

KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ

“APPROVE”

Rector of Karaganda
University of Kazpotrebsoyuz

D.e.s., Professor

Aimagambetov E.B.



05 " 05 2026

Approved by the Academic Council
Minutes No. 8 dated 05.05 2026

ADMISSION EXAMINATION PROGRAMM

according to the profile of the group of educational programs

D070- Economics

8D04101 – Economics

Doctoral program (PhD)

Reviewed and discussed at the meeting of the department

Minutes number 8 dated 27/03/2026

Head of the Department of Economics and

Entrepreneurship Ne Nevmatulina K.A.

KARAGANDA 2026

DISCIPLINE " FIRM'S ECONOMIC SECURITY "

Topic 1. The subject, method and objectives of the course

The subject, method and objectives of the course ". Course content and its relationship with other disciplines. Objective basis for the emergence and development of security and economic security. Basics of economic security. Socio-economic content and specificity of economic security

Topic 2. The essence and principles of economic security

The concept and essence of the category of security and economic security. Types and principles of economic security. Goals and objectives of economic security. Formation and development of economic security

Topic 3. Basics of the functioning and development of economic security

Subjects and objects of economic security system. Classification of threats to economic security. Threats: internal and external. Classification of subjects and objects of economic security. Interests and economic priorities

Topic 4. Indicators and indicators of economic security

Types of indicators and criteria that determine the values of economic security. The system of indicators of economic security. Classification of indicators of economic security. Limit Values and Level of Economic Security

Theme 5. Mechanisms to ensure economic security

Socio-economic, natural-environmental and political factors affecting economic security, and their classification. Economic, organizational, social and political mechanisms for establishing and regulating economic security

Theme 6. Technical and technological foundations of security company

Safety and sustainability. Technical and technological resources of reproduction of the real sector of the economy. Indicators of maintenance and efficiency of use of technical and technological resources of the company and the real economy. The composition and structure of resources (raw materials, material, human, financial, etc.). Establishing the optimal composition of firm resources and economic security

Theme 7. Protection of economic interests and protection of trade secrets

Interests and economic security. Trade secret. Development of a list of information constituting a commercial secret of an enterprise. Methods of identifying commercial secrets in the enterprise. Types, system and classification of interests. The economic interests of the company. Protection of commercial secrets in the enterprise. Indicators of accounting and interest analysis. The need and mechanisms for the protection and protection of commercial secrets of the company. Leverage and methods of protection against unfair competition

Topic 8. Innovative investment security mechanisms of the company

Investment and innovative development and economic security. Investment security as a subsystem of economic security. Indicators of innovation, investment and economic security and methods for their determination. Problems of increasing the economic security of the real sector of the economy on the basis of innovation and investment development

Theme 9. Organizational and informational aspects of economic security

The organizational and technical structure of the company's security system. Mode of operation and security company. Internal and external channels of information leakage. Characteristics of information security tools. Information Security. Providing information security. Types of threats to information objects

Theme 10. State mechanisms to support economic security

Regulatory framework for economic security. State mechanisms for ensuring sustainable development of the economy and economic security. Directions to ensure sustainable development of the economy and economic security. Foreign experience of state support and regulation of the economic security of the company. State policy to ensure the economic security of the company

Theme 11. Formation of a strategy for crisis management firms

The main factors of a crisis situation and their assessment. Possible threats and business risk assessment. Development of strategy objectives for the crisis management of the company. Formation strategy for the crisis management of the company. Characteristics of the strategy for the crisis management of the company and economic security. The composition and structure of the crisis management strategy of the company

Theme 12. Evaluation of the economic security of the company

Monitoring and analysis of economic security indicators. The influence of factors of production and security on economic security. Analysis of economic security indicators. Dependence of factors of production and security of the company.

