



«АККРЕДИТТЕУ ЖӘНЕ РЕЙТИНГТІҢ  
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО  
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR  
ACCREDITATION AND RATING

## REPORT

**of the external expert committee against the results of the specialised accreditation of the educational programmes 5B030100 – Jurisprudence, 5B050700 – Management, 5B051100/ 6M051100-Marketing of Aktobe K.Zhubanov regional state university**

**28 November – 30 November, 2017**

**Aktobe**

**November 30, 2017**

**INDEPENDENT AGENCY FOR ACCREDITATION AND RATING**  
**External Expert Committee**

**Addressed to**  
**Accreditation**  
**Council of the IAAR**



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ТӘУЕЛСІЗ АГЕНТТІГІ

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## (I) THE LIST OF DESIGNATIONS AND ABBREVIATIONS

**AIS «Univer»** - automated information system «Univer»  
**ARSU** – Aktobe regional state university  
**AMP** – Administrative and Managerial Personnel  
**BD**– Basic Disciplines  
**EEEE** – External Evaluation of Educational Achievements  
**EW** – Educational Work  
**SQC** - State Qualification Committee  
**SCES** – State Compulsory Educational Standard  
**DLT** – Distance Learning Technology  
**UNT** – Unified National Testing  
**ICT** – Information and Communication Technologies  
**IS** – Information Systems  
**IEP** – Individual Education Plan  
**KA3NEB** – Kazakhstani national electronic library  
**EC**– Elective Course  
**CYA** – Committee for Youth Affairs  
**CCSES**– Committee for Control in the Sphere of Education and Science of RK  
**CT** – Complex Test  
**CTE** – Credit Technology of Education  
**CED** – Catalogue of Elective Disciplines  
**MES RK** – Ministry of Education and Science of the Republic of Kazakhstan  
**MAP** – Modular Academic Program  
**RW** – Research Work  
**SRW** – Students Research Work  
**STB** – Research and Technology Board  
**CC**– Core Component  
**CD** – Comprehensive Disciplines  
**EP** – Educational Program  
**MD** – Major Disciplines  
**ATS** – Academic Teaching Staff  
**RALS** - The Republican Automated Library System  
**EPU** – Editorial and Publishing Unit  
**RK** – Republic of Kazakhstan  
**RIELK** - Republican interuniversity electronic library of Kazakhstan  
**WC** – Working Curriculum  
**DLS** – Distance Learning System  
**SIW** – Students' Individual Work  
**SIWLG** – Students' Individual Work under Lecturer's Guidance  
**SC** – Standard curriculum  
**ESS** – Educational Support Staff  
**AMC** – Academic and Methodological Complex  
**AMCD** - Academic and Methodical Complex of Discipline  
**AMCEP** - Academic and methodical complex of Educational Program  
**AMB** - Academic and methodological board  
**PhD** – Doctor/Doctorate in Philosophy  
**EAMC** – Electronic Academic and Methodical Complex  
**ECTS** - European Credit Transfer and Accumulation System

## (II) INTRODUCTION

In accordance with the order №65-17-EA of 27.10.2017 of the Independent Agency of accreditation and rating from 28 to 30 of November, 2017, the external expert committee assessed the compliance of the educational program 5B030100 - "Jurisprudence", 5B050700-Management, 5B051100/ 6M051100-Marketing of Aktobe K.Zhubanov regional state university with the standards of specialized accreditation of IAAR in the period from 28 to 30 of November, 2017.

The report of the external expert committee (EEC) contains an assessment of the educational program presented to IAAR criteria, recommendations for further improvement of educational program and the parameters of the profile of educational programs of Aktobe K. Zhubanov regional state university.

The EEC Composition:

1. **Chairman of the Committee** – Pak Yuri Nikolayevich Doctor of Sc. Engineering, Professor of Karaganda state technical university (Karaganda city)
2. **Foreign expert** – Tayirov Mitalip Muratovich, Doctor of Phys.-Math. Sciences, Professor of Batken state university (Kyzyl-Kya city, Kyrgyz republic)
3. **Foreign expert** – Vyazmin Yuri Nikolayevich, Candidate of Pedagogical Sciences, professor, Director of the Center for additional professional education and innovative technologies of Orenburg state Institute of arts after L. and M. Rostropovich, expert of the “Guild of experts in the sphere of professional education”, the NAC (Orenburg city, RF);
4. **Expert** – Duisembiyev Marat Zholdasbekovich, Candidate of Chemical Sciences, Associate Professor of chemistry department of Eurasian National university after L.N. Gumilyov (Astana city)
5. **Expert** – Aubakirova Zhanara Yakhyaevna, Doctor of Sc. Economics., Professor of economics department of higher school of Economics and Business, Kazakh national University after Al-Farabi (Almaty city)
6. **Expert** – Kokshinova Svetlana Yuryevna, honored worker of Kazakhstan, dean of the pedagogical faculty at "Kazakh national Academy of choreography" (Astana city);
7. **Expert** – Kulakhmetova Mergul Sabitovna, candidate of philological sciences, associate professor of Pavlodar state university after S.Toraigyrov (Pavlodar city);
8. **Expert** – **Tatarinova Lola Furkatovna**, candidate of Jurisprudence, associate professor Turan University (Almaty city);
9. **Employer** – Kunanova Damilya Bahitkeryevna, head of the department of human capital development, chamber of entrepreneurs "Atameken" of Aktobe region (Aktobe city);
10. **Student** – **Baimaganbetova Aidana Samatkyzy**, 3<sup>rd</sup> year student of educational program "5B070300-Information systems" of Kazakh-Russian international university (Aktobe city)
11. **Student** – Bashimova Moldir Askarkyzy, 4<sup>th</sup> year student of Kazakh-Russian international university (Aktobe city)
12. **Student** – Tynyshtyk Akdana Boltekyzy, 4<sup>th</sup> year student of Aktobe university after S.Baishev (Aktobe city)
13. **Observer** – Niyazova Guliyash Balkenovna, project manager for institutional and specialized accreditation of IAAR (Astana city).

### (III) PRESENTATION OF THE ORGANISATION OF EDUCATION

Aktobe regional state university after Kudaibergen Zhubanov (ARSU after K. Zhubanov) is a receiver of Aktobe pedagogical institute, founded by the decision of the Communist party of Kazakhstan and the Council of Ministers of the Kazakh SSR № 261 of April 15, 1966, as well as one of the leading regional universities in Western Kazakhstan. The establishment of the university as a major educational, scientific and cultural center of the region has its own history. The university is the successor of Aktobe pedagogical institute, founded in 1966. In 1990 the Institute was named after the first Kazakh professor-linguist Kudaibergen Zhubanov. On May 7, 1996 the institute was reorganized into Aktobe K. Zhubanov university. On January 31, 2001 the university received the status of "state".

By the decree of the government of the republic of Kazakhstan dated 03.02.2004 № 128 the university was reorganized with the separation of Aktobe pedagogical institute from its composition. By the decree of the government of the Republic of Kazakhstan dated 29.05.2013 № 529 there was reorganization of Aktobe K. Zhubanov state university and Aktobe state pedagogical institute by merging into Aktobe K. Zhubanov regional state university.

The University has a developed material and technical base that meets modern requirements: 7 academic buildings, research laboratories, "Palace of students" with an Assembly hall for 826 seats, "Palace of youth", educational and industrial premises, sports complex, sports facilities, swimming pool, 2 student hostels, student polyclinic, agrobiostation, building for the center of innovative technologies and telecommunications, library.

ARSU after K. Zhubanov carries out training of specialists according to the state license № 13014680, issued by the MES on September 17, 2013 in 8 directions of higher education "Education" (22 educational programs), "Humanities" (4 educational programs), " Law "(1 educational program), " Art "(2 educational programs), "Social Sciences and business" (7 educational programs), "Natural Sciences" (6 educational programs), "Technical Sciences and technologies" (10 educational programs), "Services" (2 educational programs) and 20 educational programs of postgraduate education (19 master's and 1 doctoral).

The University has 10 faculties (physics and mathematics, foreign languages, natural Sciences, Philology, engineering, history, economics and law, pedagogic, professional-creative and correspondence faculties). There are 31 departments in these faculties.

The student contingent on October 1, 2017 is 10,473 people. Among them: in full-time study 7808, the correspondence department 2665 people. 2712 students are studying on the state grant. 4,570 students come from regions, other oblasts and countries.

Planning for employment is supported by feedback from alumni of the faculty considered the number of graduates, the proposals and recommendations from internal and external customers. For the analyzed period the employability of graduates of EP "Jurisprudence" in the first year after graduation on average for three years makes 81 %, EP "Management" made 100%, 5B051100 – "Marketing" - 98 %, 6M051100 - "Marketing" - 100 %.

In September 2017, the park of innovative technologies was created, in which there are 16 scientific laboratories, a design office, a commercialization office, a research center "Applied mathematics and computer science", a research center "Chinese Studies", technical offices, and printing house.

The total number of academic teaching staff is 670 people. The number of teachers with academic degrees is 292 people (45,8%), including: doctors of Sciences – 27 people, candidates of Sciences – 252 people, PhD – 13 people, holders of honorary titles of the Republic of Kazakhstan in the field of art, physical education and sports – 6, masters – 194 people.

Much attention is paid to the training of academic teaching staff. The volume of financing of the university for these purposes for three years amounted to 2 349 055 tenge. Advanced training of academic teaching staff and members of staff is organized by the university, including the institute of continuing education.

EP 5B030100 - "Jurisprudence" provides graduate department "Jurisprudence". Currently, the

staff of the department "Jurisprudence" is 22 teachers. From full-time teachers 7 candidates have a scientific degree, among them there are 5 candidates of juridical Sciences, 2 candidates of historical Sciences, 4 associate professors, 14 senior teachers, 14 masters, 2 teachers. The qualitative composition of academic teaching staff is 32%. The median age was 43 years.

The implementation of the EP 5B050700-Management provides staff of the department of Economics and management. Staffing of academic teachers according to manning table is 100%.

The system of selection of academic teaching staff is based on basic education and experience, reflected in the summary and characteristics of the teacher. The presence of basic education of academic teaching staff of the department of Economics and management by profile is 100%. All teachers of the department have appropriate basic education, their profile corresponds to the read disciplines. The average age of teaching staff is 42 years.

The management of EP demonstrates the use of personnel policy of the university for academic teaching staff involved in the implementation of EP. Recruitment is carried out on the basis of an analysis of the needs of the educational program, according to its results the competition for vacancies is announced. Competition on replacement of vacant posts of academic teaching staff and scientific workers of ARSU is conducted in accordance with applicable law.

Training of students EP 5B051100-Marketing is carried out by a highly qualified academic teaching staff of the department of Public administration and marketing. Staff of teachers is 23 teachers, including 1 doctor of Economics, 1 doctor of PhD, 8 candidates of Economics. Scientific degrees rate in the department is 43.5%.

Currently classes EP 6M051100 Marketing are led by 8 full-time teachers with academic degrees and titles. Among them: 1 doctor of Sciences, 1 doctor PhD, 6 candidates of Sciences. Therefore, scientific degrees percentage is 100%.

#### (IV) DESCRIPTION OF EEC VISIT

Visit of the external expert committee to Aktobe K. Zhubanov regional state university was organized in accordance with the program.

The work of EEC was carried out on the basis of the visit of the expert committee on specialized accreditation of educational programs in Aktobe K. Zhubanov regional state university in the period from 28 to 30 of November, 2017.

To obtain objective information about the quality of educational programs and the entire infrastructure of the university, to clarify the content of self-assessment reports, meetings were held with the rector, vice-rectors according to areas of activity, deans, heads of departments (department of academic affairs and quality assessment of education, department of scientific and innovative programs, department of social affairs and youth policy, financial and economic department, center for international cooperation, institute of continuing education, digital technologies, department of personnel management and legal service, postgraduate education, scientific library, department of accreditation and rating, office registrar, etc.), heads of departments, teachers, students, graduates, employers. A total of 204 participants took part in the meetings (table 1).

