

SYLLABUS
 Fall semester of the 2025-2026 academic year
 Educational program "6B06102 - Information Systems"

ID and name of course	Independent work of the student (IWS)	Number of credits			General number of credits	Independent work of the student under the guidance of a teacher (IWST)
		Lectures (L)	Practical classes (PC)	Lab. classes (LC)		
84560 - Business-1 (Management and Marketing)	4	1.70	-	3.30	5	7
ACADEMIC INFORMATION ABOUT THE DISCIPLINE						
Training format	Cycle, component	Types of lectures	Types of practical classes		Shape and platform final control	
<i>Offline</i>	B, UC	Theoretical	Discussion and analysis, example situations		Oral offline	
Lecturer - (s)	Vladislav Karyukin					
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Assistant - (s)	-					
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Phone:	-					
ACADEMIC COURSE PRESENTATION						
Purpose of the course	Expected Learning Outcomes (LO) *				Indicators of LO achievement (ID)	
Developing the ability to conduct marketing research and management and marketing functions, and make organizational decisions to implement an economic project	1. To describe the purpose and requirements, principles of organizing management and marketing in the company, and determine its effectiveness				1.1 Explains the essence of management and marketing	
	2. To demonstrate products and to generalize their features				1.2. Describes the goals and requirements of a manager and a marketer	
	3. To conduct marketing research and management practices				2.1 Analyzes the organizational management	
	4. To make organizational decisions, draw conclusions on marketing decisions, and draw up strategic plans				2.2 Identifies ways to improve organizational structures	
	5. To organize group activities for the implementation of economic projects				3.1. Analyzes the activities of personal	
Prerequisites	93667 - Entrepreneurship					
Postrequisites	88257 - IS Innovation and New Technologies					
Educational resources	<p>Literature:</p> <p>Main:</p> <ol style="list-style-type: none"> Kim, Mauborgne. Blue Ocean Strategy, Expanded Edition. Tools for creating uncontested market space, 2015 Kim, Mauborgne. Blue Ocean Shift. Step-by-step process to move beyond competition, 2017 Parker, Van Alstyne and Choudary. Platform Revolution. How platforms transform markets, 2016 Ray Dalio. Principles: Life and Work. Decision-making and management principles, 2017 Tetlock & Gardner, Superforecasting, Evidence-based prediction skills for business, 2015 <p>Additional:</p> <ol style="list-style-type: none"> Amy C. Edmondson. Right Kind of Wrong. Failing well and organizational learning, 2023 Parmy Olson. Supremacy, The OpenAI-DeepMind race and the business of AI, 2024 <p>Research infrastructure:</p> <ol style="list-style-type: none"> Business incubator № 12 Laboratory room 323 Laboratory room 514 <p>Professional scientific databases:</p> <ol style="list-style-type: none"> Scopus – https://www.scopus.com Elsevier – https://www.elsevier.com/ Researchgate – https://www.researchgate.net/ 					

Internet resources:

1. <https://www.udemy.com/course/how-to-start-a-business-go-from-business-idea-to-a-business/>
2. <https://www.udemy.com/course/disruptive-innovation-business-model-startup/>
3. <https://www.udemy.com/course/how-to-write-a-simple-and-successful-business-plan/>

Software:

1. Microsoft Word
2. Microsoft Excel
3. PowerBI
4. Tableau
5. ClickUP

Academic policy of the discipline

The academic policy of the course is determined by the Academic Policy and the Policy of Academic Integrity of Al-Farabi Kazakh National University.

Documents are available on the main page of IS Univer.

Integration of science and education. The research work of students, undergraduates, and doctoral students is a deepening of the educational process. It is organized directly at the departments, laboratories, scientific and design departments of the university, in student scientific and technical associations. Independent work of students at all levels of education is aimed at developing research skills and competencies based on obtaining new knowledge using modern research and information technologies. A research university teacher integrates the results of scientific activities into the topics of lectures and seminars (practical) classes, laboratory classes, and into the tasks of IWST, IWS, which are reflected in the syllabus and are responsible for the relevance of the topics of training sessions and assignments.

Attendance. The deadline for each task is indicated in the calendar (schedule) for the implementation of the course content. Failure to meet deadlines results in loss of points.

Academic honesty. Practical/laboratory classes, IWS develop the student's independence, critical thinking, and creativity. Plagiarism, forgery, the use of cheat sheets, and cheating at all stages of completing tasks are unacceptable.

Compliance with academic honesty during the period of theoretical training and at exams, in addition to the main policies, is regulated by the "Rules for the final control", "Instructions for the final control of the autumn/spring semester of the current academic year", and "Regulations on checking students' text documents for borrowings".

