

BBA IN MARKETING

KEY FACTS

Programme name	BBA in Marketing
Award	IQAA
School	International School of Economics
Department or equivalent	Marketing
Code	B047
Programme code	6B04117
Type of study	Full time
Total credits	240
Total ECTS	240

PROGRAMME SUMMARY

The purpose of the educational program is to train qualified marketing professionals with analytical, practical skills and competencies to make strategic decisions in the field of marketing, able to explore the market, evaluate consumer behavior and develop a strategy necessary for a competitive business environment in various industries and fields of activity. The programme is designed with accordance to the government regulations, needs of the labor market and external stakeholders.

AIMS (UNIQUE/ COMMON):

Unique:

- demonstrate awareness of global and local context to determine positioning strategy and marketing mix;
- analyze and collect information to conduct market research for business purposes;
- demonstrate decision-making using information from marketing research, information about the need, marketing and financial indicators;
- create a balanced marketing mix using information about consumer behavior, marketing and communication strategy;
- develop marketing tactical plans with alignment to organizational strategy;
- create and evaluate solutions to given marketing problem;
- examine digital capabilities of the company;
- identify optimal ways for product and market development;
- analyze data and information sources for effective development of marketing strategy and marketing plan;

Common:

- develop critical thinking skills, written and verbal communication skills and IT skills;
- encourage to master presentation skills, leadership and effective teamwork;
- provide the understanding and follow principles of business ethics;

- develop the ability to apply research methodology;
- provide the understanding and ability to apply key concepts of economics, finance, accounting, management and marketing;

WHAT WILL I STUDY?

ECTS: 240

Length: 4years

Language of instruction: 100% English

General Education Courses	58 ECTS
- Required	53 ECTS
- Electives	5 ECTS
School Required Courses	30 ECTS
Mathematics and Economics Required Courses	30 ECTS
Business Core Required Courses	23 ECTS
Major Courses	75 ECTS
- Required (Marketing Track)	30 ECTS
- Electives (Data Analysis Track)	20 ECTS
- Electives /ISE Minors	25 ECTS
Internship	12 ECTS
State Exam/Bachelor's Thesis	12 ECTS
Total	240 ECTS

Courses	ECTS	Required/Elective Courses
General Education Courses (58 ECTS)		
History of Kazakhstan	5	R
Kazakh-1,2/Russian-1/2	10	R
Cambridge English	20	R
Information and Communication Technologies	5	R
Social-political knowledge – 1/2	8	R
Philosophy	5	R
Critical Thinking	5	E

School Required Courses (30 ECTS)		
Business Communications	5	R
Organizational Behavior	5	R
Business Ethics	5	R
Introduction to Research Methods	5	R
Academic Writing	5	R
Data Analysis – 1	5	R
Mathematics and Economics Required Courses (30 ECTS)		
Mathematics - 1/ Calculus - 1	5	R
Introduction to Economics	5	R
Statistics - 1	5	R
Statistics - 2	5	R
Microeconomics	5	R
Macroeconomics	5	R
Business Core Courses (23 ECTS)		
Principles of Accounting	5	R
Principles of Finance	5	R
Principles of Management	5	R
Principles of Marketing	5	R
A Step to Graduate	3	R
Major Courses (30 ECTS)		
Digital Marketing	5	R
Brand Management	5	R
Marketing Research and Analysis	5	R
Strategic Marketing	5	R
Product Management	5	R
Project Management	5	R
Electives Major Courses (20 ECTS)		
Consumer Behavior	5	E
Advertising strategy and	5	E

Promotion		
Integrated Marketing Communications	5	E
Bloomberg Market Concepts	5	E
Electives (25 ECTS)		
Algorithms and Data Structures	5	E
Web Development - 1	5	E
Public Relation	5	E
Entrepreneurship	5	E
Supply Chain Management	5	E
Operations Management	5	E
Strategic Management	5	E
Innovation Management	5	E
Data Analysis Track (20 ECTS)		
Introduction to Programming	5	E
Machine Learning	5	E
Data Analysis – 2	5	E
Data Visualizations	5	E
Internship	12	R
State Exam/Bachelor's Thesis	12	R
Total	240 ECTS	

Electives (20 ECTS)*/ Minor (25 ECTS)
Minor in Supply Chain Management
Minor in Entrepreneurship and Innovation
Minor in Public Relations
Minor in International Relations
Minor in Human Resource Management
Minor in Information Technology in Business
Minor in Finance & Law
Minor in Corporate Governance
Minor in Business Ethics and Law
Minor in Business Journalism
CIMA BA Track

*Students may choose elective courses regardless of ISE Minors subject to studying prerequisites.

Note: in case you have questions concerning the catalog, you may ask them to office of advisors.