List of recommended literatures

1. Economic Security: Textbook for Universities / Ed. by L. P. Goncharenko. — 3rd ed., rev. and enl. — M.: Yurayt, 2022. — 370 p.
2. Suglobov A.E., Khmelev S.A., Orlova E.A. Economic Security of the Enterprise: Study Guide. — M.: UNITI-DANA, 2021. — 287 p.
3. Modenov A.K., Belyakova E.I., Vlasov M.P., Lelyavina T.A. Economic Security of the Enterprise: Monograph. — St. Petersburg: SPbGASU, 2019. — 550 p.
4. Bezdenezhnykh T.I., Sharafanova E.E. Economic Security of Business. — St. Petersburg: Piter, 2020. — 256 p.

5. Kormishkina L.A., Kormishkin E.D., Ilyakova I.E. Economic Security of an Organization (Enterprise): Study Guide. — M.: RIOR, 2021. — 224 p.
6. Avdiyskiy V.I., Dadalko V.A. Shadow Economy and Economic Security of the State: Study Guide. — M.: INFRA-M, 2021. — 496 p.
7. Kutukova E.S. Economic Security in the Context of Modern Economic Processes. — M.: Ru-Science, 2021. — 352 p.
8. Krivorotov V.V., Kalina A.V. Economic Security of the State and Regions. — M.: UNITI-DANA, 2020. — 351 p.
9. Kuznetsova E.I. Economic Security and Competitiveness: Formation of an Economic Strategy. — M.: UNITI-DANA, 2020. — 239 p.
10. Krutikov V.K. Economic Security: Teaching Aid. — Kaluga: Eidos, 2019. — 196 p.
11. Nekrasova N.A. The Essence of the Concept of "Economic Security" // Economics and Management: Analysis of Trends and Development Prospects. — 2019. — No. 6. — P. 185–188.
12. Zhilkina Yu.V. Macroeconomic Indicators of the Country's Economic Security // National Interests: Priorities and Security. — 2021. — No. 10. — P. 65–72.
13. Zhilkina Yu.V. Ensuring the Economic Security of the State // National Interests: Priorities and Security. — 2021. — No. 8. — P. 50–57.
14. Krasnoshchek A.A., Nazarov S.N., Danilov V.A. Analysis of Factors in the System of Economic Security of the Enterprise // Bulletin of Irkutsk State Technical University. — 2020. — No. 3. — P. 162–166.
15. Krytsina A.M. Development of Internal Control as an Element of the Enterprise's Economic Security // Scientific Bulletin. — 2021. — No. 2. — P. 46–56.

DISCIPLINE "MICRO-MACROECONOMIC ANALYSIS"

Topic 1. Modern micro-macroeconomics and its methodology

Subject of the course "Micro-macroeconomic analysis". Methodology of micro and macroeconomic analysis. The need, objectives and practical importance of micro and macroeconomic theory. Optimization and equilibrium models. Theories of macroeconomic policy. Targets and tools

Topic 2. Theory of elasticity of supply and demand

The concept of elasticity. Price elasticity of demand. Elasticity of demand and change in revenue. Income elasticity of demand. Cross elasticity. Supply elasticity

Topic 3. The theory of consumer choice

Cardinal and ordinalist approaches to the analysis of consumer behavior. Consumer preferences and indifference curves. Budget Consumer Limit..Optimum Consumer. The income effect and the Hicks and Slutsky replacement effect

Topic 4. Theory of production. Production costs

Theory of production. Production technology and isoquants. Cobb-Douglas function. Production costs and their types. The effect of scale. Production function. The marginal rate of technological substitution. Decreasing factor productivity. The effect of scale. Production costs in the short and long term. Choice of production technology

Topic 5. Offer in perfect competition. Monopoly

Offer in perfect competition. Profit maximization. The supply curve of a competitive firm in the short term. Economic nature and types of monopoly. Sources and results of monopoly power. Firm as a perfect competitor. Monopoly. Indicators of monopoly power. Long-term and short-term equilibrium of the company - a monopolist. The role of state policy in the regulation of monopoly

Topic 6. Monopolistic competition. Oligopoly

Monopolistic competition: signs and conditions of existence. Oligopoly Signs and conditions of existence, types and distribution. Models of oligopolies of cooperative behavior are noncooperative behavior of oligopolies. Monopolistic competition: short-term and long-term equilibrium. Non-price competition. Product Differentiation. Characteristics of the oligopolistic market. Oligopoly models. Price discrimination and price factors of competition

Topic 7. Factor markets

Demand and supply in the market of production factors. Competitive and noncompetitive factor market. Factor markets. Equilibrium in a competitive market of factors of production. Elasticity and mobility of resources. Monopsony and monopoly.

