GRADUATE MODEL

Kazakh National Research Technical University named after K.I. Satbayev

Bachelor's degree in the educational program: 6B04104 "Startup Bachelor"

1. Brief description of the educational program

The educational program *"Startup Bachelor"* is designed to prepare a new generation of specialists capable of launching and developing entrepreneurial projects, implementing innovations, and managing startups through all stages of their life cycle. The program integrates knowledge in management, finance, marketing, and technology into a unified entrepreneurial ecosystem.

2. Components of the graduate model

2.1 Objectives of the educational program

To train entrepreneurs equipped with practical business skills and a comprehensive set of competencies required for competitiveness in the entrepreneurial field, including analytical, research, leadership, and innovative thinking.

2.2 Objectives of the educational program

- to teach the fundamentals of entrepreneurship and innovation management;
- to develop skills in startup engineering and experience in business incubators;
- to master financial modeling and investment attraction;
- to build competencies in digital technologies and marketing;
- to create an environment for launching student-led startups and participating in acceleration programs.

2.3 General and professional competencies

- general competencies:
- creative thinking and initiative;
- teamwork and negotiation skills;
- adaptability and resilience to risk;
- business ethics;
- communication in Kazakh and English at the level of professional interaction.
    Professional competencies:
- generation and validation of business ideas;
- MVP creation and testing;
- building business models and financial strategies;
- developing marketing strategies and product promotion;
- managing growth, scaling, and attracting investment.

2.4 Expected positions and professional responsibilities

Job title	Main responsibilities	Matching learning outcomes (LO)
Startup manager	: Organization and support of a business project in the early stages.	PO1, PO2, PO3

Startup Founder / Co-founder	Developing an idea, finding a team and attracting investments.	PO2, PO3, PO4, PO6
Product Manager	Formation of product strategy, interaction with the development team.	PO3, PO5
Innovation Consultant	Evaluation of startups and support of innovative projects.	PO4, PO5, PO6
Specialist acceleration programs	Support for entrepreneurs, analysis of business models.	PO2, PO4, PO6
Innovation Specialist	Market analysis, implementation of new solutions and technologies.	PO2, PO5, PO6
Startup Analyst	Assessing the viability of projects, preparing for investments.	PO3, PO5, PO7
Business developer	Search for partners, building business connections, project development.	PO2, PO4, PO5

2.5 Matrix of correlation of learning outcomes and competencies

Learning Outcomes (LO)	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12
RO1		V			V	V				V		
PO2			V									V
PO3		V					V		V		V	
PO4							V					
RO5					V	V						
RO6	V		V					V			V	
RO 7												V
RO 8	V				V							
RO 9			V					V		V		
RO 10	V				V						V	
RO 11						V	V					
RO 12			V		V					V		
RO 13									V			V
RO 14	V			V								
RO 15	V				V					V	V	

2.6 Personal qualities of a specialist
- Entrepreneurial thinking and responsibility.
- Ability to make decisions under conditions of uncertainty.
- Leadership and teamwork skills.
- Flexibility, innovation and a commitment to continuous development.

- The ability to persuade and lead.
- Teaching the basics of entrepreneurship and innovation management.
- Developing skills in startup engineering and working in business incubators.
- Mastering financial modeling and attracting investment.
- Development of competencies in the field of digital technologies and marketing.
- Creating conditions for the implementation of your own startups and participation in accelerators.
- Developing startup engineering and project management skills.
- Developing digital competencies and skills in using online tools.
- Training in financial modeling, marketing and team management.
- Developing the ability to present projects, work with investors and accelerators.

3. Regulatory framework
- Law of the Republic of Kazakhstan "On Education";
- State educational standards;
- University development program for 2023–2027;
- Quality Policy of Satbayev University.

4. Conclusion

A graduate of the 6B04104 *"Startup Bachelor"* educational program is a next-generation specialist, equipped with entrepreneurial thinking, creativity, and digital skills. They are ready to launch and scale their own ventures, as well as contribute to innovative companies and startup teams. The competencies acquired during the program ensure their adaptability to the dynamic economy and their active participation in the development of Kazakhstan's technological and entrepreneurial ecosystem.

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