



**The program of  
the entrance exam for the group of educational programs of the Faculty of  
Higher School of Economics and Business  
for 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. Kazakh National University named after al-Farabi accepts individuals who have completed higher education programs for postgraduate education programs (master's degree).

1.3. Entrance exams are conducted in the form of interviews for the following 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)

1.4. For the organization and conduct of entrance exams for the admission of foreign applicants, an examination subject commission for the academic year is established by the rector of al-Farabi Kazakh National University.

The examination commission for the admission exams of foreign applicants to KazNU includes employees of the Office of Internationalization and Recruitment (hereinafter referred to as the Office) and the teaching staff of KazNU.

1.5. If a foreign applicant who meets the above-mentioned requirements is unable to come

to the University for the entrance interview, they have the option to take it in an online format.

1.6. Entrance exams in the form of oral interviews for the admission of foreign applicants are evaluated on a 100-point scale. For admission to the master's program on a fee-paying basis, a minimum of 75 points is required for the academic and pedagogical track (2 years) and a minimum of 50 points for the specialized track (1-1.5 years).

1.7. Following the entrance interview, a protocol is prepared in the established format. The interview protocol is signed electronically via the "Salem office" system by the chairperson and all attending members of the commission and then submitted to the Office.

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 allowed.

1.10. Appeals regarding the results of the interview are allowed within 24 hours.

## **2. Conducting the entrance exam in 2024:**

2.1 The interview is conducted in Russian, Kazakh, and English languages. The oral interview also includes questions aimed at assessing the applicant's ability to learn, creative activity, critical thinking, and personal qualities.

2.2. An indicative 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.

### 2.3. Recommended reading list 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. Высшая макроэкономика. Дэвид Ромер. Учебное пособие. – Изд.дом Высшей школы экономики, 2016. – 855 с.
4. Мэнкью, Н. Макроэкономика / Н. Мэнкью, М. Тейлор. - 2-е изд. - СанктПетербург [и др.] : Питер, Питер Пресс, 2016. - 559 с.
5. Багиев Г.Л., Тарасевич В.М., Анн Х. Маркетинг: учебник для вузов. 3 изд. – СПб.: Питер, 2007.
6. Бун Л., Куртц Д. Современный маркетинг. Учебник. М.: Юнити-Дана, 2012. – 1039с.
7. Балашова, М. В. Маркетинг: учебник: учебник для студентов высших учебных заведений, обучающихся по экономическим специальностям / [М. В. Балашова и др.]; под общ. ред. Н. М. Кондратенко Москва: Юрайт, 2011
8. Голубков Е.Н. Основы маркетинга – М.: ДИС, 2003
9. Есимжанова С.Р. Маркетинг в Казахстане: теория, методология, практика. – Алматы: Аян Эдет, 2004г.
10. Котлер Ф., Келлер К.Л. Маркетинг менеджмент. Экспресс-курс. 3-е изд./ Пер. С англ. Под науч. ред. С.Г.Жильцова.- СПб.: Питер, 2007
11. Аникин, Б. А. Логистика производства: теория и практика: учебник и практикум для бакалавриата и магистратуры – М.: Издательство Юрайт, 2019. – 454 с.
12. М. С. Изтелеуова. Транспортная логистика: учебник / - Алматы: Экономика, 2011. - 293 с.
13. Логистика складирования : учебник / В.В. Дыбская. – М. : Инфра-М, 2019. – 559 с.
14. Гаджинский, А. М. Логистика: учебник для высших учебных заведений по направлению подготовки «Экономика» / А. М. Гаджинский. – Москва: Дашков и К°, 2013. – 420 с.
15. Баймуханова С. Б. Финансовый учет, Алматы, 2018 – 272 б.
16. Бахолдина И. В., Гольшева Н. И. «Бухгалтерский финансовый учет: Учебное пособие - М.: Форум, НИЦ ИНФРА-М, 2016 – 320 с.
17. Абрамова М.А. и др. Финансы и кредит, 2018г.
18. Мельников В.Д., Финансы , Алматы 2013г.
19. Финансы, денежное обращение и кредит - Учебник /под ред. В.К. Сенчагова, А.И. Архипова - М.: Проспект, 2018. - 596с
20. С. Сейткасимов. Деньги, кредит банки: Учебник Алматы: Экономика, 2016
21. Сапарова Б.С. Финансовый менеджмент, учебное пособие Астана 2014г

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 .- М .: Williams, 2006.- 665 p.
24. Fatkhutdinov, R.A. A comprehensive tool for management. М .: ЗАО «Business School» Intel-Sintez «, 1997.- 106 p .- (Personnel management).
25. Polukarov, V.L. Fundamentals of Management: Textbook. allowance / 3rd ed. М .: KNORUS, 2009.-238 p.
26. Корпоративное управление и корпоративные финансы в акционерных обществах с государственным участием. В 2 т. Т. 2. Особенности корпоративных финансов: учебник / под. ред. М.А. Эскиндарова, М.А. Федотовой, С.Ю. Попкова. – Москва: КНОРУС, 2019. – 501 с.
27. Дюсембаев К.Ш. Теория и эволюция аудита: монография, -Алматы: Экономика, 2012.- 722с.
28. Сұлтанова Б.Б. Аудит: оқу құралы.- Алматы: Қазақ университеті, 2017. - 178 б.
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.

**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
<p><b>90-100 points</b> <b>«Excellent»</b></p>	<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"> <li>- Scientific terminology has been correctly utilized.</li> <li>- All necessary features, elements, grounds, and classifications have been accurately named and defined to substantiate the arguments.</li> <li>- The main viewpoints accepted in scientific literature regarding the discussed issue have been indicated.</li> <li>- Own position or viewpoint has been argued, and the most significant research problems in this field have been identified.</li> <li>- The practical problem has been solved correctly with all necessary explanations.</li> </ul>
<p><b>75-89 points «Good»</b></p>	<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"> <li>- All necessary features, elements, classifications are named, but there is an error or inaccuracy in the definitions or concepts.</li> <li>- There are shortcomings in argumentation, factual or terminological inaccuracies are present, but they are not significant.</li> <li>- Some insights into possible research problems in the field are</li> </ul>



	expressed. - The practical problem is partially solved with incomplete explanations provided.
<b>50-74 points</b> <b>«Satisfactory»</b>	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: - 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.
<b>0-49 points</b> <b>«Unsatisfactory»</b>	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:**

<b>Number of points</b>	<b>Compliance criteria</b>
<b>90-100 points</b> <b>"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</b> <b>"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</b> <b>"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.