 "6B04103-Business administration in entrepreneurship"

Accredited by IQAA program accreditation  
 IS-A №0058/1 from 2 July 2022 to June 2027



Year 1

1 semester	ECTS
Idea generation and creative thinking	5
Creative disruption and Innovation	5
Design of Life	3
Kazakh(Russian) Language 1	5
Foreign Language 1	5
Introduction to entrepreneurship Management	3
Human rights and civil society/Sustainable Development: Principles and Practice/Management Information System Tools -Spreadsheets	5
<b>Total</b>	<b>34</b>

2 semester	ECTS
Design Thinking (Smart Point)	5
Business communications	5
Kazakh(Russian) Language 2	5
Foreign Language 2	5
Entrepreneurship in Action	3
Service Learning	3
Leadership/Critical Thinking	3
Physical Training 1	4
<b>Total</b>	<b>33</b>

Summer semester	ECTS
Sales Workshop(Art of Sales-innovative products)	12
Modern history of Kazakhstan	5
Sociology/Political science	4
<b>Total</b>	<b>21</b>

Year 2

3 semester	ECTS
MVP testing and experimentation	5
Digital Marketing	5
Management in creative industries	5
Foreign Language 3	5
Entrepreneurship in Action 2	3
Information and communication technologies	5
Physical Training 2	4
Minor course 1	5
<b>Total</b>	<b>37</b>

4 semester	ECTS
Graphic Design and Web Design	5
Workshop in the accelerator (Customer development, project scaling, venture markets)	10
Accounting and auditing	3
Minor course 2	5
<b>Total</b>	<b>23</b>

Summer semester	ECTS
Unit Economics/Human Resource Management/Project Management	5
Research design	3
Finance	3
Philosophy	5
Cultural Studies/Psychology	4
<b>Total</b>	<b>20</b>

Year 3

5 semester	ECTS
Consulting for Innovative projects	10
Senior Thesis Track	5
Customer Development/Family Business Management-Managing Paradoxes/Flexible Project Management methodologies	5
Agile Project Management/Managing Conflicts in Family Business/Strategic Management	5
Training for Startups/Family Business Succession/Mathematical modeling in project management	5
Corporate innovations/Branding in Family Business/IT project management	5
Minor course 3	5
<b>Total</b>	<b>40</b>

6 semester	ECTS
Internship	20
Writing and defence of diploma project / thesis	12
<b>Total</b>	<b>32</b>

General module	26
AlmaU module	65
Minor	15
Profile module	102
Internship, Thesis-Project	32
<b>Total</b>	<b>240</b>

**Total credits for 3 years of study**

**240**

Track

Product Development	ECTS
Customer Development	5
Unit Economics	5
Agile Project Management	5
Training for startups	5
Corporate innovations	5
<b>Total</b>	<b>25</b>

Family Business	ECTS
Family Business Management - Managing Paradoxes	5
Managing Conflicts in Family Business	5
Family Business Succession	5
Human Resources Management	5
Branding in Family Business	5
<b>Total</b>	<b>25</b>

Project Management	ECTS
Flexible project management methodologies	5
Strategic management	5
Mathematical modeling in project management	5
Project management	5
IT project management	5
<b>Total</b>	<b>25</b>