Topic 8. Macroeconomic gauges

Measurement of gross domestic product by value added, by expenditure and by income. GNP. Nominal and real variables. Deflators and price indices. Circulation of income and expenses. The system of national accounting. Principles of building SNS. 2. Macroeconomic indicators

Topic 9. Macroeconomic instability: economic cycles, unemployment, inflation

Economic cycle and macroeconomic dynamics. Forms of unemployment. Okun's law. Inflation and supply shocks. Phillips Curve. Fighting inflation in an open economy. The cost of inflation.

Topic 10. National income: production, distribution and consumption

Production of national income. Production function Consumption. Consumption function. Investment analysis and accelerator model of the investment process. National income. Production function and its properties. Distribution and consumption of national income. Investment analysis and accelerator model of the investment process. Tobin's g-theory. Investment policy in the Republic of Kazakhstan.

Topic 11. Aggregate demand and supply

Model "AD-AS"

Aggregate demand and its components. Cumulative offer: classical and Keynesian models. Model AD-AS: short-term and long-term equilibrium. Model of multiplier-accelerator interaction. Classic and Keynesian approach to the analysis of aggregate supply.

Topic 12. Macroeconomic equilibrium in the commodity and money markets.

Model "IS-LM"

Balance in the market of goods. IS model. Equilibrium in the money market. LM Curve. Equilibrium in the commodity and money markets. Model IS-LM. The relationship models AD-AS and IS-LM. Cross of Keynes. Actual and planned costs. Macroeconomic equilibrium in the market of goods. Equilibrium in the money market. Model LM. Analysis of macroeconomic policy on the model IS-LM-BR.

Topic 13. Open economy

Balance of payments in an open economy. Exchange rate. Parity purchasing power. The impact of fiscal and monetary policy on output and exchange rate. Open economy. Mandell Fleming Model. International flows of goods and capital: export, import, foreign investment. Payment balance. Prices in international transactions: real and nominal exchange rates. Purchasing power parity theory. Impact of fiscal and monetary policy on output and exchange rate

List of recommended literatures

1. Matveeva T.Yu. Macroeconomics: Textbook for Universities: in 2 parts. — 3rd ed., rev. and enl. — M.: HSE Publishing House, 2022.
2. Taranukha Yu.V. Microeconomics: Textbook. — 3rd ed., rev. and enl. — M.: KnoRus, 2022.
3. Artemova E.I., Shulimova A.A., Polutina T.N. Macroeconomics (Advanced Level): Textbook. — Krasnodar, 2021. — 178 p.
4. Odintsova M.I. Institutional Economics: Textbook for Universities. — 5th ed., rev. and enl. — M.: Yurayt, 2022.
5. Varian H.R. Intermediate Microeconomics: A Modern Approach. — 10th ed. — New York: W.W. Norton, 2019.
6. Mankiw N.G. Macroeconomics. — 11th ed. — New York: Worth Publishers, 2023.
7. Acemoglu D., Laibson D., List J. Microeconomics. — 2nd ed. — Pearson, 2021.
8. Nureev R.M. Microeconomics Course: Textbook. — 3rd ed., rev. and enl. — M.: Norma, 2021.
9. Malkina M.Yu. Microeconomics: Textbook. — M.: INFRA-M, 2021.
10. Zhuravleva G.P., Cherednichenko L.A. Microeconomics: Textbook. — M.: INFRA-M, 2021.

11. Agapova T.A., Seregina S.F. Macroeconomics: Textbook. — 12th ed. — M.: KnoRus, 2021.
12. Tarasevich L.S., Grebennikov P.I., Leusskiy A.I. Macroeconomics: Textbook. — M.: Yurayt, 2020.
13. Brodskiy B.E. Macroeconomics (Advanced Level). — M.: Yurayt, 2021.
14. Seryakov S.G. Microeconomics: Textbook. — M.: INFRA-M, 2021.
15. Vechkanova G.R. Microeconomics: Study Guide. — St. Petersburg: Piter, 2020.
16. Gryaznova A.G., Yudanov A.Yu. Microeconomics: A Practical Approach (Managerial Economics): Textbook. — M.: KnoRus, 2020.