Table 1 - information on employees and students who participated in meetings with the EEC of IAAR:

Category of participants	Amonut
Rector	1
Vice-rectors	3
Heads of interior departments	16
Deans of faculties	5
Heads of departments	7
Teachers	20
Students, graduate students	20
Graduates	20

Employers	20
<b>Total</b>	<b>112</b>

During the tour, EEC members got acquainted with the state of the material and technical base, visited the dean's office of the faculty of Economics and law, the department of "Jurisprudence", "Economics and management" and "Public administration and marketing", lecture halls, special rooms, park of innovative technologies, student service center, Confucius institute, the Palace of students, sports complexes, a student polyclinic and student hostels.

As part of the visit, EEC organized a visit to the classes:

- EP 5B030100 - "Jurisprudence": laboratory lesson on discipline "Criminalistics " for bachelor degree students. The theme of the lesson corresponds to the syllabus. The content and organization of work are well prepared, the teacher used modern methods of training (situational education of working groups to solve the problem, collective search for solutions, as well as special tools for teaching practical skills: "Forensic suitcase").

- EP 5B050700 – "Management": classes on discipline were attended: "Professional oriented foreign language", on the theme: "Methods and types of control in foreign language"; on discipline "Management" on the theme: "Styles of leadership: their advantages and disadvantages". The topics of the lessons correspond to syllabus.

- EP 5B051100 - "Marketing": classes on discipline were attended: "Economic theory", on the topic "Financial and monetary system in the national economy"; on the subject: "Professional oriented foreign language", on the topic "Relationship of professional English with the major disciplines of "Marketing". The topics of the lessons correspond to syllabus.

Activities planned within the framework of visit of EEC of IAAR contributed to the detailed acquaintance of experts with the educational infrastructure of the university, material and technical resources in the context of educational programs 5B030100 - "Jurisprudence", 5B050700-Management, 5B051100/6M051100-Marketing, academic teaching staff, representatives of employers' organizations, students and graduates. This allowed EEC of IAAR members to conduct an independent assessment of the compliance of the data set out in the reports on the self-assessment of the university's educational programs with the criteria of the IAAR specialized accreditation standards.

A survey of academic teaching staff, students and undergraduates was conducted.

Organized a visit to the bases of practice of educational programs of the 2nd cluster:

Branch of departments of Jurisprudence, Economics and management, Public administration and marketing: SE "Department of Justice of Aktobe region"; JSC "Entrepreneurship development Fund "Damu" in Aktobe region"; LLP "Hotel Dastan»

Base practices EP of 2-cluster: Aktobe regional court; JSC "Caspian Bank"; SE "Business management of Aktobe region".

All conditions were created for the work of the EEC, access to all necessary information resources was organized.

The activities planned within the framework of EEC of IAAR visit contributed to detailed acquaintance of experts with the educational infrastructure of the university, material and technical resources, academic teaching staff, representatives of employers' organizations, students and graduates. This allowed EEC of IAAR members to conduct an independent assessment of the compliance of the data set out in the reports on the self-assessment of educational programs of the university with the criteria of the standards of specialized accreditation of IAAR.

As part of the planned program, the recommendations for improving the university's activities, developed by EEC based on the results of the expert investigation were presented at meeting with the administration on November 30, 2017.



## **(V) COMPLIANCE TO THE SPECIALIZED ACCREDITATION STANDARDS**

### **5.1 Standard “Educational Programme Management”**

#### ***Evidential part***

Implementation of EP 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100 / 6M051100 - "Marketing" are carried out in accordance with the state license and the annexes to the license issued by the CCSES MES RK, as well as in accordance with the legal acts of the Republic of Kazakhstan in the field of higher education: the law of the Republic of Kazakhstan "On education" of 27.07.2007 (with amendments and additions of 24.11.2015); the State program of education and science of the republic of Kazakhstan for 2016-2019 (№123, February 27, 2016).

Training is carried out in state and Russian languages in full-time and correspondence forms (including the use of distance learning technologies) on the basis of secondary education, secondary vocational education and higher education.

Documents regulating the academic activities of ARSU are presented in the collection of regulations and instructions "Academic policy of ARSU after K. Zhubanov", approved at the meeting of the academic board of the University (minutes №6, January 13, 2016).

In 2017, Aktobe K. Zhubanov regional state university adopted "Quality policy" (approved by the decision of the academic board, minutes №11, May 10, 2017), which defines the principles for the management of educational programs and is reflected in the work plans of the graduating departments and development plans of EP 5B030100 – "Jurisprudence", 5B050700-" Management", 5B051100/ 6M051100-"Marketing".

The mission of the university is to prepare highly demanded in the labor market of the western region, and the country as a whole, competitive specialists, educated as patriots of Kazakhstan.

Vision of the university: development of competitive university in the country, focused on the status of the spiritual center of the western region and the national university.

The implementation and development of these programs is determined primarily by the mission, vision, strategy of development of the university, As well as plans for the development of educational programs.

Management of educational programs is carried out in accordance with the legal documents of MES RK, taking into account the provisions of state program of education development of Kazakhstan for 2016-2019, the mission and strategic plan of ARSU for 2017-2021, work plans of departments and development plans EP.

Monitoring of indicators of the development of educational programs is the basis for their improvement and is implemented through the following generally accepted procedures in the areas of ARSU.

Activities to control the quality of the educational process, carried out at different levels, recorded in the form of records, acts, certificates, reports, etc., and discussed at meetings of the department and the faculty board. Their effectiveness and efficiency is considered at the meetings of the departments "Jurisprudence" and the board of the faculty of economics and law.

Current plans for the development of EP were approved at a meeting of the academic board of the faculty of economics and law, includes strategic directions of development of EP, activities, indicators and responsibility.

The effectiveness of the EP development plan is ensured by the responsibility of the academic teaching staff for the final results, delegation and delineation of powers, placement of information on the website of the university.

The management of EP attracts representatives of employers to definition of the directions of development of educational programs and their management.

The necessary information, personnel, financial, material and technical resources, as well as regulatory and legal documentation to ensure the implementation of educational programs are

available for the management of EP.

Educational programs management includes: management of educational content through the AIS "Univer"; content management personal accounts of academic staff and students; manage schedules, attendance of the training plan and individual training plans of students.

In the development of EP 5B030100 – "Jurisprudence" actively involved employers, in particular government agencies (prosecutor's office of Aktobe, the department of justice of Aktobe, the mediation center of Aktobe region, etc.), through the introduction of its proposals regarding the subjects read, and in terms of direct employment of graduates of EP, in the development of which they took part.

In the development of EP 5B050700 Management, 5B051100/6M051100 – Marketing is carried out by stakeholders (representatives of three parties). On the part of employers was proposed for the introduction of courses elective courses: EP Management of JSC "APCC", LLP "KazakhOil", RB JSC "Entrepreneurship development fund "Damu" (Economics of manufacturing industries", "Industrial economics", "Accounting management", "Innovative entrepreneurship"); EP 5B051100 – Marketing LLP "Dastan", "Marketing planning".

EP 6M051100-Marketing Aktobe branch of JSC "Nurbank", and multidisciplinary college "Tarlan", "Competitive strategy of service companies", "Business principles of marketing management".

The uniqueness and individuality of the development plan of EP Management is manifested in the fact that the department of "Economics and management" is working on the implementation of the project "Entrepreneurial university" together with Almaty Management University ALMA university (international academy of business - MAB), KarSU after E. A. Buketov, LLP "Eurasian Group", which is a leading diversified group of companies in the sphere of extraction and enrichment of mineral resources with integrated mining, processing, energy, logistical and marketing operations, including TNC Kazchrome, Sokolov-Sarybai mining production association (SSMPA), Aluminum of Kazakhstan, Kazakhstan electrolytic plant (KEP), Eurasian energy corporation (EEC), TransCom, and Shubarkol coal, in the framework of the project "Creation of an ecosystem of youth business."

EP 6M051100 Marketing in the framework of the project the entrepreneurial university held training seminars, master – classes with participation of representatives of business structures, SE "Aktobe management" entrepreneurship development fund "Damu". For example, the Director of LLP "Isait Group" Nursultanov A.A. was held training on the topic: "Online sales".

An important component of effective implementation of the EP and the coherence of its actions in general with the work of the university is:

- centralized planning (with the right to independently determine the development indicators of the department, reflecting the specifics of the implemented EP and the resource potential of the department (academic teaching staff, used technologies, corporate communications and their content (participation in the educational process, research activities, promotion of employment, organization of practice, internships, etc.));

- unified monitoring and reporting system for all units;

- questionnaire of academic teaching staff, students and employees of the university for satisfaction with the conditions of the organization of the educational process and work (including the assessment of the support services of the educational process and infrastructure of the university); questionnaire of employers on the quality of training.

### ***Analytical part***

However, the board notes that the following issues relating to the standard are not fully reflected in the self-report and have not been confirmed during the EEC visit.

The self-assessment report mentions a number of changes in the university "related to the change in the development strategy, which is reflected in the change in the quality policy".

This is confirmed by the fact that the organizational and managerial structure of K. Zhubanov ARSU was optimized at the beginning of 2015-2016 academic year in order to avoid duplication of

functions (AB minutes № 2, September 30, 2015). The latest changes in the organizational structure of the university were made in May 2017 (minutes № 11, May 10, 2017).

After optimizing the structure of the university, the institute of economics and law was renamed the faculty of economics and law, in the structure of which there are departments of Jurisprudence, Economics and management, Public administration and marketing are the issuing departments accredited EP.

At the same time, the information provided during the EEC visit did not allow assessing the development of quality assurance culture, including in the context of the accredited EP.

The materials confirming the commitment to quality assurance of any activities performed by contractors and partners (outsourcing), including the implementation of joint/double degree education and academic mobility, are not fully presented.

Succinctly and accurately formulated goals and learning outcomes are the starting point and the central recommendation for the development of the educational program. However, the goals set out in the EP development plans are general in nature and differ only in numerical terms.

In part, the digital indicators show the individuality of the EP development plan, but the formulation of the uniqueness and individuality of the EP development plan and its consistency with the national development priorities and ARSU development strategy is not detailed. What exactly is the uniqueness and advantage of each submitted for the accreditation of EP before similar educational programs of other universities was not reflected in the self-assessment reports and was not confirmed during the interview of the leaders of EP.

The content and meaning of the evaluation criteria of the standard "Educational program management" indicates the existence of measures taken by ARSU to improve the quality of various activities. The university demonstrated the general university concept of quality (availability of published quality assurance policy, quality assurance system) for each activity. However, this concept does not describe the main business processes and those responsible for them, on the basis of which should be carried out the design, management and monitoring of improvements, decision-making on the basis of facts.

For the full implementation of this standard, in particular in the formation of the quality system, the university must determine the goals and expected results, including the identification of possible risks and opportunities.

Possession of information concerning possible risks to which the implemented OP is exposed contributes to the development of measures to counteract such risks. This in turn creates the basis for enhancing and strengthening the corporate culture of the university, which has a preventive character.

However, EEC has not been provided with supporting documents regarding the existence of a process for determining the risks to which the implemented EP may be exposed.

No information was provided, and accordingly, supporting documents about passing the leadership of accredited EP training by programs of education management.

The university has a university-wide quality concept (quality assurance system) for each activity, but there is no description of the main business processes and responsible for them, on the basis of which should be carried out the design, management and monitoring, improvement, decision-making on the basis of facts. In the development and operation of the quality system, the university determines the goals and desired results, including the identification of related risks and opportunities.

#### ***Strengths/best practices***

- The transparency of functioning of mechanisms of forming and regular revision of the plan of development of EP, its improvement and monitoring of its implementation, assessment of achievement of the goals of training, compliance to needs of employers and society, decision-making directed on continuous improvement of EP is traced.
- Work on innovation management, implementation of innovative processes within the framework of accredited EP has been set at the appropriate level in the educational

institution.

- EP leadership demonstrated commitment to openness and accessibility for learners, academic teaching staff, employers and other stakeholders.
- Published quality assurance policies.
- The conformity of the development plan of EP and available resources.
- Management of EP has interaction with employers.
- EP 5B050700 - Management, 5B051100/6M051100 – Marketing contain some elective subjects conducted in English;
- Students of EP 5B050700 – Management, 5B051100/6M051100 - Marketing has the potential to get second higher education in the framework of the double degree education.

