



«APPROVED»

**Member of the Board- vice-rector
for academic affairs
NJSC «Al-Farabi KazNU»**

Kazmagambetov A.G.

2025

**Program of entrance exam for the group of educational programs of the faculty
«Higher School of Economics and Business»
Master's degree
for foreign citizens to study on a paid basis**

1. General Provisions

1.1 The program was drawn up in accordance with the Order of the Minister of Education and Science of the Republic of Kazakhstan dated October 31, 2018 No. 600 «On approval of the Model Regulations for admission to studies in educational organization, implementing educational programs of technical and vocational education» (hereinafter – the Standard Rules).

1.2 In Al-Farabi KazNU on educational programs of postgraduate education (master's degree) are admitted applicants who have mastered educational programs of higher education.

1.3 Entrance examinations according to Annex 2 to the Standard Rules are held **in the format of an interview** for the following groups of educational programs:

- ✓ 7M04102 - Economy
- ✓ 7M04143 - Digital Econometrics
- ✓ 7M04144 - Smart City
- ✓ 7M04104 - State and Local Government
- ✓ 7M04145 - State policy
- ✓ 7M04146 - Public administration
- ✓ 7M04112 - Management
- ✓ 7M04116 - Project Management
- ✓ 7M04109 - Innovation Management
- ✓ 7M04117 - read and listen
- ✓ 7M04128 - finance
- ✓ 7M04129 - Market Ring
- ✓ 7M11301- Logistician (on request)
- ✓ 7M04153 – Digital business-technologies
- ✓ 7M04151 - Creative Economy

1.4 For the organization and conduct of entrance examinations for admission of a foreign applicant by the decision of the rector of Al-Farabi Kazakh National University is creating an examination committee for the period of examinations.

The commission of entrance examinations for admission of a foreign applicant to KazNU includes employees of the Internationalization and Recruiting Department (hereinafter referred to as the Department) and the professor-teaching staff of KazNU.

1.5 In case a foreign applicant who meets the above requirements has no possibility to come

to the University for an entrance interview, he has the opportunity to take it online.

1.6 Entrance exam in the form of oral conversation (interview) for admission to a foreign applicant are evaluated on a 100-point system. When enrolling on a paid basis, 50 points are counted.

1.7 Based on the results of the entrance exam, an interview protocol is drawn up in the prescribed form according to the requirements of the Department. The interview record is signed by the chairman and all members of the commission present and submitted to the Department.

1.8. The decision on admission is reviewed by the competition commission for the enrollment of foreign applicants and documented by a protocol through the "Salem office" system. The results of the entrance exam are announced on the day of the exam.

1.9 Retaking the entrance exam is not permitted.

1.10 An appeal against the results of the interview is not considered.

2. Conducting the entrance exam in 2025

The interview is conducted in Kazakh, Russian and English. The oral interview also contains questions aimed at revealing the ability to learn, creative activity and critical thinking, personal qualities of the applicant.

A sample list of interview topics:

1. Economy of the modern world.
2. Trends in the development of the digital economy: challenges and prospects.
3. The impact of the artificial intelligence on the world economy.
4. Trends in the development of economic science
5. The role of government in society
6. Innovative forms and directions of development of financial systems.
7. Management accounting and internal control as business management tools.
8. Human capital in the knowledge economy.
9. Social responsibility of business.
10. Sustainable Development Goals and a green economy.
11. Small and medium business: problems and development prospects.
12. Analytical tools for strategic and operational management.
13. Modern business models in a networking environment.
14. The role of marketing in the activities of the organization
15. Logistics processes and supply chain management
16. Problems and prospects of economic development of the region.
17. Investment climate and investment attractiveness of the region.
18. Innovative economy of the 21st century.
19. Information openness and transparency of the activities of economic entities.
20. Business analytics as a driver of innovative and sustainable economic development
21. Fundamentals of economic theory: supply and demand, market equilibrium, prices and incomes.
22. Macroeconomics: inflation, unemployment, GDP, monetary policy.
23. Microeconomics: theory of consumer choice, theory of the firm, competition, monopoly.
24. Economic policy: government intervention measures, taxes, subsidies, regulation.

