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Автоматически созданное описание

**KAZAKH FOR BUSINESS**

**(Fall 2021)**

**Course information**

School: SSH

Department: Kazakh Language and Turkic Studies

Course name: Kazakh for Business

Semester/Year: Autumn 2021

**Instructor contacts**

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**Course Description:**

The Language Program of *Kazakh for Business* aims to promote “Kazakh language as a language of science and technology” in the workplace, business, and daily life of Kazakh society.

Students, who are able to function at least at the C1.1 level, can enroll in this course.

The goal of the course is to lead students to function competently at the C1.2 level by using technical vocabulary based on respective professional field.

This course should be built on “problem-based” and “project-based learning” approaches to prepare students for real life.

**Goals of the course:**

1. **Analayze** scientific publications in the Kazakh language related to business.
2. Apply communication skills and business vocabulary to build linguistic intelligence while mastering the Kazakh business language.
3. **Use** research approaches to **evaluate** data usage on business themes.
4. Conduct independent analysis in writings such as argumentative and comparative essays/articles, literature review in the Kazakh language.
5. Develop professional translation skills.

**Learning outcomes:**

***Students will be able to:***

***1. Develop basic skills in Kazakh as a language of business***

1. Analyze ethical, legal, cultural, local and global issues affecting the business aspects;
2. Demonstrate a good understanding of business and economic concepts, terms, phrases in the Kazakh language
3. Evaluate forms, approaches, processes and models in business

2***. Develop productive critical thinking skills***

1. Apply analytical and problem-solving skills appropriate to business communication such as understanding the problem, exploring its boundaries, questioning assumptions, imagining new perspectives, identifying weaknesses, justifying a solution, acknowledging limitations, reflecting alternatives.
2. Formulate strategies

***3. Conduct a research***

1. Apply formal academic style in writing drafts of abstracts and literature reviews, and argumentative papers;
2. Synthesize and present findings in a clear, well-structured format.
3. Integrate the critical role of continuous feedback.

4. ***Communicate effectively, accurately in business communication in written and oral forms, including visual and online learning technology***

1. Demonstrate effective oral communication skills for informing, persuading or debating in instructor- and peer-led team discussions;
2. Participate and lead group/pair work, presentations, discussions, debates in business-related topics.
3. Make a well-structured project presentation with an introduction, main body, conclusion, and references.
4. Demonstrate leadership, teamwork, accountability, personal organization and time management;
5. Participate and lead team activities that lead to the development of collaborative work skills.
6. Communicate successfully for academic purposes in various types of conventional/ traditional settings and online platforms.

**Requirements**:

* **Reading** 60-75 fictional and 30-40 informative pages in a week.
* **Writing** 5400 words total in a semester.
* **Listening** fictional 75 minutes and documentary 45 minutes.
* **Speaking** 15-20 minute-presentations.

**Required books**

1. Дональд Ф.Куратко. *Кәсіпкерлік. Теория, процесс, практика*. – Алматы: Ұлттық аударма бюросы, 2018. – 480 б.
2. Куртланд Л. Бове, Джон В. Тилл. *Қазіргі бизнес-коммуникация*. – Алматы: Ұлттық аударма бюросы, 2019. – 736 б.
3. Шиллинг Мелисса А. *Технологиялық инновациялардағы стратегиялық менеджмент*. – Алматы: Ұлттық аударма бюросы, 2019. - 380 б.
4. Әліпбеков Н., Ералы Ж., Дәулетова Р., Молдабекова Г. *Бизнесті ұйымдастыру*. – Астана, 2012 – 328 б.
5. Есімжанова С.Р. *Маркетинг*. – Алматы: Экономика, 2003. – 466 б.
6. Котлер Ф., Армстронг Г. *Маркетинг негіздері*. – Алматы: Ұлттық аударма бюросы, 2019. – 736 б.
7. Хилл Чарльз, Халт Томас. *Халықаралық бизнес: жаһандық нарықтағы бәсеке*. – Алматы: Ұлттық аударма бюросы, 2019. – 720 б.
8. Сыздық Р. *Қазақ тілінің анықтағышы (емле, тыныс белгілері, сөз сазы)*. – Астана: Елорда, 2000. – 532 б.
9. Кови Стивен Р. *Жасампаз жандардың 7 дағдысы: Тұлғаны дамытудың тегеурінді тетіктері*. – Алматы: Ұлттық аударма бюросы, 2018. – 352 б.
10. Мәсімов К. *Келешектің әміршісі. Жасанды интеллект*. – Нұр-Сұлтан, 2019. – 303 б.
11. Әбиев М. *Қазақстандық арман*. - KSP Steel, 2013.
12. Шонбай Қ. *Екінші болма! Жеңіске жетудің қазақша жолы*. – Алматы: «Versus» қолданбалы жетістік академиясы, 2018. – 264 б.
13. Шонбай Қ. *Бізге айтылмаған құпия*. 2019
14. Рысмендиев А. *Кризистен шығудың 7 жолы. 77 нақты қадам*. – Алматы, 2017. – 152 б.
15. Рысмендиев А. *Кәсіпкерлік құпиясы*. *Жетістікке бастар 7 нақты қадам.* – Алматы.
16. Бисекеев С. *Бәрі де өз қолыңда*. – Мәскеу, 2016. – 204 б.
17. Бұқарбай Б. *Күнкөрістен кет, байлыққа жет*! – Алматы, 2018.
18. Аяз Би. *Катарсис.* *Кедей болуға мүмкіндік жоқ*.

