

KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ

APPROVED



Rector of Karaganda University of
Kazpotrebsoyuz, Doctor of Economics, Professor
Aimagambetov E.B.

« 05.05. 2026 y.

Approved by the Academic Council
Protocol № 8 from 05.05. 2026 y.

THE PROGRAM
OF THE ENTRANCE EXAM
ACCORDING TO THE PROFILE OF THE GROUP OF EDUCATIONAL PROGRAMS
D072 « MANAGEMENT »
8D04107 « INNOVATION MANAGEMENT »

Considered at the meeting of the department
Head of the Department «Management and
Innovation»

Telison Kose Z.

Protocol № 9 from 24.04. 2026 y.

DISCIPLINE «STRATEGIC MANAGEMENT»

Topic 1. The essence and content of strategic management

The modern concept of strategy. The content of strategic management and its place in the management system of the organization. The main tasks of strategic management. The process of developing the company's strategy. Trends in the development of strategic management concepts.

Topic 2. Company strategy development

Principles of developing an effective strategy for the development of the organization. Goals of the organization, priorities of goals, time intervals of goals and their measurement. Formation of a strategic vision and the choice of a strategic position. Traditional and modern approach to understanding strategy. Factors shaping the strategy. Approaches to the task of strategy development.

Topic 3. Features of the strategy of business units

Definition and selection of the scope of the business unit. Features and advantages of a single business strategy. Product coordinates, geographical coordinate, stakeholder coordinate, organizational coordinate. The concept of competitive advantage, background and clear advantages.

Topic 4. Corporate strategy: managing a package of business types

Features of the corporation's development strategy. The logic of corporate diversification. Coordinates of the corporate scale. Methods of measuring the scope of activities: expansion and reduction. Types of strategy of a diversified company: corporate strategy. Business strategy, functional strategy, operational strategy.

Topic 5. Analysis and assessment of the external environment of the organization

Objectives of the analysis of the external environment. The methodology of analyzing the external environment of the organization and the methodology of managerial analysis of its strengths and weaknesses. Map and analysis of strategic groups. Economic indicators characterizing the industry. REST analysis. Analysis of the competitive environment. Porter's Five forces model.

Topic 6. Analysis and evaluation of the internal environment of the organization

The purpose of the analysis of the internal environment of the company. Tools for analyzing the internal environment of the organization. Identification of the strengths and weaknesses of the organization. Assessment of the company's competitive position. Evaluation of the effectiveness of the current strategy. Strategic and financial indicators of the company's performance. The concept of the value chain concept. Cost analysis by type of activity.

Topic 7. Competitive strategies of the company

Cost leadership strategy. The nature and life cycle of competitive advantages. Innovative strategies: offensive strategies, defensive strategies. Broad differentiation strategy. Optimal cost strategy. Focused strategies on a narrow part of the market. The concept of competitive advantages.

Topic 8. Corporate diversification strategies

The concept of diversification, its goals. Motives and criteria for diversification. Diversification strategies. Strategies for entering a new industry. Strategies for diversification

into related industries. Diversification strategies in unrelated industries. Strategies for winding down and liquidation. Restructuring, recovery and savings strategies.

Topic 9. Strategic analysis of diversified companies

The process of strategic analysis of diversified companies. Portfolio analysis of diversified companies. Evaluation of a diversified portfolio using matrix analysis. The "growth/share" matrix of Boston Consulting Group. Matrix "attractiveness of the industry/position in competition McKinsey-General Electric. The matrix of the life cycle of the industry Hofer/A.D.Little.

Topic 10. Implementation of the strategy

Reallocation of resources in accordance with the budget and personnel policy of the new strategy. Management of the strategy implementation process. The main stages of the implementation cycle. Factors of successful implementation of the strategy. The role of management in the implementation of the strategy. The role of the organizational structure in the implementation of the strategy. The role of the human factor in the implementation of the strategy.

Topic 11. Personnel management strategy

The essence of strategic personnel management. Formation of a personnel management strategy at different stages of the organization's development. Strategy of using human potential. Elements of the personnel management strategy. The relationship between the personnel management strategy and the development strategy of the organization. Motivation of personnel in the implementation of the strategy.

Topic 12. Strategic change management

The essence of strategic changes and its main objectives. Crisis management. Managing changes. Research of strategic changes. Forced method of making changes. Adaptive changes. Resistance control. Comparison of methods and selection of a suitable method.

