KARAGANDA UNIVERSITY OF KAZPOTREBSOYUZ

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Approved by

Pro-Rector for academic issues

and new technologies,

Candidate of Economic Sciences, Professor Bugubaeva R.O.

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«\_\_\_\_ » \_\_\_\_\_\_\_\_\_\_ 2022

SYLLABUS

MASTER’S DEGREE PROGRAM

Course: International Markets and Marketing

The educational program: Technological entrepreneurship

Chair of Economics and Entrepreneurship

Total 4 ECTS credits (120 hours)

KARAGANDA – 2022

Syllabus is developed by Candidate of Economic Sciences of the Chair of Marketing and Logistics S.K. Mazhitova and master, senior researcher of the Research Institute of Economic and Legal Research Puntus E.A.

Syllabus is considered at the EMC’s meeting of Marketing and Logistics

«\_\_\_\_»\_\_\_\_\_\_\_\_\_\_\_\_2022 Minute \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Head of the Chair of Marketing and Logistics,

Candidate of Economic Sciences S.K. Mazhitova

This syllabus was developed as part of the Erasmus + project **МIETC «Development of a master programme in the management of industrial entrepreneurship for transition countries» on recommendations and trainings**

AGREED Manuel Fernandez-Grela,

Professor of Economic

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Santiago de Compostela

**Information about the lecturer (lecturers):**

Mazhitova Saule Kalievna - Candidate of Economic Sciences, Head of the Chair of Marketing and Logistics. Subject taught: «Fundamentals of Logistics», «Supply Chain Management», «Prices and Pricing», «Marketing of the real estate market»

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