25. International economics: trade, exchange rates, international finance.
26. The Role of Banks, Financial Markets, and Government Institutions in Ensuring Economic Stability.
27. Equity vs. Debt Capital: Key Differences and the Factors Influencing a Company's Financing Decisions.
28. Main Types of Financial Risks and the Use of Diversification, Hedging, and Insurance to Minimize Them.
29. The Functions of the State Budget and Its Impact on the Economy.
30. Automation of Logistics Processes.
31. Supply Chain Management.
32. The Role of Analytics in Logistics Optimization.
33. Implementation of Artificial Intelligence in Logistics Operations.
34. The Importance of Financial Reporting in Managing Organizational Activities. Requirements for Financial Reporting and Submission Procedures
35. The Essence and Content of Managerial Accounting. The Role of Managerial Accounting in the Enterprise Management System.
36. International Financial Reporting Standards (IAS, IFRS): Purpose, Composition, and Content of Standards. Reasons for Their Emergence, History of Development, and Evolution of IFRS.
37. Features of Accounting and Analytical Work Organization and Internal Financial Control in Modern Enterprises Under an Automated Accounting System.
38. Key Areas of Internal Control Activities. The Internal Control Service in Companies and Its Organization.
39. Market Segmentation and Product Differentiation.
40. Key Criteria for Segmenting Consumers of General-Purpose Goods.
41. Assessment of a Company's Market Share: Current Status and Forecast.
42. Global Marketing Strategies.

List of recommended literature for preparation:

1. N.G. Mankiw. Principles of Microeconomics. 4th Edition. Publisher: Thompson South-Western. 2006 P.533
2. Paul Krugman, Robin Wells Microeconomics Fifth Edition. Microeconomics (Quickstudy: Business) Lam Crds Edition. P.688
3. Higher Macroeconomics. David Romer. Textbook. -- Publishing house of the Higher School of Economics, 2016. -- 855 p.
4. Mankiw, N. Macroeconomics / N. Mankiw, M. Taylor. - 2nd ed. - St. Petersburg [and others]: Peter, Peter Press, 2016. - 559 p.
5. Bagiev G.L., Tarasevich V.M., Ann H. Marketing: textbook for universities. 3rd ed. -- SPb.: Piter, 2007.
6. Boon L., Kurtz D. Modern Marketing. Textbook. Moscow: Unity-Dana, 2012. -- 1039s.
7. Balashova, M. V. Marketing: textbook: textbook for students of higher educational institutions studying in economic specialties / [M. V. Balashova et al.]; under the general editorship of N. M. Kondratenko Moscow: Yurait, 2011

8. Golubkov E. N. Marketing Fundamentals – Moscow: DIS, 2003
9. Yesimzhanova S. R. Marketing in Kazakhstan: Theory, Methodology, Practice. – Almaty: Ayan Edet, 2004
10. Kotler F., Keller K. L. Marketing Management. Express Course. 3rd ed. / Translated from English. Under the scientific editorship. S.G.Zhiltsova.- SPb.: Piter, 2007
11. Anikin, B.A. Production logistics: theory and practice: textbook and practical training for bachelor's and master's degrees - M.: Yurait Publishing House, 2019. - 454 p.
12. M.S. Izteleuova. Transport logistics: textbook / - Almaty: Economica, 2011. - 293 p.
13. Warehousing logistics: textbook / V.V. Dybskaya. - M.: Infra-M, 2019. - 559 p.
14. Gadzhinsky, A.M. Logistics: textbook for higher educational institutions in the field of training "Economics" / A.M. Gadzhinsky. - Moscow: Dashkov i K°, 2013. - 420 p.
15. Baimukhanova S. B. Financial accounting, Almaty, 2018 - 272 p.
16. Bakholdina I. V., Golysheva N. I. "Accounting financial accounting: Textbook - M.: Forum, NIC INFRA-M, 2016 - 320 p.
17. Abramova M. A. et al. Finance and credit, 2018.
18. Melnikov V. D., Finance, Almaty 2013.
19. Finance, money circulation and credit - Textbook / edited by V. K. Senchagov, A. I. Arkhipov - M.: Prospect, 2018. - 596 p.
20. S. Seitkasimov. Money, credit banks: Textbook Almaty: Economics, 2016
21. Saparova B.S. Financial management, study guide Astana 2014
22. Management, Ninth Edition. Richard L. Daft, with the assistance of Patricia G. Lane. South-Western, Cengage Learning. 2010
23. Meskon, Michael H. Fundamentals of management: / Michael H. Meskon, Michael Albert, Franklin Hedouri. - M.: Williams, 2006.- 665 p.
24. Fatkhutdinov, R.A. A comprehensive tool for management. M.: ZAO "Business School" Intel-Sintez ", 1997.- 106 p.- (Personnel management).
25. Polukarov, V.L. Fundamentals of Management: Textbook. allowance / 3rd ed. M.: KNORUS, 2009.-238 p.
26. Corporate governance and corporate finance in joint-stock companies with state participation. In 2 volumes. Volume 2. Features of corporate finance: textbook / edited by M.A. Eskinarov, M.A. Fedotova, S.Yu. Popkov. - Moscow: KNORUS, 2019. - 501 p.
27. Dyusembaev K.Sh. Theory and evolution of audit: monograph, -Almaty: Economica, 2012.- 722 p.
28. Sultanova B.B. Audit: results of audit.- Almaty: Kazakh University, 2017. - 178 p.
29. Michael Barrow, Statistics for Economics, Accounting and Business Studies 7th Edition, 2017, P.520.
30. Carl P. Simon, Lawrence E. Blume Mathematics for Economists, 2020, P. 960
31. William J. Barber A History of Economic Thought Paperback – 2019, P. 270.
32. Kalyuzhnova, N. Ya. Modern marketing models: a textbook for universities / N. Ya. Kalyuzhnova, Yu. E. Koshurnikova; under the general editorship of N. Ya. Kalyuzhnova. - 2nd ed., corrected. and add. - Moscow: Yurait Publishing House, 2024. - 170 p.
33. 2. Karpova, S. V. Marketing: Theory and Practice: a textbook for universities / S. V. Karpova. - Moscow: Yurait Publishing House, 2024. - 383 p.
34. 3. Karpova, S. V. Marketing Analysis. Theory and Practice: a textbook for universities /

