

«APPROVED»

Member of the Board- vice-rector  
for academic affairs

NJSC «Al-Farabi KazNU»

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04 2025  
JTPN94C

**The program of  
the entrance exam for the group of educational programs of the faculty  
«Higher School of Economics and Business»  
for doctoral studies  
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 for educational programs of postgraduate education (doctoral studies) are admitted persons who have mastered educational programs of postgraduate education. The admission to the doctoral program is allowed to applicants who have a “Master’s” degree.

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:

- ✓ 8D04102 - Economy
- ✓ 8D04103 - State and Local Government
- ✓ 8D04106 - Management
- ✓ 8D04105 - Innovation Management
- ✓ 8D04107 - Project Management
- ✓ 8D04108 - Accounting and audit
- ✓ 8D04110 - finance
- ✓ 8D04111 - Marketing
- ✓ 8D11301-Logistics (by industry)

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.

1.5 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.

1.6 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.

1.7 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, 75 points are



counted.

1.8 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.

1.9 The decision on admission is made by the University Admissions Committee on the results of the interview. The results of the entrance exam are announced on the same day.

1.10 Retaking the entrance exam is not permitted.

1.11 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. The impact of the artificial intelligence on the global economy.
2. Trends in the development of economic science
3. The role of government in society.
4. Food security in the world and in the country.
5. Trends in the development of the digital economy: challenges and prospects.
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. Lean Manufacturing.
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. Discussion of previous research experience and interests in economics research.
22. Thorough understanding of fundamental economic theory, including microeconomics, macroeconomics, and econometrics.
23. Understanding of contemporary economic issues and challenges such as climate change, income inequality, macroeconomic instability, etc.
24. Research methods in economics, including qualitative and quantitative methods, experimental analysis, use of databases and statistical tools.
25. Discussion of the proposed doctoral dissertation topic and idea for a research project.
26. Knowledge and understanding of current economic trends and the impact of



technology, globalization and political changes on the economy.

27. Analyze critical economics articles and research papers, demonstrating ability in critical thinking and analysis.

28. Understanding of statistical methods and their application in economic analysis, including the use of statistical data analysis software such as R, Python, Stata or SAS.

29. Understanding how your research work can contribute to existing theory and practical policy in economics.

30. A discussion of your career goals and plans after completing doctoral studies, including an academic career or a career in public policy or the private sector.

31. Accounting in the System of Economic Sciences and the Fundamentals of Its Research Methodology.

32. Key Issues and Prospects for the Development of Accounting in the Digital Economy.

33. Challenges in Organizing Strategic Managerial Accounting in Enterprises.

34. Modern Trends in the Development of Internal Audit in Companies. Rights and Responsibilities of Internal Audit Service Employees.

35. Organization of Accounting in a Company. Accounting Department Structure and Functions. Rights and Responsibilities of the Chief Accountant.

36. Blockchain Technologies for Transparency and Security in Supply Chains.

37. Sustainable Logistics: Eco-Friendly Practices and Materials.

38. Global Trade Changes and Their Impact on Logistics Strategies.

39. The Use of Drones and Autonomous Vehicles in the Delivery Sector.

40. Key Changes in Financial Management Amid Digitalization and Globalization: The Role of Artificial Intelligence and Big Data.

41. Monetary Policy Instruments of the Central Bank and Their Impact on Economic Growth and Inflation in Volatile Financial Markets.

42. Exchange Rate Formation and the Factors Influencing Its Fluctuations.

43. The Role of Derivative Financial Instruments in Risk Management.

44. Benchmarking

45. Consumer Information Evaluation Models

46. Ideal Representation Model

#### **List of recommended literature for preparation:**

1. Strategic Management Thompson A.A., Strickland A.J., Unity-Dana – 2014. 577 p.
2. MBA Course in Strategic Management. Porter M., Prahalad K.K., Sampler
3. J./M.: Alpina Business Books, 2013. - 588 p.N.G. Mankiw. Principles of Microeconomics. 4th Edition. Publisher: Thompson South-Western. 2006 P.533
4. Paul Krugman, Robin Wells Microeconomics Fifth Edition. Microeconomics (Quickstudy: Business) Lam Crds Edition. P.688
5. Higher Macroeconomics. David Romer. Study Guide. – Publishing House of the Higher School of Economics, 2016. – 855 p.
6. Mankiw, N. Macroeconomics / N. Mankiw, M. Taylor. - 2nd ed. - St. Petersburg [and others]: Piter, Piter Press, 2016. - 559 p.
7. Bagiev, G.L., Tarasevich, V.M., Ann, H. Marketing: textbook for universities. 3rd ed. - St.