### ***The recommendations of EEC***

*1. To step up the implementation of joint/double degree education and academic mobility, in the light of the commitment to quality assurance, any activity carried out by contractors and partners (outsourcing), including in these areas, should be treated.*

*2. To develop an intravenous system for managing possible risks to which implemented EP, monitoring criteria and methods for preventing such risks are subject.*

*3. To emphasize the signs of individuality and uniqueness of accredited EP, including the coordination of the development plan of EP with the strategy of development of the university.*

*4. To strengthen the role of the scientific board in monitoring the implementation of decisions and increasing the responsibility of the performers.*

*5. To promote training courses on education management programs for the leaders of the EP.*

*6. Intensify efforts to adopt comprehensive measures aimed at increasing the number of students in EP 6M051100 – "Marketing".*

***Conclusions EEC on criteria for 5B030100 - "Jurisprudence": strong - 6, satisfactory - 6, suggest improvements - 5.***

***Conclusions of EEC on criteria for 5B050700 - "Management", 5B051100 – "Marketing": strong - 8, satisfactory - 4, suggest improvements - 5.***

***Conclusions of EEC on criteria for 6M051100 - "Marketing": strong - 8, satisfactory - 3, suggest improvements - 6.***

## **5.2 Standard “Reporting and Information Management”**

### ***Evidential part***

The Aktobe K. Zhubanov regional state university uses the automated information system "Univer" (AIS "Univer") as a tool for collecting and analyzing information. Integration of data by means of AIS "Univer" provides information intended for operational and strategic management of the university.

ARSU implements processes of information management, including collection and analysis of information: there is a special service, which is responsible for information support of the university and its departments; formation of positive public opinion about the activities of the University through mass media; assistance to journalists in their work to cover the activities of the university and its departments; monitoring mass media, the study of trends in public opinion on the activities of the university and assessing the impact of mass media on it.

The general information part of the site contains information about the university, its departments, events taking place in it.

The university has a single AIS "Univer", which provides complete information about the learning process of each student for the entire period. Records are kept of progress in all subjects, GPA, placed orders, announcements. Information on each student and teacher with a search system, reports on various criteria. Not only employees and students, but also parents of students have access to AIS "Univer" and all the information posted on the portal. A positive aspect in the

organization of the university is the opening of the student service center, which works on the principle of "one window".

In order to prevent hacker attacks on the internet resources of the university, periodic monitoring of the state of services responsible for the performance of service is carried out, restrictions are introduced for users' access to the resource and to the network of OS.

All students, employees and academic teaching staff of the university, according to the current legislation of the republic of Kazakhstan, including in accordance with the law of the Republic of Kazakhstan "On personal data and their protection" (May 21, 2013 № 94-V), draw up agreements for the processing of their personal data, which confirms the legality of the activities of ARSU in this area.

The university has an association of alumni of ARSU after K. Zhubanov since 2014, which is a public association convened in order to carry out activities defined by the community of interests aimed at uniting the interests of university graduates.

According to the results of the survey, a number of indicators are analyzed, such as satisfaction: the results of the EP, the department and individual teachers, relations with the administration of the university, heads of faculties. On the basis of the received information, the department, faculty, university make adjustments to their activities, achieve improvement of educational processes. The results of the survey are considered and discussed at the educational and methodological board, at the academic board of the university, at the meetings of departments' staff.

Thus, one of the tools for analyzing the activities of EP 5B030100 – "Jurisprudence", 5B050700-"Management", 5B051100/6M051100-"Marketing" are annual sociological surveys of students, employers and teachers. The faculty regularly conducts interviews of students about the quality of information and its completeness.

In 2017-2018 academic year, 6 people are trained on the basis of the state grant in the EP "Jurisprudence".

In 2016-2017 academic year 56 students study at EP 5B050700-"Management", 3 of them are on state educational grant. Contingent EP 5B051100 - "Marketing" tends to increase. In 2016-2017 academic year, 54 students are enrolled in EP, 2 of them – on state educational grant.

The contingent of students studying at accredited EP "Jurisprudence", 5B050700-"Management", EP 5B051100-" Marketing " tend to grow.

It is gratifying to note that the analysis of the number of students on accredited educational institutions over the past three years shows a great achievement and an indicator of the high demand of these educational programs:

1. increase in the number of students studying in the state language in full-time education;
2. increase in the number of students in correspondence department on the basis of higher professional education.

Planning for employment is supported by feedback from alumni of the faculty considered the number of graduates, the proposals and recommendations from internal and external customers. During the analyzed period employment of graduates of EP 5B030100 - "Jurisprudence" - 81%, EP Management was 100%, 5B051100-Marketing -98 %, 6M051100-Marketing 100 %.

### ***Analytical part***

Analyzing the content and semantic content of the standard "Reporting and Information Management" on accredited areas, the committee notes that university has a system of information management and reporting on student recruitment, performance, contingent movement, personnel, academic mobility of students and academic teaching staff, etc., which is presented in regular reports at the meeting of departments, administration and academic board of the university. Conducts regular surveys of students, employers and the results of the survey/interviewing appropriate measures are taken for elimination of deficiencies.

At the same time, there are a number of issues related to this standard that are not fully reflected in self-accounting and have not been confirmed in the work of EEC.

The documents confirming availability of the documented processes of information management, determination of the order and ensuring information protection, responsibility for their functioning, reliability and system use of adequate information for improvement of internal system of quality assurance are not fully demonstrated.

The interviewing process does not fully confirm the existence of a mechanism of communication with students, employees and other interested people, including the existence of conflict resolution mechanisms.

In the process of interviewing graduates of ARSU after K. Zhubanov, it was proposed to intensify work with graduates of ARSU in order to obtain feedback, which indicates that the communication and involvement of the association of graduates of ARSU after K. Zhubanov, which operates since 2014, are not at the proper level.

#### ***Strengths/best practices***

- The periodicity, forms and methods of assessment of management of EP, activity of collegial bodies and structural divisions, top management, implementation of scientific projects are demonstrated.
- The information collected and analyzed in the framework of the EP takes into account the dynamics of the contingent of students in terms of forms and types.
- At the university at the appropriate level of work to ensure the measurement of the degree of satisfaction of students in the implementation of the EP and the quality of education at the university is perfectly done.
- procedure of collection and processing, established by law, information for subsequent systematization and use for statutory purposes of personal data of students, employees and academic teaching staff documented their consent is established.
- Availability of educational resources and support systems for students are demonstrated.

Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing": strong - 5, satisfactory – 12.

### **5.3 Standard “Development and Approval of Educational programme”**

#### ***Evidential part***

Implementation of EP 5B030100 - Jurisprudence, 5B050700-Management, 5B051100-Marketing, 6M051100-Marketing is aimed at the formation of professional competence of future graduates corresponding to the qualification framework of the bachelor and master satisfying the needs of the labor market.

The process of formation of educational programs includes the development of the structure and content of accredited educational programs, analysis of information on implementation, preparation of reports, coordination of draft decisions on the results of the implementation of the EP, generalization of comments and suggestions, presentation of the results to management. Further consideration and approval of the EP takes place at the faculty board, academic and methodical boards and academic council of the university.

In the preparation, approval, amendment and supplement of EP involved interested people who can recommend elective courses for inclusion in the catalog of elective disciplines, to select their students. Updating of EP is made according to requests of employers that is reflected in the catalog of elective disciplines for the corresponding academic year and is approved by academic council of higher education institution. In EP 5B030100-Jurisprudence on the recommendations of organizations that are bases of students' practices, new disciplines were introduced. So, in the CED 2016-2017 academic year, on the recommendation of representatives of the mediation center of Aktobe region, the discipline "Mediation" was introduced; The agency for civil service affairs of Aktobe region – the discipline "Fundamentals of anti-corruption activities" and "Legal regulation of public procurement". Students participate in the development of EP.

So on accredited undergraduate programs after practical training, on the recommendations of students EP 5B030100-Jurisprudence introduced the following elective subjects: "Actual problems of civil procedure", "Lawsuit in civil proceedings", "Detective work in the republic of Kazakhstan", "Jury: historical and modern practice", "Migration law" (minutes of the meeting of department "Jurisprudence" № 5 from January 9, 2017).

The defining component of the educational programs is a system of objectives, knowledge, abilities, skills, competencies, personal qualities, which characterizes the model of the graduate (minutes of the meeting of the department economics and management №13 of June, 7, 2017; State management and marketing № 10, June 9, 2017).

All interested people who can recommend elective courses for inclusion in the catalog of elective disciplines, for selection by their students participate in preparation, approval, change and addition of EP. Modula academic program of 2017-18 academic year includes the review of potential employers, which indicated positive feedback for the EP: Sabyr A.M.-chief manager of programs to improve the competence of the regional branch of JSC "Entrepreneurship development Fund "Damu".

Examples of employers' participation in the formation of EP are:

- on EP 5B050700 - "Management" in the CED 2016-2017 academic year on the recommendation of the chairman of the board of JSC "APCC" A.A. Khimich was introduced discipline "Economics of manufacturing industries", "Economics of industry" (minutes of the meeting of the department of economics and management №10 from April 14, 2015); in CED the 2017-2018 academic year, on the recommendations of the chief specialist of department of investment planning of LLP "Kazakhoil" G. U. Delmanov, general manager on programs to increase the competence of the RB JSC "Entrepreneurship development fund "Damu" A.M. Sabyr the following elective subjects are added: "Accounting management", "Innovative entrepreneurship" (minutes of the department of economics and management № 9 of April 23, 2016).

- CED of EP 5B051100/6M051100 - "Marketing" recommended disciplines from employers. Thus, the discipline "Business principles of marketing management" was proposed in the CED of 2016-2017 academic year on the recommendation of representatives of "Nur Bank" JSC. Representatives of LLP "Dastan hotel Aktobe" proposed to include in EP 5B051100 – "Marketing discipline "Marketing planning"; in the educational process of EP 6M051100-Marketing on the recommendations of the multidisciplinary college "Tarlan" introduced elective discipline "Competitive strategy of service companies". Subjects offered by employers, reviewed and entered in the CED of accredited EP, of the relevant academic year (№5 of January 9, 2017).

The inclusion of these subjects in the curriculum contributes to the formation of the required employers professional competence of graduates of educational programs.

Students also participate in the development of EP, which is confirmed by the minutes of meetings of departments, ensuring the implementation of 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing".

Employers, as the main experts of the quality of training of students in the educational programs 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing", analyze and adjust educational programs and areas of study.

According to the results of industrial practice, graduates of 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing" protect their reports on industrial practice with the participation of representatives of basic enterprises. Students who successfully defended their production reports, have the opportunity after graduation to find a job at these enterprises and organizations.

Graduates of EP 5B030100 - "Jurisprudence", 5B051100/6M051100 – "Marketing" currently occupy senior positions. For example, graduates of EP 5B030100 – "Jurisprudence": Urazbaeva L.A. – head of department of education of Aktobe region, Shintasova S. P. – the deputy of city maslikhat, Zhamiyev A. – the judge of the city court, Rakhmetov B. – the chief of department on combating organized criminal groups and structures against drugs of the department of CNS of RK,

Esmakhan B. A. – director SE "Management of religious affairs", Abzhetov K. – head of chancellery office in Aktobe regional court.

According to EP 5B051100-Marketing Koblandin G. – akim Emba town of Aktobe oblast; Seitzhapparova A. – chief specialist of department of committee of state revenues of Aktobe, Mazhitov S. – chief specialist of the division of financial and administrative work of the department of committee of industrial development and industrial safety of Atyrau region of the ministry of investment and development, Kenzhebayeva I. – accountant at SE "Department architecture and urban planning of the city of Aktobe", Imashev E. – chief specialist SE "Akimat of Kumsai district of Mugaldzhar region", Lakiza A. – marketing specialist of LLP "Keruen city" (the city of Aktobe), Nurlankyzy P. – marketing specialist of LLP "Aktobe rail and beam plant", Imangaliyev A. - PR manager of company "AutoMag" and etc.

In 2016-2017, 2017-2018 academic years, students of EP 5B050700 Management, 5B051100/6M051100 – Marketing passed distance learning course "Beginner entrepreneur" having received certificates respectively.

6M051100 - " Marketing from 2014-2015 academic year participated in the seminar, which was held by St. Petersburg University, on the theme: "Economic development and modern concepts."

During the work of the EEC, it was confirmed the presence of "Student Dean's office", whose representatives take part in the meetings of collegial bodies in the development and adoption of accredited EP.