Topic 13. The role of culture in the implementation of the organization's strategy

The concept of corporate culture and its origins. Creating a climate and culture that supports the strategy. The strength and types of corporate culture. Implementation of strategic leadership. Setting a system of values and ethical norms. Maintaining the ability of the internal environment of the organization to adapt and change.

Topic 14. Features of strategic management in Kazakhstan

Strategic management in the economy of the Republic of Kazakhstan. Problems of strategic management. Trends in the development of Kazakhstan strategic management. The main factors determining the effectiveness of strategic business management in Kazakhstan. Strategies for entering new industries and competing in foreign markets. Ensuring the competitive advantages of companies in the global economy.

Topic 15. State development strategy in the context of global integration

The need for an economic management strategy. Planning and forecasting of the economy. Strategic management and increasing its importance for the effective development of the economy. Issues of ensuring the competitiveness of the national economy, fundamentals of strategic public administration

List of recommended literature

Basic literature

1. Message of the President of the Republic of Kazakhstan to the People of Kazakhstan Official website of the President of the Republic of Kazakhstan <http://www.akorda.kz/ru/>
2. Azhakhanova, D.S. Modern approaches to strategic management // Modern trends in economics and management: a new Look. - 2018. - No. 19. - pp. 16-18.
3. Alekseenko, A.A. Choosing an enterprise management strategy based on SWOT analysis // Social Sciences. - 2017. - No. 1. - pp. 63-66.
4. Beznosova, A.S. Theoretical aspects of the formation of a competitive strategy of the enterprise // Economics and Management: new challenges and prospects. - 2016. - No. 4. - pp. 121 - 124.
5. Vesnin V.R., Kafidov V.V. Strategic management. - St. Petersburg: Peter, 2017. - 256 p.
6. Gaponenko, A.L., Pankrukhin A.P. Strategic management. - M.: Omega-L, 2019. - 464 p.
7. Grishin, V.V., Grishina V.G. Developing a business strategy of the company. - M.: Dashkov and Co., 2017. - 208 p.
8. Ershov D.M., Kobylko A.A. The choice of a comprehensive enterprise strategy taking into account the compatibility of strategic decisions // Economics and mathematical methods. - 2016. - No. 1. - pp. 97 - 108.
9. Kapitonov, S.V. Prerequisites for the emergence of a management strategy for organizations (enterprises) // Fundamentals of Economics, Management and Law. - 2017. - No. 2. - pp. 64-66.
10. Kuptsov, M.M. Strategic management / M.M. Kuptsov, - M.: Infra-M, 2015. - 184 p.
11. <http://lib.keu.kz/>
12. <https://iprbooks.iprmedia.ru/>
13. <http://rmebrk.kz/>
14. Open University of Kazakhstan <http://openu.kz>

Additional literature

11. Lyasnikov, N.V. Strategic management / N.V. Lyasnikov, M.N. Dudin - M.: Knorus, 2018. - 256 p.
12. Nalchadzhi T.A., Malomatova L.A. Strategic approach to management of industrial enterprises // Scientific Almanac. - 2017. - No. 1. - pp. 293 - 296.
13. Savelyeva, N.A. Strategic Management / N.A. Savelyeva. - Rostov-on-Don: Phoenix, 2017. - 382 p.
14. Storozhenko, V.V. Modern approach to strategic management of an industrial enterprise using modular modeling // Economics and management in the XXI century: development trends. - 2016. - No. 26. - pp. 185 - 188.
15. Fatkhutdinov R.A. Strategic management Textbook for universities - Moscow: CJSC "Business School", 2016.
16. Vihansky O.S. Strategic management. Textbook –M.: Economist, 2016.
17. Storozhenko, V.V. Modern approach to the formation of an enterprise infrastructure management strategy // Economics and management in the XXI century: development trends. - 2018. - No. 17. - pp. 35 - 40.
18. Tikhonov, A.A. Strategic management of enterprise development in the context of the evolution of the theory of strategic management // Prospects of science. - 2017. - No. 7. - p. 98 - 103.
19. Sheptieva, O.E. Improving the formation of corporate financial strategy at Russian enterprises // Actual problems of humanities and natural sciences. - 2017. - No. 1. - pp. 255 - 259.
20. Shifrin, M.B. Strategic Management / M.B. Shifrin. - St. Petersburg: Peter, 2017. - 320 p.