MINOR PROGRAM

Minor is an opportunity to expand knowledge and gain new skills in such areas as marketing, project management, human resource management. The content and structure of the program of additional specialization allows you to learn courses within your degree.

Minor programs may have following admission requirements:

- GPA, completed prerequisite courses, etc;
- consists of several disciplines, studied during one or several academic periods;
- may be offered as a separate certification program (for different categories of students)
- disciplines may be studied separately in different academic periods (“credit accumulation system”), but sequentially to obtain a certificate;
- is selected by the student independently from the academic catalogue of the higher school;
- can be studied in the course of the academic program (credits for minor disciplines are included in the 240 academic credits/ECTS of the major program) and/or in addition to the major program.

In the course of the academic program, a student may choose to pursue no more than two minors. If a student wants to master more than two minors, he or she should submit application to the Academic Quality Committee of the Higher School.

The requirements of the minor programs are registered in the academic catalogues of higher schools.

HOW WILL I LEARN?

STUDY LOAD

- The workload of one Kazakhstani academic credit (30 academic hours) is the equivalent to 1 ECTS.
- The standard workload of a full-time student during the academic year is 60 academic credits/ECTS, which, on average, corresponds to 1800 hours per year (30 hours per one academic credit/ECTS credit).
- The maximum number of credits, on which a student can register by him/herself per semester is 30 academic credits/ECTS;
- The minimum number of credits per semester is 20 academic credits/ECTS 20.

Note: the recommended workload for the undergraduate students is defined in the academic catalogue of the higher school.

ORGANIZATION OF THE EDUCATIONAL PROCESS

- The academic year begins and ends according to the academic calendar, approved by the decision of the Academic and Research Council (Academic Council);
- The academic year consists of academic periods (semester – 15 weeks, trimester – 10 weeks, quarter – 7-8 weeks, additional periods: summer and winter schools), periods of mid-term assessment, practice, holidays, exit exam assessment (final year of study) 16;
- Major dates of mid-term and, professional practices and holidays are indicated in the academic calendar;
- Each academic period ends with the examination session for students, the duration of which should be at least 1 week;
- Holidays are provided to students at least 2 times during the academic year, the total duration of which should be at least 7 weeks, with the exception in the senior year.

ATTENDANCE POLICY

- A student is required to attend all types of classes, which are stated in the discipline syllabus;
- An instructor keeps the records of class attendance in the Attendance module of Canvas LMS. The instructor marks the attendance during every week and no later than the end of the week;
- In case of missing more than 20% of the total number of classes over the academic period, the discipline is not considered as completed. In this case, current grades in the discipline are canceled upon completion of theoretical study and the student is given an “F” for the course. If the syllabus prescribes the final examination, the student is not allowed to take the final exam;
- In exceptional cases (illness (personal or persons under care), death of relative (father, mother, grandmother, grandfather, siblings, a child) or a spouse, a student has the right to apply to Academic Quality Committee to obtain permission to pass missed exam or assignments;
- In case a student was sent to an educational or scientific event by the University, such permission is provided by the administration of the University or the Higher School on their own initiative.

SUMMER/WINTER SCHOOL

Summer and winter schools are organized to meet the needs for:

- additional study;
- completion of the university curriculum within 3 years;
- to recount credits earned by students at other universities at their home university;
- increase the average GPA;
- eliminate academic failures or the difference in curricula.

INFORMATION SYSTEMS AND MEANS OF COMMUNICATION WITH STUDENTS

- All faculty and students of MAQSUT NARIKBAYEV UNIVERSITY are provided with a virtual office in the automated information system (AIS) Platonus and in Canvas LMS;
- The corporate e-mail (Outlook) address is provided as well.

ACADEMIC CONSULTATION

Academic counseling is an integral part of the learning process. Academic support for students at MAQSUT NARIKBAYEV UNIVERSITY is provided by the office of advisors, which is created in each higher school.

Each advisor is assigned for a certain number of students. To get advice from an advisor, a student can contact him/her by corporate e-mail or schedule a counseling session on the website (<http://tson.kazguu.kz/ru/moj-edvajzer/>).

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

ASSESSMENT OF STUDENT'S ACADEMIC ACHIEVEMENTS

Students' learning achievements (knowledge, abilities, skills and competencies) are assessed in grades on a 100-point scale, corresponding to the internationally accepted letter system with a numeric equivalent (positive grades, in decreasing order, from "A" to "D", and "unsatisfactory" - "FX", "F") and corresponding to the traditional grading system.

Table 2. Grade-rating letter system for assessing the students' educational achievements with their transfer to the traditional grading scale.