When studying on accredited educational institutions, multimedia information is used, which enhances the possibilities of teaching and is one of the important directions of the university for the formation of a highly professional specialist. Academic teaching staff of departments have used the following techniques of teaching: modular education, innovative business game, problem-based learning, project technology, principles of development of critical thinking, which are reflected in syllabuses, AMCD, AMCEP, annual reports of the department.

Evaluation of the quality of educational programs is based on the analysis of curricula, catalog of elective disciplines, schedules, individual plans of students, internal regulations governing the implementation of educational programs, questioning students and employers.

The university formed a model of graduates of the EP, in the development of the model of the graduate attended academic teaching staff of the department, graduates and students of the university. Models on accredited programs include general and professional competences and are included in the structure of the corresponding modular educational programs. The methodology for the development of educational programs is based in part on the introduction of the European system of education and the following principles:

1. Understanding of the content of graduate education taking into account the Dublin descriptors and the requirements of the labor market.
2. Competence approach as a basis for designing educational programs.
3. The modular principle of forming educational programs on the basis of the Dublin descriptors.

At the university there are the following types of curricula: standard curriculum (SC), working curriculum (WC). Curricula are developed on the basis of standard curricula for educational programs for the entire period of study, state educational standards and rules of the organization of educational process on credit technology of training. In accordance with the SCES RK in the curriculum maintained the ratio of the volume of disciplines cycles CD, BD, major disciplines.

The content and structure of accredited EP formed in accordance with the requirements of the standard rules of higher and postgraduate education, approved by the government of the republic of Kazakhstan on May 17, 2013 №499, SCES RK, approved by the government of the republic of Kazakhstan №1080 from August 23, 2012, the rules of the organization of educational process on credit technology of training, approved by the order of the minister of education and science №152 from April 20, 2011.



The formation of individual educational trajectory of the student is done with the help of the adviser for each academic year on the basis of SCES RK, SC, IEP.

The structure and content of modular educational programs for the entire period of study are developed by graduate departments on the basis of standard curricula specialty models graduates. Based on the questionnaire results 100% of teaching staff believe that focuses on the leadership of the institution the content of the educational program. According to the results of the survey of students 97.4% of respondents noted the structuring of training courses.

The educational program is approved for 3 years. On the basis of the EP, work curricula are prepared and approved annually. Catalogs of elective subjects (CED) are developed by the department and approved by the educational and methodical board of ARSU. The CED contains a brief description of the disciplines with the indication of pre-requisites and post-requisites of the discipline. CED is available in the chairs, in the scientific library.

The MAP displays the logical sequence of development cycles, disciplines, practices, final certification, the protection of the thesis, providing the formation of general and special competences. The labor intensity of disciplines of cycles in the Kazakhstan and ECTS credits, and also in hours, with allocation of a lecture, laboratory, practical (seminar) occupations, independent work of students under the direction of the teacher and independent work of the student, all types of professional practice, intermediate certification are specified.

The various types of practices envisaged in SC play an important role in the training of professionals, namely in the development of their professional competencies. At the university, upon completion of the practice, students submit to the department a report and a diary signed by the head of the practice base.

In ARSU, in order to identify the needs for training, as well as the requirements of stakeholders, the department has established a permanent partnership with employers, on the basis of contracts, memorandums, round tables and open meetings of departments with the participation of interested persons on the formation of educational programs.

### ***Analytical part***

In accordance with the main directions of the state program of development of education of the republic of Kazakhstan for 2011-2020 and the requirements of the Bologna convention, the university in 2014-2015 academic year switched to modular construction of educational programs aimed at improving and implementing competence-based education. However, the board notes that the following issues are not fully reflected in the self-report and have not been confirmed during the EEC visit.

The representativeness of employers involved in the design and implementation of the program is not justified. How the main partners of the university, typical as employers for graduates of each individual EP are chosen?

As a positive point, it can be noted that in the preparation, approval, modification and addition of EP participate all interested people who can recommend elective courses for inclusion in the catalog of elective disciplines, for the choice of their students. On the modular academic program of 2017-18 academic year there are positive reviews from potential employers: Sabyr A.M.-chief manager of programs of improving competence of JSC "Entrepreneurship development fund "Damu".

The logical conclusion of training on educational programs is the final certification. It is noted that the list of themes of graduation papers is reviewed annually by academic supervisors in connection with the emergence of new priorities in the development of science and education, improvement of technology, new teaching methods, with the development of basic research in science. When implementing educational programs, the necessary integrity is ensured, combining the required ratio between the theoretical and practical components of the educational process. It should be emphasized that the content of the modules, all practices and final work are aimed at achieving the goals of the EP and the acquisition of learners, professional and general cultural competencies.

In the MAP for 2017-2018 academic year, individual educational trajectories were not expressed, taking into account the personal needs and opportunities of students, although in the previous years of the reporting period such experience was available.

It is planned to expand opportunities for training students on accredited programs for professional certification.

The model of the graduate described in Appendix 4 is of general description, some sections of the document repeat the competence.

The profile of the partner companies, where students of EP undergo practical training, does not imply the acquisition of full competencies stated in the results of the training of EP.

#### ***Strengths/best practices***

- Having developed the models of a graduate that describes the learning outcomes and personal qualities.
- The complexity of EP are clearly defined in the Kazakhstan credits and ECTS.
- Quality assessment of EP performed on the basis of: analysis of curriculum, elective subjects, schedules, individual plans of students, internal normative documents regulating the implementation of the EP.
- EP provides employment of graduates of accredited specialties at the basic enterprises of the region.
- EP disciplines contribute to the formation of students' professional competence.

The quality of the accredited EP is confirmed by the analysis of methods of teaching and organization of individual work of students, interviewing and questioning of students, academic teaching staff, employers and stakeholders, the conclusions drawn from the observations of lessons, as well as on the basis of the analysis of methodology and results of observations of the procedure for assessing competencies of students.

#### ***The recommendations of the EEC***

1. To analyze the possibility of the organization of dual education in senior courses and the implementation of joint/double degree education and academic mobility, on a systematic basis, involving a complex of works on the harmonization of the content of educational programs with educational programs of leading Kazakh and foreign universities.

2. Consider the possibility of preparing students for professional certification.

3. To strengthen the practical orientation of educational programs taking into account the requirements of the labor market and the professional association of employers, including by increasing the time allocated for practical training on the basis of enterprises with the receipt of related professions.

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 6, satisfactory - 3, suggest improvements - 3.***

### **5.4 Standard “Continuous monitoring and regular assessment of educational programmes”**

#### ***Evidential part***

Monitoring and periodic evaluation of educational programs 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing" is carried out on the basis of the University, faculty and department to ensure that they achieve their goals and meet the needs of students and society, including employers.

The results of these processes contribute to the improvement of programs. All people

concerned shall be informed of any action planned or taken in respect of these programs.

The university has defined the order of monitoring, analysis and revision of the EP.

Check of EP is carried out in accordance with the method of monitoring EP, which includes:

- survey of entrants, students, graduates, teachers, employers' organizations;
- academic progress of students;
- information support of the academic process, resource and information support of EP;
- analysis of students' assessment system;
- assessment of the competence level of the SPW;
- the degree of compliance with the requirements of EP.

Constant monitoring and periodic evaluation of accredited EP is carried out taking into account the proposals of organizations and institutions of Aktobe region and western Kazakhstan, interested people involved in the selection process and the formation of the list of elective subjects, the development of the subject of graduation works, as well as opinions and suggestions of students and employers on the basis of professional practices, proposals of chairmen of SQC. The demand for graduates in various fields with the use of information technology, the recognition of employers in the region of the quality of training is also taken into account.

In the academic process of accredited EP taking into account the wishes of potential employers – representatives of educational organizations and other institutions, in particular from the following employers of the region were introduced new disciplines: in EP Management on the recommendations of the chief specialist of the investment planning department of LLP "Kazakhoil" G.U. Delmanov, chief manager of programs to improve the competence of RB JSC "Entrepreneurship development fund "Damu" A.M.Sabyr recommended following elective subjects: "Accounting management", "Innovative entrepreneurship" (minutes of the department of Economics and management №9 of April 23, 2016); EP 5B051100-Marketing on the recommendation of representatives of JSC "Nur Bank" recommended discipline "Business principles of marketing management"; EP 6M051100 Marketing on the recommendations of college "Tarlan" was introduced elective course "Competitive strategy of the enterprises of services".

Practitioners are involved in academic process of accredited EP:

EP Management: leading specialist of SE "Department of foreign affairs and tourism" Aktobe region Yerniyazova Zh.T.; program manager of improving the competence of JSC "Entrepreneurship development fund "Damu" Sabyr A. M.; director of LLP "Ma-consult" Kopbergenov M.; deputy director of LLP "Ma-consult" Ilyasov B.); EP Marketing director of LLP "InsightGroup" Nursultanov, A.N., advisor of chairman of the administrative board of LLP "Kazakhmys" Rayev N. T.

The analysis of monitoring procedures and periodic evaluation of educational programs is based on the analysis of curricula. The educational program comply with a regulatory ratio of cycles of the curriculum: Comprehensive disciplines – 22,9%, basic disciplines – 52.6 % and major disciplines were 24.5%. The total volume of loans under general education program is not less than 131 units.

The performance criteria of the program are: student recruitment, academic performance, employment. Despite the difficult demographic situation, the recruitment of students for accredited EP is being successfully carried out.

According to EP 5B030100 - "Jurisprudence" admission 2015-2016 academic year-104 among them 2 students on the state educational grant, 2016-2017 academic year-133 students among them 1 on the state educational grant, 2017-2018 academic year -237 among them 1 student on the state educational grant. The average UNT score is 80.5.

According to EP 5B050700 - "Management" admission 2015-2016 academic year -22 students, 2016-2017 academic year – 20 students, 2017-2018 academic year -21 students.

EP 5B051100 - "Marketing" for the 1st year in 2015 received 12 students; in 2016 - 14, including 1 student on the state educational grant, in 2017 - 30 students, including 2 students on the state educational grant. The average score during entering is 82 points.

According to EP 6M051100 - "Marketing", the admission of undergraduates on EP

6M051100-Marketing in the context of the direction of training, is as follows: 2014-2015 academic year - 1 graduate student (scientific and pedagogical direction) and 1 graduate student (profile direction). 2015-2016 academic year-1 graduate student (scientific and pedagogical direction) and 1 graduate student (profile direction). 2016-2017 academic year-1 graduate student (scientific and pedagogical direction) and 2 graduate students (profile direction). 2017-2018 academic year - (no recruitment).

According to the results of 2014-2015 academic year in the educational programs of accredited EP absolute performance at EP was 100%, the quality of knowledge – 73.1%, the share of honors - 3.8%. In 2015-2016 academic year – the absolute performance was 100%, the quality of knowledge – 54.6%, the share of honors – 9.1%. In the 2016-2017 academic year – the absolute performance was 100%, the quality of knowledge – 81.5%, the share of honors – 33.3%. Student performance is consistently maintained at the level of the above indicators, and the quality of knowledge and the proportion of excellent students show a tendency to increase the results.

Also, EP 6M051100-Marketing in the last three years (2014-2015, 2015-2016 and 2016-2017 academic years) in quality and performance shows - 100%. Given that 2017 is no set EP 6M051100 Marketing, to assess the quality and progress is not possible.

EP updated due to changes in state compulsory standards of higher education, the introduction of new directions and courses of choice. Updating of EP made in accordance with the needs of employers, which is reflected in the catalogue of elective disciplines for the academic year and approved by the academic board of the university.

All activities for quality control of the academic process, carried out at different levels, recorded in the form of records, acts, references, reports, etc., and discussed at meetings of departments and educational and methodical commissions, the faculty council, the scientific and methodological council of the university, the academic board of the university. Based on the analysis and assessment of monitoring indicators, measures are being developed to improve the quality of the implementation of the EP.

Management of the university has demonstrated its openness and accessibility to students, faculty, employers: defined hours of admission on personal matters, on a systematic basis, meetings with the rector. Traditional forms of feedback are used as a communication channel for innovative proposals: meetings with the rector's management and blog. According to the results of the survey, 98.7% of students and 96% of academic teaching staff are fully satisfied with the level of accessibility and responsiveness of the university management.

