



Development plan
EP 6B04103 "Business Engineering"
for 2024-2028

Introduction

The educational program 6B04103 "Business Engineering" is aimed at training specialists who are able to analyze, design and optimize business processes using digital technologies, engineering approaches and modern management methods. The program takes into account the requirements of the national qualification framework standard, current needs of the labor market and trends in the digital transformation of the economy.

The development of the program for 2024–2028 includes the introduction of project-based and practice-oriented learning, expanded interaction with employers and industrial partners, the development of students' digital competencies, and advanced training for teachers.

Goals and objectives

The goal of the educational program is to train specialists who are proficient in business analysis tools, process management, digital modeling and who are able to implement innovations and manage the transformation of organizations.

Objectives:

- To ensure the acquisition of fundamental knowledge in the field of management, economics, systems analysis and an engineering approach to business organization.
- To develop sustainable skills in business analysis, project management, and process management.
- To equip students with tools for digital modeling, process visualization and application of no-code solutions.
- To develop skills in communication, teamwork, creative and critical thinking.
- To ensure the involvement of employers in the educational process and project activities.
- To strengthen the international component through academic mobility and digital resources.
- To maintain continuous updating of the content of disciplines and teaching approaches.

SWOT analysis

Strengths:

- Qualified teaching staff with experience in scientific and pedagogical activities.
- Current educational programs integrating mathematical and economic disciplines.
- University support and partnership agreements with employers.
- Flexibility of the educational program and its compliance with international standards.

Weaknesses:

- Insufficient coverage of international resources and content.
- Limited number of courses taught in English.
- The need to improve the qualifications of teaching staff in digital tools.

Opportunities:

- Growing demand for specialists capable of managing digital transformations.
- Expanding cooperation with businesses and engineering companies.
- Implementation of innovative teaching methods (DAS, Team-teaching, flipped learning).

Threats:

- Competition from international and private universities.
- Rapid obsolescence of technologies and business practices.
- Potential shortage of funding for infrastructure development.

Risks and management

Academic:

- The content of the EP does not correspond to the rapidly changing market requirements.
- Low integration of project activities and research practices.

Technical:

- Limited access to specialized software and modeling platforms.

Organizational:

- Lack of employer involvement and low awareness of the programme.

Financial:

- Risks associated with sustainable funding of practice-oriented training.

Risk Management:

- Annual audit of educational content.
- Conducting advanced training courses for teaching staff.
- Development of digital infrastructure through grants and partnership agreements.
- Participation of students in hackathons , case championships and acceleration programs.

KPI and performance evaluation

- Updating at least 30% of disciplines annually.
- Implementation of at least 2 digital tools into the educational process annually.
- Employment of graduates within the first year is at least 85%.
- Conducting 2 or more project-based courses with the participation of employers annually.
- Advanced training for teaching staff: minimum 3 events per year.
- Increase in publication activity of students and faculty by 20% annually.

Evaluation criteria

Item	Target indicators	Unit measuremer	In the planning period				
			2023	2024	2025	2026	2027
1	The share of invited foreign scientists and teachers from the total number of university teachers	%	2	2	2	3	3
2	Number of double degree programs with foreign universities	unit	0	0	1	1	1
3	Number of agreements/memorandums of cooperation with foreign universities from the top 700	unit	0	0	1	1	2
4	Number of publications in foreign scientific journals indexed by Scopus	unit	4	5	5	6	6
5	The share of those employed in the first year after completing their studies from the total number of graduates	%	80	82	84	86	88
6	Satisfaction of students, staff and faculty with university services	%	75	80	85	87	90

Conclusion

The development plan for the educational program 6B04103 "Business Engineering" reflects the aspiration to build a modern educational environment focused on innovation, digitalization, and integration with the real economy. A systematic approach to quality management, cooperation with industry, and the development of student competencies will ensure the sustainability and competitiveness of the program in the coming years.

Head of the Department of M&ME



Turegeldinova A.Zh.