DISCIPLINE «MANAGEMENT IN THE DIGITAL ECONOMY»

Topic 1. Management in digital ecosystems

Digital ecosystem: concept and architecture. Types of ecosystems: the ecosystem of developers and the ecosystem of innovations. Features of innovation activity in the digital economy.

Topic 2. Experience of foreign countries and CIS countries in the development of the digital economy

The digital economy of the USA and China. Digital economy of the European Union countries. The digital economy of Russia. The role of the state in the digitalization of the US economy. Chinese experience of creating a digital economy

Topic 3. Regulatory regulation of management in the digital economy

The concept of norms and regulatory regulation in economics. The concept of norms and regulatory regulation in legal science. General characteristics of the state of regulatory regulation of digital economy management in Kazakhstan. Digital legislation of Kazakhstan. The transformation of law in the context of the development of digital technologies. Problems of legal regulation of the digital economy. Regulatory sandbox. International experience in the use of regulatory sandboxes

Topic 4. Ensuring project management in the digital economy

Conceptual apparatus of project management. Differences in the classification of projects in the traditional and digital economy. Advantages of network interaction in management. Projects in the traditional economy. Projects in a network economy. Features of providing projects by its participants. Demand in management projects. How the types of projects in the digital economy are expanding. Advantages of networking in management

Topic 5. Internet of Things

M2M technology. Problems and prospects of the Internet of Things development. Internet of Things in Kazakhstan. The ecosystem of consumer devices of the Internet of Things. The main areas of development of the Internet of Things in Kazakhstan. The use of the Internet of Things in industries. Well-known projects in the field of the Internet of Things. Features of M2M technology

Topic 6. Industry 4.0 – Industrial Internet

Industry 4.0: The Fourth Industrial Revolution. Problems of Industry 4.0 formation. Theory of generations and needs GenerationNext. Industry 4.0: content. Stages of the formation of Industry 4.0. Transformation of organizational structures. Theory of generations and digital management. GenerationNext Globalization

Topic 7. System approach in management

The conceptual apparatus of the system approach. Principles of management in the digital economy. The founders of the system approach. Elements of the system. Ashby principles. Principles of network interaction management and organization management.

Topic 8. Business process modeling

The need to model business processes. Graphical models of business processes. Reference and reference models of business processes. Business process modeling standards. Business process card. Porter's model and value chain

Topic 9. Management based on a balanced scorecard

A balanced scorecard. Key performance indicators. Tools to support the BSC methodology. KPI is the main performance indicator. Stages of creating a process management system. Integration of the BSC system into the strategic planning process. Factors of successful implementation of BSC

Topic 10. Process approach to the promotion of innovative products on the market

Process approach: PDCA cycle. The business process of promoting innovative products on the market. A business process model for promoting innovative products. Building a balanced system of indicators for the promotion of innovative products. Stages of the business process of promoting innovative products on the market. Passport of the process of promoting innovative products to the market. Analysis of the problems of promoting innovative products. Strategic map. Factors of successful implementation of the system of indicators for the promotion of innovative products

Topic 11. Situational approach in management

Models of situational approach in management. The relationship of concepts in the theory of situational approach. The value system of the enterprise. The situational model of F. 's leadership Fiedler. Theory of situational approach in management. The relationship of concepts in the theory of situational approach. Types of values. Formation of a collective system of values. Theory 7-S

Topic 12. Platform-based Management

Platform management: the content of the concept. Types of platforms. Platform attributes and platform solution. The concept of platforms in management. Formation of a business model based on platforms. Platforms as economic catalysts. Platform functioning problems

Topic 13. Human capital management and digitalization of the economy

The main stages of personnel management. Transfer of social and labor relations to cyberspace. Transition to a competency-based model of training and retraining of personnel. Freelancing. Transformation of labor and employment in the digital economy. Signs of a psychological portrait of a third-wave employee. Atlas of Professions

Topic 14. Public administration of the transition to the digital economy

State regulation of the digital economy. State management in the digital economy. Prospects of digital transformation in public administration. Efficiency of public administration in the conditions of digitalization in the Republic of Kazakhstan

Topic 15. Management problems in the digital economy

Problems of unfair competition. Problems of fraud on the Internet. Intellectual property protection. Quality management of electronic services. Expectations and consumer perception of the quality of electronic services. Evaluation and measurement of the quality of electronic services