### ***Analytical part***

However, the board notes that the following issues relating to the standard are not fully reflected in the self-report and have not been confirmed during the EEC visit.

It was not discovered how interested parties are informed during changing the content of the EP, and where the changes in the EP are published.

#### ***Strengths/best practices***

- Availability of developed regulations and forms of survey and interviewing of students, academic teaching staff and stakeholders.
- Supporting documents on the participation of students, employers and other stakeholders in the revision of the EP have been demonstrated.
- Annual updatability of the EP taking into account the recommendations of employers and other stakeholders.
- Positive dynamics in academic progress of students.

#### ***The recommendations of the EEC***

1. To increase the possibilities and means of informing interested people of any planned or undertaken action with respect to EP.

*Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 4, satisfactory - 6.*

### **5.5 Standard "Student-Centered Training, Teaching and Student Evaluation"**

#### ***Evidential part***

When implementing student-centered learning and teaching, the university provides:

(a) respect for and attention to the different groups of students and their needs. Carried out: direct contact with the dean of the faculty "24 hours a day" through social networks; work with advisors (curators); work in student government or student organizations; participation in student creative communities.

b) provision of flexible learning paths;

c) use of various pedagogical methods and forms of training;

d) regular assessment and adjustment of forms of training and pedagogical methods.

The management of EP provides equal opportunities for students regardless of language of instruction on the formation of individual educational programs aimed at the formation of professional competence.

The graduating department provides a harmonious development of students taking into account intellectual development and individual characteristics.

Departments provide introduction and efficiency of innovative methods of teaching, continuously use the modern technologies and methods of training promoting activization of cognitive activity of students, including distance learning technologies (DLT).

For the purpose of student-centered learning at the departments providing accredited EP uses a variety of methods and technologies of training, taking into account the diversity of forms of assimilation of information.

In order to monitor the effectiveness and efficiency of innovation and the use of various teaching methods, a questionnaire is conducted among students "Teacher by the eyes of students".

91.5% of students express full satisfaction with the level of teaching quality 6.5% rated as good and 0.7% satisfactory.

Acting within the framework of the credit system of education, the department of information systems and software creates the most favorable conditions for students to master the disciplines of the educational program. For this purpose the following are developed:

1) working programs (Syllabus) for each discipline for students and graduate students;

2) control and measuring materials for classroom work on each discipline;

3) control and measuring materials for SIW;

4) materials for knowledge control;

5) materials for work on practices.

The entire volume of SIW confirmed tasks that require the students daily homework. The management of EP carries out monitoring of independent work of the trained and adequate assessment of its results.

Research paper completes the training of a specialist and shows his willingness to solve theoretical and practical problems in his specialty. The purpose of the research paper: systematization and deepening of theoretical and practical knowledge of chosen educational program; acquisition of skills of independent work; mastering methodology of research, generalization and logical presentation of the material.

Students receive information about the possibilities of forming an individual educational trajectory, as well as assistance in its implementation through the training system AIS "Univer", as well as with the help of an adviser.

Monitoring of students' progress along the educational trajectory is carried out on the basis of the system of evaluation of students' results. Monitoring is carried out on the basis of reports of academic teaching staff of the department.

Monitoring and evaluation of their implementation and learning outcomes, in general, is

provided by the following procedures:

- independent computer testing in the disciplines of EP: provides an objective assessment of knowledge and shows the trend of the dynamics of their level;
- survey of employers on the quality of training of graduates of EP;
- involvement of employers to work in SQC and SEC;
- the use in the educational process of teaching methods, close to the content of the sphere of employment of graduates EP (cases, game situations, practice-oriented tasks on the topics of the course), etc.
- Departments provide introduction and efficiency of innovative methods of teaching, continuously use the modern technologies and methods of training promoting activation of cognitive activity of students.

Modernization of teaching disciplines accredited of EP 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing" is due to modern educational technologies, comprehensive methodological support of all its components. The educational process of EP 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing" is fully provided with all necessary information sources: textbooks, manuals, and developments in academic disciplines, active handouts and instructions for independent work, access to online educational resources. There are electronic textbooks, video lectures, lectures, presentations, etc.

For lecturing there are multimedia projectors, croses with special screens and an album with slides, computer classes are connected to the local network INTERNET and Wi-Fi, there are multiplying and copying equipment. The academic process is equipped with multimedia classrooms and specialized laboratories constantly in accordance with the requirements of standards.

One of the main directions in the work of academic teaching staff of the department is the problem of introduction of creative technology in the learning process. Creative technology of education, which aims to awaken the creator in man and develop his inherent creative potential, to cultivate courage of thought, confidence in their creative abilities, the ability to generate new innovative ideas that have universal value.

Assessment of knowledge, skills and professional competencies of students on credit technology training is carried out on a 100-point scale with the conversion of the final result in the alphabetic and digital equivalent. The evaluation takes into account attendance, the level of activity in the classroom, systematic implementation and the level of independence of all types of tasks, the ability to correctly formulate the problem, to find answers. All academic achievements of students are reflected in the transcript.

Every year, according to the approved schedule, the residual knowledge of students is monitored using specially developed teachers of the university departments of control and measuring materials. Based on the results of the monitoring, reports are compiled, corrective and preventive actions are developed and implemented. Monitoring of academic achievements of students is carried out through the organization of the state certification commission.

The appeal of the results of academic performance of students is carried out through the work of the appeals commission.

The classic tool of feedback on the study of the quality of teaching (content, forms, methods) is the survey of students (questionnaires: "Teacher by eyes of students", "Satisfaction of students with the quality of training in the specialty", "Satisfaction of students with the quality of the educational process", "Satisfaction of the student with the results of training", "Satisfaction of the academic teaching staff by the university", survey of graduates and employers). Monitoring of students' satisfaction with practical training is carried out by means of questionnaires. The problems and offers specified trained in questionnaires serve as the basis for improvement of its organization and the contents.

To ensure conditions for inclusive education at the university adopted "Regulations on psychological and pedagogical support of inclusive education" (approved by the rector on June 22,

2015). Innovative center of pedagogical education, which is the coordinator of inclusive education in ARSU, in order to monitor the availability of higher education for people with disabilities, as well as determining the readiness of a specialist to work in conditions of inclusive education at the beginning 2015-2016 academic year conducted a survey among academic teaching staff, students and employees of the university administration. Together with public fund "School for all" on the basis of ARSU after K. Zhubanov was held the regional seminar "Technology of inclusive education" (September, 2014; July, 2015); online conference with Atyrau state university after Kh. Dosmukhamedov "Inclusive education: from theory to the practice" (February 16, 2016); training courses for university teachers; counseling staff; created a data bank on children with disabilities, etc. And in order to create conditions for students with disabilities, the university ensured the smooth operation of elevators in the main building, it is also planned to purchase ramps (development plan of ARSU after K. Zhubanov for 2017).

The mandatory stage of development of the EP is the passage of different practices, which is divided into educational, industrial and pre-diploma practice. Methodical practice is managed by experienced teachers of the Department (Kurmanalina A. A., Tasmaganbetov A. B., Konurkuldzha G. T., Tleubergenov M. A., Basieva J. K.) and representatives of organizations.

The University receives positive feedback on the professional activities of its graduates in public, financial institutions and industrial enterprises. For example, letters of thanks were received for graduates of EP "Jurisprudence" from the prosecutor's office of Atobe, department of justice of Aktobe region, city court of Aktobe, akimat of Aktobe, department of internal affairs of Aktobe region, etc.

EP 5B050700 - Management received positive feedback from JSC "Caspian Bank", restaurant "Burger king", JSC "APCC", "Department of the committee for regulation of natural monopolies, protection of competition and consumer rights of the ministry of national economy of the republic of Kazakhstan in Aktobe region", etc.

EP Marketing received positive feedback from LLP "Dastan Hotel Aktobe", LLP "Luxe", LLP "AsCroup LTD", LLP "SF – Product-Croup", LLP "Arena-S", SE "Entrepreneurship managing in Aktobe region" PG.

Feedback forms are also virtual reception, which includes the rector's blog and social media pages.

Students express full satisfaction with the level of quality of teaching (98%); fairness of examinations and certification (98.7%); tests and examinations (99.4%).

### ***Analytical part***

However, the board notes that the following issues regarding this standard are not fully reflected in the self-report and have not been confirmed during the EEC visit.

Mechanisms of adequate evaluation of the results of individual work are given in syllabuses, which are distributed and explained to students, but not shown how to use AIS ARSU and the site [www.arsu.kz](http://www.arsu.kz) Oh.

It is not proved the possibility of choosing educational trajectories of education under the accreditation of EP "Jurisprudence", since the presence of it is not presented.

There is no demonstrated procedure for responding to complaints of students.

The report on self-assessment of accredited educational programs sufficiently fully reflects the processes that ensure equal opportunities for students to form an individual educational trajectory. Systematic development and introduction of innovative methods of teaching is shown, work on identification of level of satisfaction of the trained places and the organization of practical training is reflected.

The results of consistent study of the effectiveness of elective courses allow to judge the stable positive dynamics in the assimilation of the developed content of programs focused on the formation of professional competencies of students.

When implementing student-centered learning, the requirements for teaching and for teaching in general change. Academic and methodical commission of the faculty is responsible for the

systematic development, implementation and effectiveness of active teaching methods and innovative teaching methods. Teachers of the department create the most favorable conditions for students to master the disciplines of the educational program and obtain an academic degree.

#### ***Strengths/best practices***

- Availability of feedback system on the use of different teaching methods and evaluation of learning outcomes;
- Support the autonomy of students with simultaneous guidance and help from the teacher.
- Organization of interaction of the management of EP with bases of passing of practices.
- Feedback system on the use of different teaching methods and evaluation of learning outcomes.
- Ensuring equal opportunities for students regardless of the language of instruction to form an individual educational trajectory.
- The presence of monitoring system for the progress of student on educational trajectory and achievements of students.
- Confirmed the positive feedback about the professional activities of graduates from the state, financial institutions and manufacturing enterprises.

#### ***The recommendations of the EEC***

1. To hold a training seminar for managers of EP and academic teaching staff on student-centered learning, involving the shift of emphasis in the educational process from teaching to teaching as an active educational activity of the student.
2. To enable selection of additional trajectory of study on the accredited EP.

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 8, satisfactory - 2.***

### **5.6 Standard "Students"**

#### ***Evidential part***

The policy of formation of the contingent of students is admission to the number of students, the most prepared to study in high school, consciously chosen educational programs, scored the required number of points on the basis of UNT and CT (graduates of secondary schools, colleges) on the basis of state order (grant) and fee-based, as well as specialists with diplomas for a second higher education on the basis of an interview.

The formation of contingent of students is carried out by placing a state educational order for the training of scientific personnel, as well as payment for training at the expense of its own citizens and other sources.

Career guidance work and formation of the contingent of students is carried out on the basis of a sound system of forms, methods and means of influence, professional selection of applicants for support and training of the faculty.

Questions of formation of the contingent and the results are discussed at faculty meetings, faculty council, the rectorate.

The process of managing the movement of students includes: enrollment of students on the basis of approved rules of admission to the university; formation of groups of students on the basis of the instructions and the deans of the faculties, association of groups in streams; the formation of groups of students AIS "Univer"; the publication of the order on transfer of students; transfer of personal files of students in the student division of the university.

Regularly academic teaching staff of the department according to the schedule hold meetings with students of final grades of Aktobe, as well as other cities and villages of Kazakhstan. During these meetings with high school students and graduates, teachers of the department conducted interviews, presentations and distributed booklets that contain information about educational



programs.

Students and graduate students are the main consumers of educational services, so their interests are at the head of the implementation of educational programs. The educational environment simulates the following characteristics of students: individuality, desire for greater freedom, the process of achieving integrity, personal and professional growth, autonomy and self-respect.

Students accredited EP take an active part in the SRW, including student scientific conferences and seminars, subject Olympiads and competitions in the field, competitions for the best student scientific work. During the reporting period, students accredited EP published in collections of international and national scientific conferences more than 150 articles. In particular, in the international youth scientific forum "Youth, science and innovation" (April 14, 2017, Aktobe) attended by 36 students of EP 5B030100 - "Jurisprudence", who presented 21 scientific papers. For scientific reports of the breakout session of the forum, students were encouraged by diplomas of various degrees and diplomas.