Petersburg: Piter, 2007.

8. Boone, L., Kurtz, D. Modern Marketing. Textbook. Moscow: Unity-Dana, 2012. - 1039 p.
9. 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
10. Golubkov, E.N. Marketing Fundamentals – M.: DIS, 2003
11. Yesimzhanova S.R. Marketing in Kazakhstan: Theory, Methodology, Practice. – Almaty: Ayan Edet, 2004
12. Kotler F., Keller K.L. Marketing Management. Express Course. 3rd ed./ Translated from English. Under scientific editorship S.G.Zhiltsov. - St. Petersburg: Piter, 2007
13. Maltseva, S.V. Innovative Management: Textbook for the Academic Bachelor's Degree / edited by S.V. Maltseva. - M.: Yurait Publishing House, 2015. - 527 p.
14. M.S. Izteleuova. Transport Logistics: Textbook / - Almaty: Economica, 2011. - 293 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: Economy, 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. Eskindarov, M.A. Fedotova, S.Yu. Popkov. - Moscow: KNORUS, 2019. - 501 p.
27. Sterligova A.N. Inventory management in supply chains: Textbook - M .: Infra-M, 2018. - 400 p.
28. Bowersox D.J., Kloss D.J. Logistics. Integrated supply chain. - M .: Publishing house "Olimp-Business", 2008. - 640 p.
29. Smekhov A.A. Fundamentals of Transport Logistics: Textbook. Moscow: Transport, 2019. -206 p.
30. Michael Barrow, Statistics for Economics, Accounting and Business Studies 7th Edition, 2017, P.520.
31. Carl P. Simon, Lawrence E. Blume Mathematics for Economists, 2020, P. 960
32. William J. Barber A History of Economic Thought Paperback – 2019, P. 270.
33. Marketing in Industries and Spheres of Activity: textbook / edited by A. L. Abaev, V. A.



Aleksunin, M. T. Gurieva. — 4th ed. — Moscow: Dashkov i K ° Publishing and Trading Corporation, 2022. — 433 p.

34. Marketing. Practical training: a textbook for universities / S. V. Karpova [et al.]; edited by S. V. Karpova. - Moscow: Yurait Publishing House, 2021. - 325 p.

35. Marketing: creating and communicating consumer value: a textbook / edited by I. I. Skorobogatykh, R. R. Sidorchuk, S. N. Andreev. - Moscow: INFRA-M, 2024. - 589 p.

36. Marketing management: a textbook and practical training for universities / I. V. Lipsits [et al.]; edited by I. V. Lipsits, O. K. Oyner. - Moscow: Yurait Publishing House, 2021. - 379 p.

37. Marketing management of product development: a textbook / I. I. Skorobogatykh, M. A. Solntsev, Zh. B. Musatova, P. Yu. Nevostuev; edited by I. I. Skorobogatykh. - Moscow: Dashkov i K, 2022. - 176 p.

38. Marketing analysis: tools and cases: a textbook / edited by L. S. Latyshova. - 5th ed. - Moscow: Publishing and Trading Corporation "Dashkov i K°", 2023. - 150 p.

**3. Scale and criteria for assessing the entrance exam for the group of educational programs of the faculty Higher school of economics and business for doctoral degree for foreign citizens for tuition on a paid basis**

<b>Number of points</b>	<b>Compliance criteria</b>
<b>90–100 points «Excellent»</b>	Demonstrates knowledge of the basic processes of the studied subject area; the depth and completeness of the disclosure of the issue, logically and consistently expresses his own opinion on the problem under discussion, possession of the conceptual and categorical apparatus, scientific terminology; consistency, coherence of the answer, adherence to the norms of the modern scientific language.
<b>80–89 points «Good»</b>	Competent use of scientific terminology in answers; possession of the conceptual and categorical apparatus; problem statement of the formulated questions; individual errors in stating the factual material; incompleteness of the presentation of scientific and ascertaining information within the framework of the questions; consistency, coherence of the answer, adherence to the norms of the modern scientific language.
<b>75–79 points «Satisfactory»</b>	Insufficient use of scientific terminology in the answers; insufficient knowledge of the conceptual and categorical apparatus; the ability to identify only one of the problems formulated in the questions; errors in the presentation of factual material; superficial knowledge of the subject area; violation of the logic of the answer, the norms of the modern scientific language.



<b>0–74 points «Unsatisfactory»</b>	Lack of the necessary scientific terminology in the answers; a descriptive presentation of the issues discussed, inability to identify and present problems; gross errors in the presentation of factual material; lack of knowledge of the historiography of the studied subject area.
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