List of recommended literature

Basic literature

1. The State program "Digital Kazakhstan" for 2017-2020.
2. Markova V.D. Digital economy. – M.: INFRA-M, 2019. -186 p.
3. Lapidus L.V. Digital economy: e-business and e-commerce management. – Moscow: INFRA-M, 2019. - 381 p.
4. Vaipan V.A. Legal regulation of economic relations in modern conditions of digital economy development. - M.: JUSTICINFORM, 2019. - 376 p

- . 5. Alekseeva T.V., Babenko V.V., Begutova E.V. Electronic business. - M.: Hotline-telecom, 2015. - 542 p.
6. Christensen, Clayton M. The Innovator's Dilemma: how strong companies die because of new technologies - M. : Alpina Publisher, 2016. - 239 p.
- Schernyak, V. Z. Business: organization, management, evaluation. - M.: Rusains, 2017. - 238 p.
7. Maciej Krantz: Internet of Things. The New Technological Revolution. –M.: Bombar, 2018. – 336 p
- . 8. Bykov A. Digital economy and the future of the gold standard. Essays on the history of the world digital economy. – M.: Prospect, 2019. -228 p
- . 9. Bykov A. The Law of the digital economy. Some national economic and political risks. -M.: Prospect, 2019. -224 p.
10. Khachaturian M.V. Digital economy as a factor in the development of ownership risk management systems and ensuring the economic sustainability of the organization. – M.: KnoRus, 2019. – 136 p.
11. Digital business. Ed. Kitova V.A. – M.:Infra-M, 2017. – 418 p.
12. Prokhorov A., Konik L. Digital transformation. Analysis, trends, world experience. –Ridero, 2019. – 147 p.
13. Tyulin, A. E. Fundamentals of innovation process management in high-tech industries (practice)/ - M. : Economics, 2017. - 392 p.
- Transformation of the economy of Kazakhstan - Astana: Printing house "Indigo Print", 2019. – 368

Additional literature

14. Chursin, A. A. Competitiveness management in the conditions of innovative economic development. monograph / A. A. Chursin. - M.: Economics, 2017. - 608 p.
15. Christensen, Clayton M. The Innovator's Dilemma: how strong companies die because of new technologies - Moscow : Alpina Publisher, 2016. - 239 p.
16. Digital economy. Socio-economic and managerial concepts [Electronic resource]: collective monograph/ L.I. Antonova [et al.]. — Electron. text data. — M.: Scientific consultant, Victoria plus, 2018. — 186 p.— Access mode: <http://www.iprbookshop.ru/80804.html> . — EBS "IPRbooks"
17. Electronic business. Part 1 [Electronic resource]: textbook/ Medvedeva M.A., Medvedev M.A.— Electron. text data. — Yekaterinburg: Ural Federal University, EBS DIA, 2016. — 108 p.— Access mode: <http://www.iprbookshop.ru/69764.html> . — EBS "IPRbooks"
18. Electronic business [Electronic resource]: textbook/ Kudryashov A.A.— Electron. text data. — Samara: Volga State University of Telecommunications and Informatics, 2017. — 175 p.— Access mode: <http://www.iprbookshop.ru/75426.html> . — EBS "IPRbooks"
19. E-commerce in Russia and abroad [Electronic resource]: legal regulation/ Savelyev A.I.— Electron. text data. — Moscow: Statute, 2014. — 543 p.— Access mode: <http://www.iprbookshop.ru/29097.html> . — EBS "IPRbooks"
20. E-commerce. Marketing networks and market infrastructure [Electronic resource]/ Kaluzhsky M.L.— Electron. text data. — M.: Economics, Omsk State Technical University, 2014. — 327 p.— Access mode: <http://www.iprbookshop.ru/31693.html> . — EBS "IPRbooks"
21. E-commerce [Electronic resource]: textbook/ Kobelev O.A.— Electron. text data. — M.: Dashkov and K, 2015. — 684 p.— Access mode: <http://www.iprbookshop.ru/52308.html> . — EBS "IPRbooks"
22. . E-commerce [Electronic resource]: textbook/ Kobelev O.A.— Electron. text data. — M.: Dashkov and K, 2017. — 684 p.— Access mode: <http://www.iprbookshop.ru/60477.html> . — EBS "IPRbooks"