2<sup>nd</sup> year students Kulmagambetova A., Bagytova G., Tairova Zh., participated in the XIV International (correspondence) scientific and practical conference for all sciences (Kazan, February 28, 2017). The winner of the competition for the cup of the prosecutor of Aktobe region in 2017 has become a 4<sup>th</sup> year student Anuarbek A., winners of team competition for the cup of the prosecutor of Aktobe region, in 2017 were the students of 4 course Anuarbek A., Kadzhymukan E.

2<sup>nd</sup> year students Kulmaganbetova A., Bagytova G., Tairova Zh., Tasina A., Dairova A. won the international competition of presentations "Scientific World - 2017" (1<sup>st</sup> place diploma).

571 students are trained on EP 5B030100 - "Jurisprudence", among them there are on the state educational grant - 6 students, on a contractual basis – 565 persons.

Table 2. Number of applicants for training on accredited EP for full-time department (by year of admission)

EP	2014-2015 a.y.		2015-2016 a.y.		2016-2017 a.y.		2017-2018 a.y.	
	Grant	Contract	Grant	Contract	Grant	Contract	Grant	Contract
5B030100 - Jurisprudence	2	97	2	104	1	133	1	237
5B050700 - Management	-	-	0	22	1	20	2	21
5B050700- Marketing	-	-	0	12	1	14	2	30

Table 3. Dynamics of the contingent of students on accredited EP full-time department (year of admission)

EP	2014-2015 a.y.		2015-2016 a.y.		2016-2017 a.y.		2017-2018 a.y.	
	Grant	Contract	Grant	Contract	Grant	Contract	Grant	Contract
5B030100 - Jurisprudence	2	97	4	201	5	334	6	571
5B050700 - Management	-	-	0	22	1	42	3	63
5B050700- Marketing	-	-	0	12	1	26	3	38

These data indicate that there is a tendency to increase interest in accredited EP 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100 – "Marketing", which is expressed in the increase of applicants. So, in 2017, students enrolled on 56 % more than in 2016.

Employment in current year is 81% (75 people).

Table 4. Employment of graduates EP 5B030100 - " Jurisprudence»

EP	2014-2015 a.y.		2015-2016 a.y.		2016-2017 a.y.	
	Amount of graduates	Employed	Amount of graduates	Employed	Amount of graduates	Employed
5B030100 - Jurisprudence	166	124 (75%)	136	109 (80%)	93	75 (81%)

Employment EP 5B050700 – "Management", 5B051100/6M051100 – "Marketing" is 100%.

The formation of the contingent of students corresponds to the legislation of the republic of Kazakhstan and is based on the principle of electivity of entrants to higher education institutions and educational programs.

As for EP 6M051100 - "Marketing", then training on the EP in Aktobe K. Zhubanov regional state university began in 2008 and is carried out in the scientific and pedagogical direction in accordance with the "State compulsory educational standard of the republic of Kazakhstan. Postgraduate education master's degree. In the 2014-2015 academic year, the contingent was – 3 graduate students (scientific and pedagogical direction), 1 graduate student (profile direction). 2015-2016 academic year-1 graduate student (scientific and pedagogical direction), 1 graduate student (profile direction). 2016-2017 school year - 2 graduate students (scientific-pedagogical direction), 1 student (profile direction).

Thus reception of graduate students on EP 6M051100-Marketing in the context of the direction of training, is as follows: 2014-2015 academic year - 1 graduate student (scientific and pedagogical direction) and 1 graduate student (profile direction). 2015-2016 academic year-1 graduate student (scientific and pedagogical direction) and 1 graduate student (profile direction). 2016-2017 academic year-1 graduate student (scientific and pedagogical direction) and 2 graduate students (profile direction). 2017-2018 academic year - (no recruitment).

Departments of accredited EP actively cooperate on programs of academic mobility with universities of Kazakhstan and other countries, in particular, with West Kazakhstan state university after M. Utemisov, Kazakh national pedagogical university after Abai, Orenburg state university, Yanosh Kodolani university of applied sciences Budapest (Hungary), Xinjiang financial and economic university (China), Xinjiang pedagogical university (China), University of England, etc.

The agreements on mutual cooperation concluded by the management of ARSU provide for the receipt of a double diploma in EP "Jurisprudence", which indicates the plans for the development of joint EP.

In the current academic year, in the second year of EP Management is a 2<sup>nd</sup> student A. Kibatollaeva, who arrived under the program of internal mobility from the West Kazakhstan state University. M. Utemisov.

In the framework of external academic mobility student EP 5B050700-Management of Kosmaganbetov A. in 2015-2016 academic year he studied engineering at the university of Tennessee (USA). In 2017-2018 academic year, internal mobility is carried out by students of 2<sup>nd</sup> year Zhumabai M. in the university "Narkhoz", 3<sup>rd</sup> year Dauletzhan A. in Kazakh agrotechnical university after S. Seifullin.

In 2015-2016 academic year student EP Management Zhumabaeva L. took language courses at the Institute of Confucius at the university and was trained at Xinjiang University of Finance and

Economics.

During the reporting period foreign scientists, among them PhD., Professor A.K. Tolumbek (Canadian Institute of management); scientists from the Russian Federation, doctor of Economics, Professor Tyapukhin A.P. (Orenburg state university), doctor of Economics, Professor Makarov A.N. (Kazan (Volga region) Federal University), Kharkova O. M. (Orenburg state university) were invited to give lectures to students of EP.

In accordance with the requirements of the Lisbon convention, the admission committee carries out work on the submission of documents for university applicants who have documents on the formation of international and foreign educational institutions, for the procedure of recognition and nostrification in the center of the Bologna process and academic mobility of MES RK.

The management of educational programs demonstrates the availability and use of tools for collecting, monitoring and decision-making in the framework of subsequent actions based on information about the academic achievements of students. Academic performance of students is under constant control of academic teachers of the department, the university and parents in AIS "Univer". Monitoring is carried out systematically. In this way, the principle of transparency and access to information on the results of control is achieved.

The main professional and social roles of the student are determined by the following activities as production and management, research and teaching. During the training, students, graduate students can actively participate in the work of the department, faculty and university, being a part of various management bodies. Actively participating in the life of the department, faculty, university, students gain experience leaders, which in the future may affect their social status and professional growth. In addition to studying the courses provided by the program, students can attend various seminars and trainings, summer and winter schools in order to improve their professional skills in the future to improve their social status.

The university management makes every effort to ensure the employment of graduates and to maintain continuous communication with them. Thanks to close cooperation with the enterprises of the region and the region, young professionals have unique opportunity to undergo practical training at the intended place of work.

The mechanism of support of gifted students, including characterizing the research work of students (topics of works, projects, publications) is fully disclosed. The university pays attention to the social support of students.

Monitoring is carried out through direct activity: student – department – department of practice and employment – organizations and enterprises, where the graduate works.

The university has established the practice of maintaining communication with graduates, management created conditions for the functioning of the alumni community, during the visit and during the conversation with graduates accredited EP it became clear that present members of the association.

According to the survey, students express their full satisfaction with the availability of academic counseling (99.3%); the quality of student health service (98%); the availability of library resources (97.4%); existing educational resources (97.4%); the overall quality of educational programs (96.7%); the relationship between student and teacher (98%).

### ***Analytical part***

In ARSU it was organized work in the field of career guidance and subsequent support of students, the policy and principles of formation of the contingent of students, the principles of creating an educational environment for students to achieve the required professional level, representation of students in collegiate governing bodies of the university, methods of feedback and information of students, aspects of cultural and social life of students.

In the materials of the self-assessment report is stated in the general policy of the formation of the contingent of students, however, neither in the materials of this section of the Report and annexes nor during the visit of the EEC are presented the procedures of the quality assurance system, regulating the life cycle of students (from admission to completion), including adaptation

and support for newly arrived and foreign students.

It was not possible to find confirmation of the university's assistance in relation to the Lisbon Convention on recognition and cooperation with national ENIC/NARIC centers. There are no internal documents on the basis of which the recognition of previous learning outcomes and qualifications is carried out, including within the framework of the academic mobility of students.

The commission notes the lack of academic mobility, including external mobility of students under consideration, as well as dual-degree opportunities.

#### ***Strengths/best practices***

- A mechanism to support talented and promising students.
- Availability of supporting documents on the achievements of students in the field of science.
- Demonstrated maximum efforts to ensure places of practice of students, promote the employment of graduates to maintain ties with them.
- Monitoring of employment and professional activity of graduates of the OP has been confirmed.
- Demonstrated the presence of the existing association/association of graduates.
- Existence of agreements on mutual cooperation with national and foreign partner universities.
- Wide coverage of students on EP 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100-" Marketing " by research and educational work (EW).

#### ***The recommendations of the EEC***

1. *To expand opportunities for recognition of previous learning outcomes and qualifications, including within the framework of academic mobility of students.*

2. *Organize work on adaptation and support for foreign students.*

3. *Strengthen the policy of formation of the contingent of students on EP 6M051100 – "Marketing" from admission to release, and to ensure the transparency of its procedures, in order to increase the number of students in this EP.*

4. *To make the necessary changes in the educational program EP 6M051100-"Marketing" in accordance with requirements of qualification characteristics of graduate, compliance with the purpose and results of training in the model of the graduate of educational program.*

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100 – "Marketing": strong-7, satisfactory - 3, suggest improvements - 2.***

***Conclusions of EEC on criteria for 6M051100 - "Marketing": strong - 6, satisfactory - 2, suggest improvements - 4.***

### **5.7 Standard “Teaching Staff”**

#### ***Evidential part***

The staffing structure of academic teaching staff of accredited educational programs completed in accordance with the legislation of Kazakhstan and rules of competitive replacement of positions of scientific and pedagogical staff of higher educational institutions.

Hiring and distribution of duties is carried out in accordance with the qualification requirements, put forward to the academic teaching staff legislative acts of Kazakhstan. The formation and implementation of personnel policy based on the following principles: a democratic approach to the management of the academic teaching staff and personnel of the university; combination of interests of the managers and the managed subsystems; availability management; compliance with parity; the creation of conditions and atmosphere of initiative and creativity; encouragement of work; and personal improvement of the staff.

Personnel policy is implemented in accordance with the main priorities of the university

strategy. Qualification of academic teaching staff, their quantitative composition correspond to areas of training bachelors meet the licensing requirements. To improve the quality of teaching, to ensure a close relationship with the production of the university are invited as part-time doctors and candidates of sciences, specialists of the relevant industries.

EP 5B030100 - "Jurisprudence" is provided graduate department "Jurisprudence". Currently, the staff of the department "Jurisprudence" is 22 teachers. From regular teachers there are 7 candidates from them 5 candidates of legal sciences, 2 candidates of historical sciences, 4 associate professors, 14 senior teachers, 14 masters, 2 teachers. The qualitative composition of teaching staff is 32%. The median age is 43 years.

The management of EP demonstrates the use of personnel policy of the university for academic teaching staff involved in the implementation of EP. Recruitment is carried out on the basis of an analysis of the needs of the educational program, the results of which are announced a competition for vacancies. Competition on replacement of vacant posts teaching staff and scientific workers of ARSU is conducted in accordance with applicable law.

Training of students EP 5B051100-Marketing is carried out by a highly qualified teaching staff of the department of state administration and marketing. Staff of teachers is 23 teachers, including 1 doctor of Economics, 1 doctor of PhD, 8 candidates of Economics. Scientific degree rate in the department is 43.5%.

Currently classes EP 6M051100 Marketing lead 8 full-time teachers with academic and scientific degrees and titles. Among them: 1 doctor of sciences, 1 doctor PhD, 6 candidates of sciences. Therefore, the percentage is 100%.

The main provisions of the personnel policy of the university are compliance with the standard qualification characteristics for employees of educational institutions, approved by the order of the ministry of education and science; the presence of higher and postgraduate education in the relevant educational programs, productive scientific activity, as well as competence and competitiveness. Indicators on the qualitative and quantitative composition of the teaching staff confirm the availability of human resources required for the implementation of the full range of educational programs and relevant qualification requirements for licensing of educational activities.