**Electronic Resources**

* <https://100kitap.kz>
* <https://openu.kz>
* <https://kitap.kz>
* <https://atameken.kz>
* <https://business.gov.kz>
* <http://startup.techgarden.kz>
* <https://strategy2050.kz>
* <https://forbes.kz>
* <https://egov.kz>
* <http://www.fpip.kz>
* <http://adilet.zan.kz>
* <https://egemen.kz>
* <https://tengrinews.kz>
* <https://alashainasy.kz>
* <https://www.inform.kz>

Besides the required textbooks there will be provided other supplemental resources. All supplemental materials will be submitted to Moodle in advance and copies will be distributed in class.

**Assessments**

|  |  |  |
| --- | --- | --- |
| **Forms of**  **Assessment** | **%** | **Size of assessment and description** |
| Attendance and Participation (discussions, tasks, forums) | **10%**  **(5%+5%)** | Students should attend online classes during semester except for emergency situations justified with certificate. It includes student-to-student interactions or group discussions as well as instructor to student interactions and class discussions, forums. Active participation is required most of the time from the beginning to the end of semester. |
| *Writing*  film review  argumentative essay  book review  research project | **50%**  10%  10%  10%  20% | (September 5 - 450-500 words)  (September 19 - 450-500 words)  (October 15 - 450-500 words)  (November 26 - 2500-3000 words)  (pair work)  Students upload their writings to Moodle. Instructor provides feedback. Translation tools are not allowed. Students who use translation tools are subject to discipline for academic dishonesty. Plagiarism and cheating will not be tolerated. |
| Peer-evaluation | **10%** | (November 09-11)  Students prepare questions on the material covered during the semester and evaluate the answers themselves. The instructor evaluates the students' questions and given grades. |
| *Speaking*  Group presentations  Interview with the Kazakhstani entrepreneur (recorded)  Presentation of research paper / report | **30%**  10%  10%  10% | (10-15 minutes) Group presentations based on the given topics.  (October 10 - 10-15 minutes)  (November 16-25 - 10-15 minutes)  (in pairs) |

**Grading System**

|  |  |  |
| --- | --- | --- |
| A | 95% - 100% | Excellent, exceeds the highest standards in the assignment or course |
| A- | 90% - 94.9% | Excellent; meets the highest standards for the assignment or course |
| B+ | 85% - 89.9% | Very good; meets high standards for the assignment or course |
| B | 80% - 84.9% | Good; meets most of the standards for the assignment or course |
| B- | 75% - 79.9% | More than adequate; shows some reasonable command of the material |
| C+ | 70% - 74.9% | Acceptable; meets basic standards for the assignment or course |
| C | 65% - 69.9% | Acceptable; meets some of the basic standards for the assignment or course |
| C- | 60% - 64.9% | Acceptable, while falling short of meeting basic standards in several ways |
| D+ | 55% - 59.9% | Minimally acceptable |
| D | 50% - 54.9% | Minimally acceptable; lowest passing |
| F | 0% - 49.9% | Did not satisfy the basic requirements of the course |