MODERN BUSINESS' ECONOMY AND STRATEGIES OF DEVELOPMENT

Topic 1. Economic concepts of strategy justification

Firm as a subject of market relations. Economic Concepts for the rationale for the strategy. Costs and their functions, profit, supply and demand, elasticity, pricing and output, game theory, perfect competition

Topic 2 Evolution of Modern firm

Evolution of a modern firm. The nature of business and success of the firm. Modern concepts of goal-setting firm

Topic 3. The firm's scale and boundaries

Horizontal boundaries of the firm: economies of scale and the effect of diversity. Their sources. The size of the firm. Experiment curve. Product life cycle. Vertical boundaries of the firm: economic criteria choice. "Make-or-buy" decision tree

Topic 4. Integration and its alternatives

The Property Rights Theory of the Firm. Making the Integration Decision. Vertical integration and ownership model and asset management. Ways of vertical integration. Alternatives to vertical integration: buy or do? Strategic alliances and joint ventures

Topic 5. Diversification strategy

Economic reasons for diversification: economies of scale and effect diversity, savings on transaction costs, diversification of the shareholder's portfolio, potential costs of diversification. Managerial reasons for diversification: benefits managers from acquisitions, problems of corporate management. Productivity of diversified firms

Topic 6. Markets and competitive analyze

Competitor Identification and Market Definition. Market Structure and Competition. Cournot Quantity Competition. Bertrand Price Competition

Topic 7. Market barriers

The basic concepts of the entry-exit of the company to the market. Strategic and non-strategic entry barriers firms on the market and their characteristics. Strategies containment of entry to the market. Analysis of the attractiveness of the industry using model of Porter's five forces. Competition and profitability firm. Examples of industry analysis

Topic 8. Strategic position and competitive advantage

Competitive Advantage and Value Creation: Conceptual Foundations. Strategic Positioning: Cost Advantage and Benefit Advantage. Diagnosing Cost. Benefit Drivers

Topic 9. Sustaining competitive advantage

Market Structure and Threats to Sustainability. The Resource-Based Theory of the Firm. Impediments to Imitation. Early-Mover Advantages. Creating Advantage and Creative Destruction. Innovation and the Market for Ideas

List of recommended literatures

1. Besanko D., Dranove D., Shanley M., Schaefer S. Economics of Strategy. — 7th ed. — M.: Williams / Wiley, 2020.
2. Cabral L.M.B. Introduction to Industrial Organization. — 2nd ed. — M.: HSE Publishing House, 2017.
3. Rozanova N.M. Economics of Industrial Markets: Textbook for Universities. — 3rd ed., rev. and enl. — M.: Yurayt, 2021.
4. Pepall L., Richards D., Norman G. Industrial Organization: Theory and Practice. — M.: Williams, 2018.
5. Carlton D., Perloff J. Modern Industrial Organization. — M.: UNITI-DANA, 2015.
6. Baye M.R., Prince J.T. Managerial Economics and Business Strategy. — M.: Infra-M / McGraw-Hill, 2022.
7. Brickley J.A., Smith C.W., Zimmerman J.L. Managerial Economics and Organizational Architecture. — M.: Infra-M, 2021.
8. Baron J.N., Kreps D.M. Strategic Human Resource Management. — M.: Williams, 2020.
9. Ghemawat P. World 3.0: Global Prosperity and How to Achieve It. — M.: Alpina Publisher, 2017.
10. Montana P.J., Charnov B.H. Management. — 6th ed. — M.: Delo i Servis, 2020.
11. Church J., Ware R. Industrial Organization: A Strategic Approach. — 2nd ed. — 2020 (updated materials).
12. Samuelson W., Marks S. Managerial Economics. — M.: Williams, 2019.