Systematic assessment of the competence of teachers, evaluation of the effectiveness of the quality of teaching at the department to disclose the content of training courses and the formation of students' knowledge, skills and competencies necessary to achieve the results of training provided by the objectives of the program, implemented through internal evaluation (open classes, mutual visits, test visits will. Department, speeches at scientific-theoretical and scientific-methodical seminars).

There is a significant degree of ownership of teaching methods, which are adopted by the EP for a group of training courses implemented by them (journal of mutual visits, analyses of demonstrative classes, etc.).

Advanced training of teachers and the use of new technologies in the classroom indicates that the academic teaching staff of the department are constantly in search of new forms and methods of teaching. Teachers of the department Ph.D Isibayeva E. I., Mursalova L.A., candidate of juridical sciences Ismailova B.Sh., Bekbauova A.A. in April 2017 took part in the international seminar "Financial literacy", organized on the basis of Aktobe regional state university after K. Zhubanov. All teachers of the department have a certificate of completion of the program "Introduction to mediation", organized by the center for mediation and law "Dostasu" OU "Synergy".

Teachers of the graduating departments of accredited EP annually participate in scientific-methodical and scientific-practical seminars, trainings. For example, academic teaching staff of departments participated in the methodical seminar "Modular training system: experiences and prospects" (2017), online courses "E-Learning", "Rosetta Stone".

During the year, each teacher participated in methodological seminars on the application of interactive teaching methods.

The management of EP provides completeness and adequacy of individual planning of work of academic teaching staff on all types of activity, monitoring of efficiency and efficiency of

individual plans, proofs of accomplishment by teachers of all types of the planned loading are shown.

The workload of faculty educational programs includes training, educational, scientific, organizational and methodological work, improving professional competence. The maximum teaching load of academic teaching staff does not exceed 600 hours per academic year at the main rate.

On all disciplines of departments academic methodical complexes where syllabuses of subjects, lectures, plans of seminars, tasks on SIW, types of control, questions and tasks, rating tasks, materials of examinations are presented and developed.

EP management demonstrated support for research activities of academic teaching staff, ensuring the link between research and training.

The management of EP demonstrates mechanisms of stimulation of professional and personal development of teachers and workers. One of the key activities of EP management is to create favorable conditions for professional and personal development of academic teaching staff, including training. Professional development of the teaching staff is carried out for the purpose of: constant updating of theoretical and practical knowledge of scientific and pedagogical workers in connection with changes in requirements to the level of qualification; improvement of methodical abilities and skills; mastering new pedagogical technologies; acquisition and improvement of abilities and skills of conducting educational work with students; improvement of pedagogical skills and competences; obtaining additional competencies for teachers, allowing them to solve large-scale problems in the higher school system.

Also, in the publishing center of the university published teaching materials (lectures, guidelines for practical classes, to perform independent work, test collections, glossary, etc.).

For the achievements in the educational, scientific and educational work of the leadership of the university apply various measures of moral and material incentives: certificates of honor, letters of appreciation, awards, presentation to the awards.

Academic teaching staff of the department "Jurisprudence" are in active research, as evidenced by the list of works of each of the teachers, the availability of textbooks, lectures, teaching aids, etc., as well as the preparation of applications for grant funding of the MES RK, on the theme: "Features of the formation of civil society in the republic of Kazakhstan". SRN project: AP05133619.

It should be noted that academic teaching staff has published in the cited journals included in the RSRC database, CCSES, of which:

2015: Alimpieva T. G. (2 RSRC publications); Ismagulova K. I. (2 CCSES publications); Kurmanova A. K. (2 CCSES publications).

2016: Alimpieva T.G., Kim N.V., Urbisinova N. E. (RSRC); Nurlin A. K., Nurutdinova A.Zh. (RSRC).

2017: Sautbayeva S. B. (2 RSRC publications, 1 CCSES publication); Kurmanova A.K. (RSRC); Nurlin A.K. (CCSES); Smagulova A. S. (CCSES); Alimpieva T.G. (CCSES); Isibayeva E.I. (CCSES); Kurmanova A. K. (3 publications CCSES).

Staff of the department "Economics and management", "Public administration and marketing" took part in the execution of contractual work "Organization and holding of forum of young entrepreneurs of the city of Aktobe within the framework of the V Global Entrepreneur Week in Kazakhstan". (Contract №33 of November 10, 2015). The project is implemented in collaboration with "Academy of Imageology". Financing of the project in the amount of 500 000 (five hundred thousand tenge). Teachers of the department candidate of Economics, senior lecturer Kurmanalina A.A., candidate of Economics, senior lecturer. Kunurkulzhayeva G.T., senior teachers Tleubergenova M.A., Sultamuratova N.B., Shakeyeva D.T., Nurgalieva Sh.T. took an active part in the project, as results of which they have received certificates of fulfilment.

Senior lecturer of the department "Economics and management" Kunurkulzhayeva G.T. participates in the self-supporting advanced training courses on "Human resources management: management technology" teachers of the faculty of Economics and law, organized by the center for

advanced studies of ARSU after K. Zhubanov in order to implement the project of MES RK "Training of qualified personnel in the new models of the economy".

Beginning from 2014, academic teaching staff published 4 articles in journals included in the database Tomson Reuters and Scopus: Tasmaganbetov A. B. Economic mechanism of modernization of higher professional education system in the Republic of Kazakhstan ( Life Science Journal, ISSN: 1097-8135; IF = 0.165, 2014); Bolatova B.Zh. Analytical review of probable economic risks for Kazakhstan within the Customs Union (Life Science Journal, ISSN: 1097-8135; IF = 0.165, 2014); Sayimova M.D., Turganbaeva M.A., Yesbergen R.A., Umbetova B.S., Yeszhanova E.Zh., Shakibaeva M.K. «Regional development: analysis of results, improvement questions» (base ThomsonReuters in the magazine "Life Science Journal (USA)" "Regional development: analysis of results, improvement questions" with non-zero impact factor IF = 0.1657, 06.06.2014); Kusainov Kh.Kh. «Incorporation of Environmental Lam Requirements during Waste Management at Rubbish Recycling Plants in the Republic of Kazakhstan» (Indian Journal of Science and Technology, 2016-2017).

Teachers of accredited EP publish articles in journals recommended CCSES: candidate of economical sciences, senior lecturer Yesbergen R.A. published an article entitled "Perspectives of the development of state entrepreneurship in Kazakhstan during globalization", a volume of 0.625 p.p. in the journal "Economy. Strategy and practice", №1 2016.; Kusainov Kh.Kh., Yesbergen R.A., Nurmanov O.A., Taskarina B.M. "Problems of creation of agricultural production cooperatives in the border areas of Kazakhstan and Russia in Eurasian economic union" (Problems of the agricultural market, №3, 2017); Sayimova M.D. "Labor market in the agricultural sector of Kazakhstan" (Problems of the agricultural market, №1, 2017); Yesbergen R.A. " Problems small and middle business development in the republic of Kazakhstan during industrial-innovative development and ways of their solving (on the basis of Aktobe region) (Messenger of national engineering academy of the republic of Kazakhstan", №1 (63), 2017, Almaty.)

Activity of academic teaching staff in the field of publishing educational and educational-methodical literature on the subjects 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing" is demonstrated.

All achievements of academic teaching staff are confirmed by diplomas, certificates and letters of thanks, including for the high quality of training of graduates (akimat of Aktobe, Prosecutor's office of Aktobe, department of justice of Aktobe, etc.).

The motivation of professional and personal development of teachers, including the promotion of the integration of research and education, as well as the use of innovative teaching methods, through the developed rating of the university is confirmed and demonstrated.

During the survey of the teaching staff, data were obtained confirming full satisfaction with the level of accessibility of the university management (99%); promotion of innovation (98%).

### ***Analytical part***

The university is responsible for its employees, provides them with favorable conditions for work. The activities of the university in this direction are reflected in the charter of K.Zhubanov ARSU, in the social package for employees of ARSU, in the wage system. There is no explanation that includes the concept of favorable working conditions in general at the university and taking into account the specifics of the EP, whether the certification of jobs within the EP, how is the social support of workers made.

Since the information about the possibility of career growth and professional development of academic teaching staff is given in general by the departments that ensure the implementation of accredited EP, this cluster is impossible to assess in which areas and why there is an advanced training of academic teaching staff 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing".

### ***Strenths/best practices:***

- The university demonstrated its awareness of responsibility for its employees and ensuring favorable working conditions for them. The leadership of the university provides targeted actions to provide opportunities for the development of young teachers.
- among the teaching staff accredited EP 5B030100 – "Jurisprudence", there are teachers with practical experience in the relevant field.
- The motivation of professional and personal development of teachers, including ways to promote the integration of research and education, as well as the use of innovative teaching methods is demonstrated.
- Active application of academic teaching staff of EP information and communication technologies in the educational process (For example, on-line training, e-portfolio, etc.).

### ***The recommendations of the EEC***

1. Organize advanced training of academic teaching staff in the context of the specifics of the EP.
2. To increase the number of attracted to teaching practitioners of relevant industries 5B050700 – "Management", 5B051100/6M051100 – "Marketing".
3. To strengthen career guidance work to increase the contingent of students on OP 6M051100 – "Marketing".
4. Provide the stimulating measures for active participation of academic teaching staff in RW EP 6M051100 – "Marketing" and increase of level of the financed research works in the directions of the accredited educational programs.

***Conclusions EEC criteria for 5B030100 - "Jurisprudence": strong-4, satisfactory – 6, suggest improvements - 2.***

***Conclusions of EEC on criteria for 5B050700 - "Management", 5B051100 – "Marketing": strong-3, satisfactory – 7, suggest improvements - 2.***

***Conclusions of EEC on criteria for 6M051100 - "Marketing": strong - 3, satisfactory – 5, suggest improvements - 4.***

## **5.8 Standard “Educational Resources and Student Support Systems”**

### ***Evidential part***

The university has sufficient material, technical, information and library resources used to organize the process of education and upbringing of students. Availability and level of material and technical base of the university is in the process of constant updating and improvement. The establishment of an effective education infrastructure is a prerequisite for the success of the university's mission.

Students of EP 5B030100- Jurisprudence, 5B050700-Management, 5B051100-Marketing, 6M051100-Marketing have the opportunity and access to the use of socio-cultural, sports facilities of the university: palace of students for 800 seats, palace of youth, house of students with a total area of 7157 m<sup>2</sup>, dining room (493 m<sup>2</sup>), gym (1190 m<sup>2</sup>), sports complex (1761.4 m<sup>2</sup>), swimming pool "Dolphin" (1491.7), sports facilities (1272 m<sup>2</sup>), gym in the educational building №5 (1134 m<sup>2</sup>), gym at the educational building (576 m<sup>2</sup>), sports complex at the educational building №3, (3519 m<sup>2</sup>), a sports complex with the main building (1732,4 m<sup>2</sup>), students (6516,2 m<sup>2</sup>), clinic (1304,8 m<sup>2</sup>). Students have the necessary living conditions, cultural environment, conditions for sports.

Full-time students live in the house of students.

The educational process on the accredited EP is in the 54<sup>th</sup> academic building (Altynsarin street, 4). The presence of a separate educational building provides and material and technical base with stream audiences, equipped with offices and laboratories, computer classes for training on EP. The total area of the building-9 871 m<sup>2</sup>, useful area-8 533 m<sup>2</sup>, gym - 1 137 m<sup>2</sup>, useful area of the gym-733 m<sup>2</sup>, ie. study area per student reduced contingent is 6.58 m<sup>2</sup>, which exceeds the normative



indicators.

The university has information technology rooms equipped with audio-video and multimedia equipment. In the educational building there is a medical center equipped with modern medical equipment, inventory, medicines, disinfection and sterilization.

Management of educational programs EP 5B030100-"Jurisprudence", 5B050700-"Management", 5B051100/6M051100-" Marketing", demonstrated the adequacy of material and technical resources and infrastructure.

In particular, visual inspection of the available classroom fund of the faculty of Economics and law (educational building №4) educational laboratories, computer classes, a methodical study, including: auditorium "Comprehensive disciplines" (95.9 per m<sup>2</sup>); a study of the "History of Kazakhstan" (66,4 m<sup>2</sup>); the classroom "School for state servants "Mansap" (22,1 m<sup>2</sup>); training room "Basis of life security" (40,7 m<sup>2</sup>); a study of "Criminalistics" (36,4 m<sup>2</sup>); the classroom "Criminalistics polygon" (22,1 m<sup>2</sup>); a study of "Ecological rights" (65 m<sup>2</sup>); study room "Civil proceedings" (26,4 m<sup>2</sup>), etc.