Documents are available on the main page of IS Univer.

Basic principles of inclusive education. The educational environment of the university is conceived as a safe place where there is always support and an equal attitude from the teacher to all students and students to each other, regardless of gender, race/ethnicity, religious beliefs, socio-economic status, physical health of the student, etc. All people need the support and friendship of peers and fellow students. For all students, progress is more about what they can do than what they can't. Diversity enhances all aspects of life.

All students, especially those with disabilities, can receive counseling assistance by phone / e-mail vladislav.karyukin@gmail.com / +77019405992 or via video link in MS Teams <https://teams.microsoft.com/l/channel/19%3A3A3NCyVOKXFPQhtoOyKFhXIIOkF5YRYULY7dYixOVgNrM1%40thread.tacv2/General?groupId=dfbde614-a63e-4574-8d2e-727d4b7a85bf&tenantId=b0ab71a5-75b1-4d65-81f7-f479b4978d7b>

INFORMATION ABOUT TEACHING, LEARNING, AND ASSESSMENT

Point -rating letter system for grading academic achievements				Assessment methods									
Grade	Digital equivalent points	Points, % content	Assessment according to the traditional system										
A	4,0	95-100	Great	<p>Criteria-based assessment is the process of correlating actual learning outcomes with expected learning outcomes based on clearly defined criteria. Based on formative and summative assessments. Formative assessment is a type of assessment that is carried out in the course of daily learning activities. It is the current measure of progress. Provides an operational relationship between the student and the teacher. It allows you to determine the capabilities of the student, identify difficulties, help achieve the best results, and timely correct the educational process for the teacher. The performance of tasks, the activity of work in the classroom during lectures, seminars, practical exercises (discussions, quizzes, debates, round tables, laboratory work, etc.), is evaluated. Acquired knowledge and competencies are assessed.</p> <p>Summative assessment - a type of assessment that is carried out upon completion of the study of the section in accordance with the program of the course. Conducted 4 times per semester when performing IWS. This is the assessment of mastering the expected learning outcomes in relation to the descriptors. Allows you to determine and fix the level of mastery of the course for a certain period. Learning outcomes are evaluated.</p> <table border="1"> <thead> <tr> <th>Formative and summative assessment</th> <th>Points % content</th> </tr> </thead> <tbody> <tr> <td>Activity at lectures</td> <td>5</td> </tr> <tr> <td>Work in practical classes</td> <td>20</td> </tr> <tr> <td>Independent work</td> <td>25</td> </tr> </tbody> </table>		Formative and summative assessment	Points % content	Activity at lectures	5	Work in practical classes	20	Independent work	25
Formative and summative assessment	Points % content												
Activity at lectures	5												
Work in practical classes	20												
Independent work	25												
A-	3.67	90-94											
B+	3.33	85-89	Fine										
B	3.0	80-84											
B-	2.67	75-79											
C+	2.33	70-74											
C	2.0	65-69	Satisfactorily										
C-	1.67	60-64											
D+	1.33	55-											

		59			
	1.0	50-54		Design and creative activity	10
FX	0.5	25-49	Unsatisfactory	Final control (exam)	40
F	0	0-24		TOTAL	100

Calendar (schedule) for implementing the course content. Teaching and learning methods.

A week	Topic name	Number of hours	Max. ball
Module 1 Management			
1	L1. Features of business planning	1	
	LC1. Business planning features. Developing a new business idea. Creating a business plan. Defining key goals and objectives	2	
2	L2. Market research	1	
	LC 2. Market analysis. Industry status description. Product description. Competition analysis	2	
3	L3. Organizational structure of the enterprise	1	
	LC 3. Determining the legal form, divisions, staff roster, and employee salaries. Building the enterprise's organizational structure	2	
4	L4. Target audience analysis	1	
	LC 4. Defining the target audience. Identifying the core target audience. Conducting segmentation	2	
5	L5. Competition in the business system	1	2
	LC 5. Identifying the company's main competitors. Determining the company's strengths relative to competitors. Conducting a SWOT analysis	2	10
	IWST 1. Consultation on the implementation of IWS 1 on the topic: "Overview of the main types of organizations and their differences" Acceptance of IWS 1		25
Module 2 Marketing			
6	L6. Fundamentals of Marketing. Strategic planning and management	1	1
	LC 6. Choice strategies, companies, and coordination "strategic plan"	2	10
	IWST 2. Consultation on the implementation of IWS 2 on the topic: "Developing Business Planning"		
7	L7. Marketing information system	1	1
	LC 7. Interaction within the company and delegation of authority	2	10
	IWST 3. Acceptance of IWS 2		30
8	L8. Marketing research using digital technologies	1	1
	LC 8. Stimulating labor in the company	2	10
			100
Midterm 1 (MT1)			
9	L9. Marketing research using digital technologies	1	1
	LC 9. Stimulating labor in the company	2	5
	IWST 4. Consultation on the implementation of IWS 3 "Marketing Research"		
10	L10. Marketing planning	1	1
	LC10. Leadership and style management in the company	2	5
Module 3 Analysis			
11	L11. Marketing activities management	1	1
	LC11. Marketing market research	2	5
	IWST 5. Acceptance of IWS 3		28
12	L12. Segmentation market	1	1
	LC12. Characteristics and analysis of the task segments in the modern market	2	5
	IWST 6. Consultation on the implementation of IWS 4 on the topic "Developing a Complex Business Strategic Plan"		
13	L13. Price policy marketing	1	1
	LC13. Quality and price of products	2	5
14	L14. Advertising in the marketing system and marketing research communications	1	1
	LC14. Characteristics of modern advertising companies	2	5
	IWST 7. Acceptance of IWS 4	1	30
15	L15. International marketing	1	1
	LC15. Peculiarities of the international market	2	5
			100
Midterm 2 (MT 2)			