**Work schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Lexical topics** | **Practical topics, tasks** | **Reading and listening materials** |
| 1st week  (August 17-19) | **Business and entrepreneurship**  **Basic concepts of entrepreneurship** | Definition of goals and objectives of the discipline, acquaintance with the thematic plan  Split students into groups  - Entrepreneurship and business, the essence of entrepreneurship in the economy  Characteristics of entrepreneurs  *Homework:*  *- Introduce an entrepreneur from your hometown (150-200 words)*  *- Who can you name as the most prestigious entrepreneur in Kazakhstan? Why? (150-200 words)* | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 28-34 бб.; 53-60 бб. |
| The differences between entrepreneurs and small business owners – analyze  Reputable Kazakhstani entrepreneurs and the qualities that an entrepreneur need | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 28-34 бб.; 53-60 бб.  Н.Әліпбеков, Ж.Ералы, Р.Дәулетова, Г.Молдабекова. Бизнесті ұйымдастыру. – Астана, 2012. – 20-22 бб.; 54-57 бб.  <https://egov.kz/cms/kk/articles/business_in_kz>  https://startinfo.kz/buisness/kasipker/ |
|  |  |
| 2nd week  (August 24-26) | **Еntrepreneurship and іnnovation** | Innovation in business  Discussion of types and principles of innovation as a distinctive function of entrepreneurship  The main characteristics and types of innovation  Choosing a business idea | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 134-150 бб.;  <https://articlekz.com/kk/article/15768>  Исабеков Б.Н., Мұхамбетова Л.Қ. Кәсіпкерлік және инновация.  <https://www.youtube.com/watch?v=szz9VCgAZPg&list=PLF_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=19>  https://www.youtube.com/watch?v=Aw02zzUvE5g&list=PLF\_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=28 |
| Analysis of new venture-startups  Evaluate the startup business in Kazakhstan  Express a reasonable opinion about the challenges and prospects of startups  *How to write a film review?*  *Discussing film review writing*  *Film review (450-500 words) - 05.09.2021*  *Homework:*   * describe the startup that interests you (150-200 words) | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 153-172 бб.  <https://kaz.zakon.kz/5028859-startap-zhobalar-2024-zhyly-zh-deg.html>  <https://massaget.kz/layfstayl/tehno/63650/>  - films of Kazakhstani film- makers about entrepreneurship  - «Тренинг личностного роста» (Фархат Шарипов)  - «Бизнесмены» (Ақан Сатаев) |
| 3rd week  (August 31-September 2) | **Features of doing business** | Selection of effective ways to create a new business  Identification of new trends  Evaluate features of purchasing the ready-existing business | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 178-189 бб. |
| Analysis of innovative business models in entrepreneurship, their advantages, and disadvantages  Social entrepreneurship: main directions and challenges of social entrepreneurship in Kazakhstan  *«*Әлеуметтік кәсіпкерлік әлеуметтік мәселелердің шешімі бола ала ма?*» - argumentative essay (450-500 words) - 19.09.2021* | <https://melimde.com/f-11-03-jumanova-g-m-1943-kesipkerlik-dafdilari-peninen-deris.html?page=6>  https://the-steppe.com/obshestvo/kto-i-kak-razvivaet-socialnoe-predprinimatelstvo-v-kazahstane-rasskazyvaem-na-primere-atyrau |
| 4th week  (September 7-9) | **Legal issues of entrepreneurship І** | Legal forms: private enterprise  Analysis of advantages and challenges of individual entrepreneurs working through license (patent) in Kazakhstan  Legal forms: partnership | Әліпбеков Н., Ералы Ж., Дәулетова Р., Молдабекова Г. Бизнесті ұйымдастыру. – Астана, 2012 – 59- 85 бб.  Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 235-245 бб. |
|  | Legal Forms: Corporation  *1st group presentation*  Social entrepreneurship in Kazakhstan | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 226-230 бб. |
| 5th week  (September 14-16) | **Legal issues of entrepreneurship ІI** | Protection of intellectual property: patent  World patent law  Review of patent types and obtaining systems in Kazakhstan  Intellectual Property Protection: Copyright  Why registers a copyright? | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 230-231 бб.  <http://adilet.zan.kz/kaz/docs/Z990000427_>  <https://atameken.kz/kk/articles/29366-kak-poluchit-patent-v-kazahstane>  <http://adilet.zan.kz/kaz/docs/Z960000006_>  <https://kazpatent.kz/kk/content/avtorlyk-kukyk-degenimiz-ne>  <https://atameken.kz/kk/news/29928-zachem-registrirovat-avtorskie-prava> |
| Intellectual Property Protection: Trademark  *2nd group presentation*  Films of Kazakhstani film- makers about entrepreneurship / Cinema (market / industry) of Kazakhstan | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 231-235 бб.  Есімжанова С.Р. Маркетинг. – Алматы: Экономика, 2003. – 219-223 бб. |