23. E—commerce systems and technologies of their design [Electronic resource]: textbook/ Krahotkina E.V.- Electron. text data. — Stavropol: North Caucasus Federal University, 2016. — 129 p.— Access mode: <http://www.iprbookshop.ru/66114.html> . — EBS "IPRbooks"
24. E—commerce systems and technologies of their design [Electronic resource]: laboratory workshop/ - Electron. text data. — Stavropol: North Caucasus Federal University, 2017. — 132 p.— Access mode: <http://www.iprbookshop.ru/83192.html> . — EBS "IPRbooks"
25. Savchenko, N.K. E-commerce: Electronic textbook. - Karaganda: KarSTU, 2019. <http://rmebrk.kz/>
26. Business process management [Electronic resource]: a practical guide to successful project implementation/ John Jeston, Johan Nelis— Electron. text data. — Moscow: Alpina Publisher, 2016. — 648 p.— Access mode: <http://www.iprbookshop.ru/48468.html> . — EBS "IPRbooks"
27. Information and analytical tools for managing business processes in agriculture [Electronic resource]: monograph/ Borozenets V.N.— Electron. text
28. Bakirova G.H. Psychology of effective strategic personnel management [Electronic resource]: a textbook for university students studying in the specialties "Psychology", "Organization Management", "Personnel Management"/ Bakirova G.H.— Electron. text data. — Moscow: UNITY-DANA, 2017. — 591 p.— Access mode: <http://www.iprbookshop.ru/81838.html> . — EBS "IPRbooks"
29. Injieva D.M. Personnel management [Electronic resource]: textbook (course of lectures)/ D.M. Injieva— Electron. text data. — Simferopol: University of Economics and Management, 2016. — 268 p.— Access mode: <http://www.iprbookshop.ru/73272.html> . — EBS "IPRbooks"
30. Emeliantsev N.V. HR Management Service. Part1 [Electronic resource]: textbook in 2 parts/ Emeliantsev N.V.— Electron. text data. — Simferopol: University of Economics and Management, 2018. — 158 p.— Access mode: <http://www.iprbookshop.ru/83941.html> . — EBS "IPRbooks"
31. Emeliantsev N.V. HR Management Service. Part 2 [Electronic resource]: textbook in 2 parts/ Emeliantsev N.V.— Electron. text data. — Simferopol: University of Economics and Management, 2018. — 134 p.— Access mode: <http://www.iprbookshop.ru/83942.html> . — EBS "IPRbooks"
32. Ashmarov I.A. Labor market economics [Electronic resource]: textbook/ Ashmarov I.A.— Electron. text data. — Saratov: University Education, 2019. — 396 p.— Access mode: <http://www.iprbookshop.ru/82231.html> . — EBS "IPRbooks"
33. Ivanova S. 50 recruiting tips [Electronic resource]/ Ivanova S.— Electron. text data. — Moscow: Alpina Publisher, 2019. — 256 p.— Access mode: <http://www.iprbookshop.ru/82966.html> . — EBS "IPRbooks"
34. Information and legal system of regulatory legal acts of the Republic of Kazakhstan: <https://adilet.zan.kz/rus>
35. The National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken": <https://atameken.kz/ru>
36. Ministry of National Economy of the Republic of Kazakhstan: <https://www.gov.kz/memleket/entities/economy?lang=ru>
37. Digital Kazakhstan: <https://digitalkz.kz/>
38. "Management in Russia and abroad": <http://www.mevriz.ru/11> .
39. "Economic Portal": www.economicus.ru

DISCIPLINE «MODERN PROBLEMS OF MANAGEMENT IN THE ECONOMY OF KAZAKHSTAN»

Topic 1. Competitiveness of Kazakhstan's economy in the world economy (global competitiveness rating and other assessment methods)

Competitiveness rating of the Institute of Management Development. Competitiveness Rating of the World Economic Forum. Comparison of two World Economic Forum ranking indices. Other approaches to measuring competitiveness. Determination of Kazakhstan's competitiveness and problems of its improvement.

Topic 2. Industrial and innovative development of Kazakhstan (SPIID programs, Business Roadmap and others)

Theoretical concepts of "industrial" and "innovative" development. Factors of industrial and innovative development. Models of industrial and innovative development in the countries of the world. The role of government programs in accelerating the transition to an innovative path of development. The main state programs in the economy of Kazakhstan, assessment of content and results.