S. V. Karpova, S. V. Mkhitarian, V. N. Rusin; edited by S. V. Karpova. - Moscow: Yurait Publishing House, 2024. - 181 p.

35. 4. Kozhevnikova, G. P. Information Systems and Technologies in Marketing: a textbook for universities / G. P. Kozhevnikova, B. E. Odintsov. - Moscow: Yurait Publishing House, 2021. - 444 p.

36. 5. Konovalenko, V. A. Fundamentals of integrated communications: textbook and practical training for the academic bachelor's degree / V. A. Konovalenko, M. Yu. Konovalenko, N. G. Shved. - Moscow: Yurait Publishing House, 2021. - 486 p.

3. Scale and criteria for evaluating the entrance exam for admission to the master's program (specialized track) for foreign citizens on a fee-paying basis:

Number of points	Compliance criteria
90-100 points «Excellent»	<p>All competencies required for the entrance exam have been mastered. A comprehensive answer has been provided to two theoretical questions:</p> <ul style="list-style-type: none"> - Scientific terminology has been correctly utilized. - All necessary features, elements, grounds, and classifications have been accurately named and defined to substantiate the arguments. - The main viewpoints accepted in scientific literature regarding the discussed issue have been indicated. - Own position or viewpoint has been argued, and the most significant research problems in this field have been identified. - The practical problem has been solved correctly with all necessary explanations.
75-89 points «Good»	<p>All competencies required for the entrance exam have been mastered. A correct answer has been provided to two theoretical questions, with minor deficiencies identified in preparation:</p> <p>Scientific terminology is applied.</p> <ul style="list-style-type: none"> - All necessary features, elements, classifications are named, but there is an error or inaccuracy in the definitions or concepts. - There are shortcomings in argumentation, factual or terminological inaccuracies are present, but they are not significant. - Some insights into possible research problems in the field are expressed. - The practical problem is partially solved with incomplete explanations provided.
50-74 points «Satisfactory»	<p>All competencies required for the entrance exam have been mastered. A correct answer has been provided to two theoretical questions, with minor deficiencies identified in preparation:</p> <ul style="list-style-type: none"> - Only some grounds, features, characteristics of the phenomenon under consideration are named and defined. - Significant terminological inaccuracies are present. - Own viewpoint is not presented. - No insights into possible research problems in the field are provided.

	- The practical problem is not solved.
0–49 points «Unsatisfactory»	Not all competencies required for the entrance exam have been mastered. Incorrect answers are provided to two theoretical questions, with significant deficiencies identified in preparation. The practical problem is not solved.

3.1 Scale and assessment criteria of the entrance examination for admission to the master's program (academic and pedagogical direction) for foreign citizens on a fee-paying basis:

Number of points	Compliance criteria
90–100 points "Excellent"	Demonstrates knowledge of the fundamental processes within the studied subject area; depth and completeness of addressing the issue; logically and sequentially expresses own opinion on the discussed problem; possesses conceptual-categorical framework, scientific terminology; logical coherence of the answer, adherence to the norms of contemporary scientific language.
80–89 points "Good"	Competent use of scientific terminology; mastery of conceptual-categorical framework; problem-oriented presentation of formulated questions; occasional errors in presenting factual material; incompleteness in presenting scientifically established facts within the scope of questions; logical coherence of the answer, adherence to the norms of contemporary scientific language.
75–79 points "Satisfactory"	Insufficient use of scientific terminology; inadequate mastery of conceptual-categorical framework; ability to address only one of the problems formulated in the questions; errors in presenting factual material; superficial knowledge of the subject area; violation of logical coherence in the answer, norms of contemporary scientific language.
0–74 points "Unsatisfactory"	Absence of necessary scientific terminology in the answers; descriptive presentation of discussed issues, inability to identify and present problems; gross errors in presenting factual material; lack of knowledge of historiography of the studied subject area.