| 6th week  (September 21–23) | **Brand** | The concept of brand, the history of branding  Brand elements  *Top 10 most popular brands in the world: logos, slogans and reasons for popularity* | <https://www.youtube.com/watch?v=clX2ntiTXaU&list=PLF_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=35>  https://www.youtube.com/watch?v=VUB\_jvaE0e4&list=PLF\_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=36 |
| Well-known Kazakhstani brands  *How to write a book review?*  *Discussing book review writing*  *3rd. group presentation*  Branding and brands in the Kazakhstan market | <https://www.kaznu.kz/content/files/pages/folder19846/Жетпісбаева%20М.%20№1%202019%20(1).pdf>  <https://weproject.media/articles/detail/16-novykh-i-stilnykh-kazakhstanskikh-brendov-odezhdy-i-aksessuarov/> |
| 7th week  (September 28–30) | **Franchising** | Franchising  Compare pros and cons of franchising through the teamwork  Popular franchises and brands | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 189-199 бб.  Котлер Ф., Армстронг Г. *Маркетинг негіздері*. – Алматы: Ұлттық аударма бюросы, 2019.  <https://el.kz/news/biznes/franshiza_men_franchayzing_/>  https://kapital.kz/experts/85929/beknur-kisikov-rentabel-nost-franchayzingovykh-kompaniy-upala-pochti-na-100.html |
| Do you agree with the idea of ​​"franchising - the assimilation of cultures?" - group analysis  *How to conduct a good interview?*  *4th group presentation*  Franchise market in Kazakhstan | <http://startinfo.kz/buisness/qazaqst-fransh-jyesin-damu/>  <https://topfranchise.ru/stati/rol-franchayzinga-v-assimilyatsii-kultur/>  <https://institutiones.com/general/2843-franchaizer-franchaizi.html>  <http://balbal.kz/bilip-jur/s-hbat-aludyi-taktikalaryi-a-ashtyi-da-s-yletemiz/>  https://dauletten.kz/articles/biznesmen-baqbergen-eletan-5-ayilyq-ayinalymym-500-myn-dollar |
| (October 5-7) | **Fall Break** | | |
| 8th week (October 12-14) | **Book review** | | |
| 9th week  (October 19-21) | **Marketing** | Defining marketing and marketing activities  What is a marketing mix?  (4Р, 4С, 5Р, 7Р) | Есімжанова С.Р. Маркетинг. – Алматы: Экономика, 2003. – 119-155 бб.  Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 251-257 бб.  https://www.youtube.com/watch?v=9BFbDGYghrg&list=PLF\_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=23 |
| Marketing research and research methods  The importance of marketing research  SWOT analysis | Есімжанова С.Р. Маркетинг. – Алматы: Экономика, 2003. – 297-319 бб.  Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 257-260 бб.  https://vc.ru/marketing/279655-kak-pandemiya-izmenila-marketing-10-novyh-pravil-prodvizheniya?comments  <https://www.youtube.com/watch?v=uE-N8IvrljI&list=PLF_q1d61nzYz4imhPzFxFUlEPevLtrO-G&index=25>  <https://massaget.kz/layfstayl/madeniet/dep/55969/> |
| 10th week  (October 26-28 | **Marketing communications** | Identify the importance of marketing communications and communication planning  Marketing communication tools (ATL and BTL advertising) | Есімжанова С.Р. Маркетинг. – Алматы: Экономика, 2003. – 295-339 бб.  Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 251-257 бб. |
| Analysis of the proposed mechanism of marketing communications  *5th Group presentation*  Mаrketing communications | Дональд Ф.Куратко. Кәсіпкерлік. Теория, процесс, практика. – Астана, 2018. – 257-260 бб.  <https://massaget.kz/layfstayl/madeniet/dep/55969/> |
| 11th week  (November 2-4) | **Online marketing communications** | Digital marketing, analysis of main channels in internet marketing  Features of SMM marketing, rules of content formation  *Homework: Write a post (200-300 words) on three different social networks for a specific product or service.* | <http://zhasorken.kz/?p=33087> - копирайтинг |
| Discussion of the media plan  *6th group presentation*  SMM marketing |  |
| 12th week  (November 9-11) | **Peer evaluation** | | |
| 13th week (November 16-18) | **Paper / Project presentations** | | |
| 14th week  (November 23-25) | **Paper / Project presentations** | | |

**Topics for Research Projects/Papers:**

Entrepreneurship in combination with science and business

Social entrepreneurship in Kazakhstan

Challenges and prospects of startup business in Kazakhstan

Effective ways in business development in Kazakhstan

The franchise market in Kazakhstan

Kazakhstani brands and development features

Kazakh language content internet marketing in Kazakhstan

The business book market in Kazakhstan and Kazakh authors’ books

Cinema (market / industry) of Kazakhstan: movies about entrepreneurship