SUMMARY ASSESSMENT RUBRICATOR

IWS1. Overview of the main types of organizations and their differences (25% of 100% of MT1)

Criterion	“Great” 21-25%	“Fine” 11-20%	“Satisfactory” 6-10%	“Unsatisfactory” 0-5%
Knowledge and understanding of the main types of organizations and their differences	Great understanding of the degree of relevance and reliability of the main types of organizations and their differences	Good understanding of the degree of relevance and reliability of the main types of organizations and their differences	Limited understanding of the appropriateness, relevance, and validity of the main types of organizations and their differences	Superficial understanding/lack of understanding of the degree of relevance and reliability of the main types of organizations and their differences
Writing a report	The writing demonstrates clarity, conciseness, and accuracy.	The writing demonstrates clarity, conciseness, and correctness. Mostly no errors.	There are some key errors in the writing, and the clarity needs improvement.	The writing is unclear, making it difficult to follow the content. Lots of errors in the text

IWS2. Developing Business Planning (30% of 100% of MT1)

Criterion	“Great” 26 - 30%	“Fine” 16-25%	“Satisfactorily” 6-15%	“Unsatisfactory” 0-5%
Working with a complex business strategic plan	Great understanding of the degree of compliance, relevance, and reliability of a complex business strategic plan	Good understanding of the degree of relevance, relevance, and reliability of a complex business strategic plan	Limited understanding of the consistency, relevance, and validity of a complex business strategic plan	Superficial understanding/lack of understanding of the degree of compliance, relevance, and reliability of a complex business strategic plan
Writing a report	The writing demonstrates clarity, conciseness, and accuracy.	The writing demonstrates clarity, conciseness, and correctness. Mostly no errors.	There are some key errors in the writing, and the clarity needs improvement.	The writing is unclear, and it is difficult to follow the content. Lots of errors in the text

IWS3. Marketing Research (28% of 100% of MT2)

Criterion	“Great” 21 - 28%	“Fine” 11 - 20%	“Satisfactory” 5 - 10%	“Unsatisfactory” 0-4%
Knowledge of business planning	Full understanding of business planning	Almost complete understanding of business planning	Partial understanding of business planning	Lack of understanding of business planning
Writing a report	The writing demonstrates clarity, conciseness, and accuracy.	The writing demonstrates clarity, conciseness, and correctness. Mostly no errors.	There are some key errors in the writing, and the clarity needs improvement.	The writing is unclear, making it difficult to follow the content. Lots of errors in the text

IWS4. Developing a Complex Business Strategic Plan (30% of 100% of MT2)

Criterion	“Great” 26-30%	“Fine” 16-25%	“Satisfactory” 6-15%	“Unsatisfactory” 0-5%

Knowledge and understanding of a complex strategic plan	Great understanding of a complex strategic plan	Good understanding of a complex strategic plan	Limited understanding of a complex strategic plan	Superficial understanding of a complex strategic plan
Writing a report	The writing demonstrates clarity, conciseness, and accuracy.	The writing demonstrates clarity, conciseness, and correctness. Mostly no errors.	There are some key errors in the writing, and the clarity needs improvement.	The writing is unclear, and it is easy to follow the content. Lots of errors in the text

Dean  Imankulov T.S.

Chair of the Academic Committee
on the Quality of Teaching and Learning  Buribayev Zh.A.

Head of Department  Shormakova A.N.

Lecturer  Karyukin V.I.