Letter Grade	Numeric equivalent	Grades (%)	Traditional system	General Description of Evaluation Criteria
A	4.0	95-100	Excellent	A candidate shows the mastery of content at the highest level of the academic programme. This grade clearly shows an outstanding performance in critical and independent thinking, analysis, and synthesis.
A-	3.67	90-94		
B+	3.33	85-89	Good	A candidate shows a very good level of academic performance. These grades indicate a good academic programme, a good performance in critical thinking, analysis, and synthesis.
B	3.0	80-84		
B-	2.67	75-79		
C +	2,33	70-74		
C	2.0	65-69	Satisfactory	A candidate demonstrates a poor level of academic achievement. This
C-	1,67	60-64		
D +	1.33	55-59		

D	1,0	50-54		assessment indicates a partial mastery of critical thinking skills.
FX	0.5	25-49	Unsatisfactory	A candidate demonstrates a poor level of the academic programme. These grades indicate a partial or some level of performance in authenticity, partial performance in critical thinking, analysis, and synthesis.
F	0	0-24		A candidate poorly demonstrates a very low level of the academic programme. This grade signifies a seriously deficient performance in authenticity, deficient performance in critical thinking, analysis, and synthesis.
P	-	-	Pass	<p>Full-time students who are not on an academic probation may, with the permission of the Academic Quality Committee, choose elective discipline with a grade of "P".</p> <p>The maximum number of credits for the entire training period is 10 ECTS .</p> <p>Grades “pass” / "not pass” do not have an expression in points and is not taken into account when calculating the GPA .</p> <p>Credits in the discipline in the case of obtaining a grade of "P" are counted.</p>
PF	-	-	Not pass	Credits in the discipline in the case of obtaining

				a grade of "PF" are not counted.
--	--	--	--	----------------------------------

WHAT AWARD CAN I GET?

Upon completion of study, MAQSUT NARIKBAYEV UNIVERSITY awards academically outstanding students with honor degrees. There are three degrees:

- with honor (Cum laude). To receive the Cum laude diploma (with honor), the student shall gain 3.5 – 3.7 GPA, and have “good” and “excellent” marks;
- with great honor (Magna cum laude). To receive the Magna cum laude diploma (with great honor), the student shall gain 3.8 – 3.9 GPA, and have "good" and "excellent" marks;
- with the highest honor (Summa cum laude). To obtain the Summa cum laude diploma (with the highest honor), the student shall gain 4.0 GPA.

The degree with distinction is noted in the diploma of its own sample.

At the end of the bachelor's degree, students who have shown significant success in academic, research and socially useful activities during 4 years of study can apply as candidates for inclusion in “Altyn Kitap” - the list of the best graduates of MAQSUT NARIKBAYEV UNIVERSITY.

Requirements for being included in “Altyn Kitap”:

- the absence of grades below "excellent" or "good" in all disciplines, internships and other sections included in the diploma supplement in accordance with the curriculum for the educational program;
- absence of reprimands, remarks and offenses while studying at the University;
- active participation in research work or socially useful life of the University. Supporting documents should be provided by the graduate (Certificates, diplomas, awards and medals).

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?

ACADEMIC MOBILITY

Each year, in September and October (for spring semester applications), and in March and April (for fall semester applications), the International Department of the University send students to our partner universities for 1-2 semesters, as part of bilateral agreements and memorandums.

Note: 58 students per 2022-2023 years seize the opportunity to go abroad through the academic mobility program.

Eligibility criteria:

- 2nd– or 3rd-year students (total credits earned – min 60);
- GPA 2.5 or above;
- English level B2 or above.

Universities that host MAQSUT NARIKBAYEV UNIVERSITY students under the academic mobility programmes:

- Belgium: University of Liege
- Finland: Hame University of Applied Sciences
- Czech Republic:
 - Mendel University
 - Ostrava University
- Spain: Universidad de Jaén
- Lithuania: Vitautas Magnus University
- Poland: University of Opole
- Korea: Solbridge Business School
- Germany:
 - Hof University of Applied Sciences
 - European University Viadrina
- France: University of Toulouse
- Indonesia: Universitas Airlangga
- Latvia: Turība University
- Hungary: University of Dunaújváros

*The list of partner-universities can be changed

Contacts:

If you want to learn more about academic mobility and criteria for participating in the exchange program, please contact International Office, **mobility@kazguu.kz**

TO WHAT KIND OF CAREER MIGHT I GO ON?

Top 10 partner companies (majoring in marketing and related fields):
KPMG
Astana Hub
BI Group
NC “KazMunayGaz” JSC
Petro-Retail
Samruk Business Academy
Bureau for Continuing Professional Development (BCPD Ltd.)
The Astana International Finance Centre (AIFC)
The St.Regis Astana Hotel
Sheraton Astana Hotel

If you would like more information on the Careers support available at City, please go to: <https://lp.kazguu.kz/centerise>, or e-mail: careercenter_hse@kazguu.kz