Topic 3. National and regional innovation systems: ways of development in Kazakhstan

The concept of innovations and their role in the market economy. Knowledge-intensive production in the economy of Kazakhstan. National innovation system in the development of the economy of Kazakhstan. Regional innovation systems: features of functioning and institutions. Mechanisms of industrial and innovative development of the Republic of Kazakhstan.

Topic 4. Labor market in the Republic of Kazakhstan: general and special in the context of global trends

Institutional foundations of the modern labor market: labor legislation, minimum wage, unemployment insurance and poverty benefits, active employment promotion programs. Social partnership, its role in income regulation and development trends in different countries. Trends and forms of employment and unemployment in the world labor market and in Kazakhstan. Features of labor market regulation in the modern economy.

Topic 5. Integration processes in Kazakhstan in the context of the EAEU and the WTO. Concepts of integration of national economies and their branches into the world economy

Institutional features of economic conditions in different types of integration of national economic spaces. Assessment of the competitiveness of Kazakhstan's industries in the conditions of the EAEU. Assessment of the effect of integration of Kazakhstan's industries into the EAEU.

Topic 6. Income and wage policy in Kazakhstan

Incomes and expenditures of the population: sources, types and structure. The main directions of the state revenue policy. Institutions of social protection: labor market, social assistance and social insurance. Tax policy and methods of its influence on the income of the population. Monetary policy and methods of its influence on the incomes of the population. The impact of natural transfers of the public sector and the income of the population: education, health, culture and sports.

Topic 7. Family policy in Kazakhstan

Theoretical foundations of social protection of the family in the modern economy. Classification of models and mechanisms of family policy in developed countries. Institutional provision of social protection of the family in the economy of Kazakhstan. Socio-economic

situation of families with children in the economy of Kazakhstan. Mechanisms for strengthening social protection of households with children. Transformation of the distribution mechanism of providing types of social assistance for low-income families.

Topic 8. Spatial unevenness of Kazakhstan's economic development

Theoretical foundations of the spatial organization of the economy. Economic space in the concepts of development of socio-economic systems. Properties of economic space in modern socio-economic systems. The essence and content of the phenomenon of spatial and structural heterogeneity of the economy. Competitive forms of the spatial structure of the post-industrial economy. Methodological foundations for assessing the spatial organization of the economy and the settlement of the population.

Topic 9. Integrated and networked regions, formation of a cluster model of the economy

The concept of integrated and networked regions in relation to the cluster approach in the global economy. Features of clustering in the countries of the world. Assessment of the impact of cluster-forming structures on the development of the region. The system of state regulation of cluster development.

Topic 10. Special economic zones in Kazakhstan: the state and problems of development.

The content of the concept of "special economic zone" (SEZ). Classification of FEZ. The history of FEZ in the world economy. Characteristics of the existing special economic zones (SEZ) in Kazakhstan. Strategic potential of the FEZ.

Topic 11. Social and entrepreneurial corporations (SEC) as an institution of regional development in Kazakhstan

The institutional and economic content of the SEC and their place in the modern regional economy. Experience of effective and successful secs in foreign countries. The history of SEC in Kazakhstan. Characteristics of projects implemented through the SEC. Prospects for the development of the SEC and their place in the system of public administration.

Topic 12. Types of distribution of productive forces and settlement of the population

Modern paradigms of spatial organization of the economy. The basic processes of the placement of productive forces and the settlement of the population. Demographic processes as an indicator of population settlement. Types of distribution of productive forces and population settlement in the industrial and post-industrial economy.

Topic 13. Agglomeration and urban concentration in the population settlement system

Economic development and urbanization as interrelated processes. The history of world urbanization. Features of urbanization in developing countries. Agglomerations in the modern economy. There are two types of concentration effect in production: localization effect and urbanization effect. Single-industry towns in the economy of Kazakhstan: features of development and problems of regulation. The state program "Single-industry towns".

Topic 14. Industrial parks as an element of production infrastructure: the role in the post-industrial economy. Sary-Arka Park in Karaganda region

The importance of industrial, engineering, transport and other infrastructure for business development in the modern economy. World experience in creating infrastructure for business in the post-industrial economy. Business models in industrial parks. World experience in creating industrial parks. The importance of industrial parks for clustering the economy of the region.

Topic 15. Ensuring the social attractiveness of small towns and rural settlements in Kazakhstan: concept and strategy of actions

The concept of a balanced population settlement structure and the role of small towns in ensuring such a structure. Urban settlement of the agglomeration-network type. Social attractiveness of a locality: criteria and evaluation indicators. Classification of settlements of the Karaganda region according to the degree of social attractiveness of settlements.

