

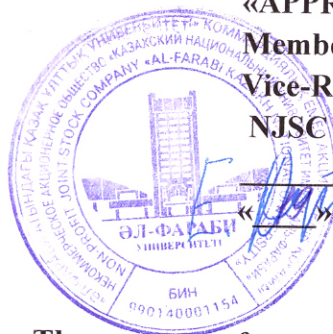
«APPROVED»

Member of the Management Board,  
Vice-Rector for Operations

NJSC «Al-Farabi KazNU»

Duisenov E.E.

2024



**The program of  
the entrance exam for the group of educational programs of the Faculty of  
Higher School of Economics and Business for  
PhD 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 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.

The commission of entrance examinations for admission of a foreign applicant to KazNU includes employees of the Internationalization and Recruiting Office (hereinafter referred to as the Office) 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, 75 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 Office. The interview record is signed by the chairman and all members of the commission present and submitted to the Office.

1.8 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.

1.9 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 2024**

2.1 The interview is conducted in Russian, Kazakh 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.

2.2 An indicative 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.

### 2.3 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. Mankiv. Principles of microeconomics. 4th edition. Publishing house: Thompson South-Western. 2006, p.533
4. Paul Krugman, Robin Wells "Microeconomics", fifth edition. Microeconomics (Short Study: Business) Lam Crds Edition. Page688
5. Higher macroeconomics. David Romer. A 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 [et al.]: Peter, Peter Press, 2016. - 559 p
7. Bagiev G.L., Tarasevich V.M., Ann H. Marketing: textbook for universities. 3rd ed. – St. Petersburg: Peter, 2007.
8. Boone L., Kurtz D. Modern marketing. Textbook. M.: Unity-Dana, 2012. – 1039s.
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. Fundamentals of marketing – M.: DIS, 2003
11. Yessimzhanova S.R. Marketing in Kazakhstan: theory, methodology, practice. – Almaty: Ayan Edet, 2004
12. Kotler F., Keller K.L. Marketing management. Express course. 3rd ed./ Trans. From English. Under the scientific editorship of S.G.Zhiltsov. - St. Petersburg: Peter, 2007
13. Maltseva, S. V. Innovative management : textbook for academic bachelor's degree / edited by S. V. Maltseva. — M.: Yurayt Publishing House, 2015. — 527 p.
14. M. S. Izteleuova. Transport logistics: textbook / - Almaty: Economics, 2011. - 293 p.
15. Baymukhanova S. B. Financial accounting, Almaty, 2018-272 b.
16. Bakholdina I. V., Golyshcheva N. I. "Accounting financial accounting: Textbook - M.: Forum, SIC 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.

Arkhipova - M.: Prospect, 2018. - 596c

20. S. Seitkasimov. Money, credit banks: Textbook Almaty: Economics, 2016
21. Saparova B.S. Financial management, textbook Astana 2014
22. Management, Ninth edition. Richard L. Daft, assisted by Patricia G. Lane. Southwestern University, Cengage Learning. 2010
23. Mescon, Michael H. Fundamentals of Management: / Michael H. Mescon, Michael Albert, Franklin Kheduri.- M.: Williams, 2006.- 665 p.
24. Fatkhutdinov R.A. An understandable management tool. M.: CJSC "Business School "Intel-Synthesis", 1997.- 106 p.- (Personnel management).
25. Polukarov, V.L. Fundamentals of management: a textbook. the manual / 3rd ed. M.: KNORUS, 2009.-238 p.
26. Corporate governance and corporate finance in joint-stock companies with state participation. In 2 vols. 2. Features of corporate finance: textbook / edited by M.A. Eskindarov, M.A. Fedotova, S.Y. Popkov. – Moscow: KNORUS, 2019. – 501 p.
27. Sterligova A.N. Inventory management in supply chains: Textbook – M.: Infra-M, 2018. – 400 p.
28. Bauersword J., Kloss D. J. Logistics. Integrated supply chain. – M.: Publishing house "Olympus-Business", 2008. – 640s.
29. Smekhov A.A. Fundamentals of transport logistics: Textbook. M.: Transport, 2019. - 206 s
30. Michael Barrow, Statistics for Economics, Accounting and Business Research, 7th Edition, 2017, p.520.
31. Carl P. Simon, Lawrence E. Blum Mathematics for Economists, 2020, p. 960
32. William J. Barber "The History of Economic Thought" in paperback 2019, p. 270.

### **3. Scale and assessment criteria of the entrance examination for admission to the doctoral program for foreign citizens on a fee-paying basis:**

<b>Number of points</b>	<b>Compliance criteria</b>
<b>90–100 points «Excellent»</b>	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.
<b>80–89 points «Good»</b>	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.
<b>75–79 points «Satisfactory»</b>	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.
<b>0–74 points «Unsatisfactory»</b>	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.