List of recommended literature

Basic literature

1. Emelyanov S.V. International competitiveness of national industry, the 90s of the XX century. - M.: International Relations, 2016.– 405 p.
2. Competitiveness in the world economy system: spatial analysis / Edited by N.S. Mironenko. – M.: Press Solo, 2018. – 472 p.
3. Competitiveness of Russia in the global economy. – M.: International Relations, 2017. – 376 p.
4. Sachs J.D., F.Larren V. Macroeconomics. Global Approach. Trans. from eng. – M., 2016.
5. Productivity 2020 Program: <http://kidi.gov.kz/deitel/93-programma-proizvoditelnosti-2020.html>
6. GPFIIR – 2: <http://strategy2050.kz/ru/news/2892>
7. Freeman C. Technology Policy and Economic Performance. London, 1987
8. Ivanova N. National innovation system of Russia // Economic issues. - 2012. – No.8. – pp.15-25
9. Information site: <http://www.wisc.edu/uwcc/info/dairy/history>
10. Rugman A.M. Regional Strategy and the Demise of Globalization// Journal of International Management.2003.V.9.No.4.P.409-417.)
11. Libman A.M., Heifets B.A. Corporate model of regional economic integration. ME and MO, 2007.No.3, pp.15-22
12. N. Antyushina. The social States of Europe and the ways of their development // Labor in Kazakhstan, - 2006. - No. 11. – p.40.
13. Bonoli J. Time matters. Postindustrialization, new social risks and adaptation of the welfare State in developed industrial democracies //SPERO.2009.No.11.
14. Lendorf S. Europe at a Crossroads (http://colomnru.global-labour-university.org/2013/blog-post_4.html).
15. Pearson K. The countries of late industrialization and the development of the welfare state//SPERO.2010.No.12.P.76.
16. Decree of the President of the Republic of Kazakhstan dated 04.12.92 No. 1002 "On social support for large families".
17. The Law of the Republic of Kazakhstan on the Rights of the Child of August 8, 2002 // www.invalid.kz
18. Law "On social protection of disabled persons in the Republic of Kazakhstan" dated April 13, 2005 N 39 // www.enbek.gov.kz/
19. Fernandez JL, Kendall J, Davey V et al. Direct payments in England: factors linked to variations in local provision. Journal of Social Policy, 2007, 36(1):97–121.
20. Kazakhstan's model of socio-economic development: scientific foundations of construction and implementation / [Pod.ed by M.B. Kenzheguzin].– Almaty, IE MES RK. – 2005. - 368s.
21. Nurlanova, N.K. Sustainable development of the regions of Kazakhstan in the context of the implementation of the industrial and innovation strategy [Text] / N.K. Nurlanova // National economic interests and property relations in the context of globalization. – Almaty, 2005.

22. Nurlanova, N.K. The regional paradigm of sustainable development of Kazakhstan: problems of theory and practice / N.K. Nurlanova. - Almaty, 2010. – 328s.
23. Granberg, A.G. About the program of fundamental research of spatial development of Russia / A.G. Granberg // Region: economics and sociology. - 2009. - No.2. – pp.166-178.
24. Pilipenko I.V. Clusters and territorial production complexes: differences of two concepts // Problems of geoconflictology. Vol. 2. / Edited by N.S. Mironenko. – M.: Press Solo, 2014. – pp. 4-49.
25. Pilipenko I.V. A new geo-economic model of the country's development: increasing competitiveness through the development of clusters and industrial areas // "Security of Eurasia". - 2013. 33. – pp. 580-604.
26. Porter M. Competition. – M.: Publishing house "Williams", 2002. – 496 p.
27. Alimbayev, A.A. Formation and development of clusters in the conditions of industrial and innovative development of the Republic of Kazakhstan / A.A. Alimbayev, T.P. Pritvorova, A.A. Taubayev. – Karaganda: Sanat-Polygraphy LLP, 2015. – 213c.
28. Law of the Republic of Kazakhstan dated July 21, 2011 No. 469-IV "On Special Economic Zones in the Republic of Kazakhstan" Source: www.online.zakon.kz/Document/?doc_id=31038117
29. JSC "SEC Sary-Arka". Official website: www.spk-saryarka.kz/
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