In each laboratory, specialized classrooms, offices during classes comply with the requirements of safety of students, there are information stands, regulating the rules of behavior of students, there are passports offices and relevant equipment.

Students enrolled in the 1<sup>st</sup> year of study, adviser provides a guide-book, academic calendar, student honor code.

Informing students EP is also carried out with the help of poster materials, which formalized the building of the faculty of physics and mathematics of the academic building №4 of university. On the stand under the name "Faculty of Economics and law" posted: class schedule, schedule of SIWT, boundary control and examinations, stand "Professional orientation of future specialists" contains materials on the problems of education, academic process; stand "Formation of general professional and pedagogical culture of students is the main condition of formation of modern teacher" consists of sub-themes: "Methods of teaching", "Modern technologies of training", etc. Stands are in specialized classrooms, forensic test site, "The courtroom".

The library is located in all academic buildings, in the house of students and in the institute "Confucius". The library of the university works on the computer program "IRBIS-64", the total volume of bibliographic databases of the electronic catalog contains more than 60 000 entries. There are 2 electronic reading rooms, including an electronic library, AF rntb, KazNEB, Web of Knowledge (Thomson Reuters) and Web of Science, Scopus, Springer and the resources of the scientific library of the university. The library stock is completed with printing and electronic editions, educational and scientific literature on all subjects of EP.

In addition, students have access to the RGB dissertation fund under the contract. Educational-methodical and information support of the academic process meets the requirements of higher education.

The book fund of the scientific and technical library, which includes the number of basic and auxiliary textbooks on special subjects, is designed for an average of one reduced student.

### **Availability of the fund of academic and methodical literature of accredited EP**

Table 5. Fund of academic and methodical literature on EP 5B030100-Jurisprudence

EP	Academic year	Contingent		Academic literature		Scientific literature		Total literature		In electronic media		Book supply for 1 student
		kaz	rus	kaz	rus	kaz	rus	kaz	rus	kaz	rus	
2014-15	2014/15	290	173	33687	35515	4142	4989	37829	40504	292	397	130,4 kaz./234, 1 rus

2015-16	2015/16	259	133	35699	35540	4160	4989	39859	40529	324	422	153,9 kaz./304, 7 rus
2016-17	2016/17	347	149	21891	25628	4142	4989	26033	35117	392	469	75 kaz /205,4 rus

Table 6. Fund of academic and methodical literature on EP 5B050700-Management

EP	Academic year		Contingent		Academic literature		Scientific literature		Total literature		In electronic media
	kaz	rus	kaz	rus	kaz	rus	kaz	rus	kaz	rus	
2013/14	64	44	3724	11645	1523	3327	5247	14972	22	62	82 kaz /340,2 rus
2014/15	58	40	3735	11647	1532	3329	5267	14976	25	98	90,8 kaz /374,4 rus
2015/16	59	40	3949	11647	1539	3329	5488	14976	41	127	93,01 kaz /374,4 rus

Table 7. Fund of academic and methodical literature on EP 5B051100-Marketing

EP	Academic year		Contingent		Academic literature		Scientific literature		Total literature		In electronic media
	kaz	rus	kaz	rus	kaz	rus	kaz	rus	kaz	rus	
2014/15	16	-	2389	1837	225	263	2614	2100	-	-	163,3 kaz
2015/16	26	7	2918	2128	236	276	3054	2404	-	-	117,4 kaz /343,4 rus
2016/17	39	15	4133	2825	255	365	4388	3190	2131	2576	112,5 kaz /212,6 rus

The annual indicator of provision with educational, methodical and scientific literature of disciplines of EP has positive dynamics. It should be noted the increase in the share of published textbooks of Kazakh authors, in particular, academic-methodical products of academic teaching staff of KazSJA, KazNU after Al-Farabi, KazNPU after Abai.

In 2017, the university opened a park of innovative technologies. Currently, the university's information network has an internet access speed of 200 Mb/s, with the condition of connection – "Unlimited". Connection to the internet is carried out on a dedicated line ("Kazaktelecom"), Internet traffic is provided by the association of users of scientific and educational computer network of Kazakhstan "KazRENA".

The library of the university has its own electronic library ([http://arsu.kz/library\\_agu](http://arsu.kz/library_agu)) and it presents 6440 items of educational resources (textbooks, manuals, syllabuses, scientific articles of university teachers, basic and rare books). You have access to the following databases:

- KA3NEB (Kazakhstan national electronic library the national electronic government Fund).

Language-Kazakh, Russian, English;

- RSEB (Republican interuniversity electronic library of Kazakhstan) - a single database that combines electronic resources of universities of the republic of Kazakhstan;

- Polpred.com media review which provides an overview of the media: articles, publications, analyst;

The introduction of new information technology, the library of ARSU became a member of the Information Consortium of Kazakhstan libraries, where users have free access via the Internet to databases "RUBRICON", "INION", "EBSKO". Students have access to the republican interuniversity electronic library (www.rmeb.kz) etc.

According to the results of the survey, 96.7% of students are completely satisfied with the availability of computer classrooms and Internet resources; 96.8% of classrooms, classrooms for large groups; 80.4% of restrooms for students; 97.3% of available computer classrooms; 84.2% of scientific laboratories. The full satisfaction of students in the dormitory is 92.7% (not satisfied - 1.3%; 5,9 – difficult to answer).

### ***Analytical part***

Data on material and information resources tend to improve.

The mechanism of the examination of the results of graduation works, dissertations for plagiarism is implemented by drafting a commission, but when the commission, it is advisable to rely on the results of specialized software.

As a result of the analysis of the results of the activities of accredited EP on this standard, we conclude that the assessment of completeness and availability of material, technical and information resources available for EP. The dynamics of the resources and learning environment, library support of the educational process, highlighted the activities aimed at improving the management of EP resource support for the implementation of EP.

When carrying out educational activity the University is guided by the normative documents regulating obligatory standard requirements to material and educational and laboratory base of the organizations of education. There is information support of academic and scientific-educational activities with access to full-text electronic resources of educational and scientific importance, which satisfies the needs of students and faculty.

### ***Strengths/best practices:***

- Availability of support procedures for different groups of students, including information and counselling.
- Availability of the fund of academic, methodical and scientific literature on general education, basic and major subjects on paper and electronic media, periodicals, access to scientific databases.
- Access to educational Internet resources and most information resources.
- Ensure compliance with safety requirements in the learning process, in particular there are safety regulations and passport of specialized classrooms and laboratories.

### ***The recommendations of the EEC***

1. For high-quality realization of examination of results of research works, final works, to organize functioning of system of the antiplagiat software.

2. To create great opportunities for support and social protection of different groups of students on accredited EP, as well as for access to education for socially vulnerable segments of the population.

3. Provide measures for the systematic updating of the resource and material-technical base of accredited educational programs.

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 4, satisfactory - 4, suggest***

## **5.9 Standard “Public Information”**

### ***Evidential part***

Information about the activities of the university and the implementation of educational programs is available on the official website [www.arsu.kz](http://www.arsu.kz) in accordance with the regulations on the official website of RSE on Right of Economic Use "Aktobe K. Zhubanov regional state university".

In high school there are a variety of ways of disseminating information to inform the public and stakeholders, including about the changes in educational programs for 5B030100 – "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing". Information is available on the following media and materials:

1. The main channel of informing public (future students, their parents, students, graduates and employers) is the official website of K. Zhubanov ARSU – [www.arsu.kz](http://www.arsu.kz) and information in section faculties.

2. A monthly publication of the university newspaper "Aktobe University".

3. Once in a quarter a magazine "University messenger" is published.

On the official page of ARSU after K. Zhubanov in instagram @arsu\_official you can find videos, articles, interviews of teachers and students about various events, both intellectual and cultural-educational nature: "Spring of Zhubanov" (post from April, 21, 2017), "Youth is against corruption" (post from April, 26, 2017) etc.

In November 2016, academic teaching staff of the department of Economics and management participated in talk show "Who, if not we..." dedicated to the memory of professor Baizhomartov U.S. on the channel "Kazakhstan-Aktobe".

Every year university republishes advertising and information booklet, filmed a video about the university, about the department, made image products with the logo of ARSU, prepared and posted on the website information about the university, faculty, department, specialty.

Brochures, flyers or booklets containing general information about specialties, advantages of studying at this faculty, exchange programs for students, teachers, partners, graduates, information about admission, terms and form of education, and prices have been developed for the faculties. To inform students, in the lobby of the university building hung information boards, posters, stands, banners, as well as signs with the names of institutions, faculties and specialties. Also for recruiting events in schools presentations and videos containing the above information were developed.

To ensure public awareness about the activities of ARSU after K. Zhubanov, faculty of physics and mathematics, department of information systems and software developed information resources that allow you to obtain information, starting with the organization of the educational process, to all major events held by the university.

Feedback of the university's management to the public through the functioning of the rector's blog is operational. After another appeal or question is published in the blog, the answer is published during the working day.

The university holds meetings of the rector, vice-rectors, directors of scientific schools, heads of departments with student assets, employers, teachers and employees, where each participant of the meeting can ask any question to any of the leaders and get reliable information.

One of the most optimal forms of propaganda of the university is the holding of various cultural events. This is the education of the youth spirit of patriotism, strengthening and promotion of national and family values.

The website of the university is a visiting card in ARSU after K. Zhubanov in the global virtual space and provides the image of the university, focused on the student and the requirements of production.

There is a system of internal control of information about the activities of the university, which allows you to systematically carry out organizational activities for a comprehensive analysis

and objective assessment of the activities of all structural units of the university, to receive full information about the activities and its results at all levels of information management at the university, to adjust the academic, academic-methodological, scientific and educational processes in order to improve the quality of professional training.

The mass media for publication are defined-these are republican and regional newspapers and TV radio. All publications are informational, image, explanatory.

Academic teaching staff and students of the university systematically inform the public about the activities of ARSU after K. Zhubanov through the following forms: publications on the website of the university, in the newspaper "Aktobe University".

Talented students are actively involved in public events. In order to attract the most talented active youth to work in the public service and get acquainted with the work of state institutions, the implementation of the state youth policy, in terms of the formation of the personnel reserve of state bodies, training of interns for the competition for vacancies in state bodies, providing interns with the knowledge necessary for the successful completion of the competition, as well as the opportunity to practice in passing the test and interview, a project of the student school of state service "Mansap" was developed. The presentation of the project of the student school of state service "Mansap" took place on March 4, 2016.

In the opening of the student school was attended by the chairman of the steering committee of the regional hub of civil service Alikhan Baimenov, permanent representative of the united nations development programme Norimasa Shimamura, head of Aktobe oblast of the ministry for civil service affairs of Kazakhstan, chairman of the board of ethics K. A. Tokushev, rector of the university, professor K. Kenzhebayev, head of the department of state administration and marketing PhD doctor M. Sayimova, teachers and students.

Currently, the school "Mansap" provides practical skills of state service, which may be able to be applied by students in the future. Skilled state servants carry out theoretical training of students of 3-4 courses of EP with the subsequent passing of practice in state authorities. Upon completion of training, graduates are awarded by appropriate certificates that provide employment.

As part of career guidance, booklets on accredited educational institutions are updated, which are distributed throughout the territory of Aktobe region to secondary schools, the center for continuing education at the MES RK.

Assessment of satisfaction with information about the activities of the university, the specifics and the implementation of the EP is carried out annually through questionnaires, surveys, feedback, as well as through the rector's blog (<http://arsu.kz/ru/content/blog-rektora-0>). The survey of students, conducted during the visit of EEC IAAR, showed that the satisfaction of students' awareness of the courses, OP, and academic degrees-97.4%.

EP annually participate in the national ranking of EP among universities of Kazakhstan. This procedure is voluntary and the results are published in open sources. It is planned to intensify the publication activity on educational policy and modern trends.

### ***Analytical part***

Information about the activities of ARSU and the implementation of EP published on the website of the university, university newspaper "Aktobe University", magazine "University messenger", local and national media, social networks. The official page of the university is present in the social network "In contact".

The information on the site is presented not systematically, mainly by structural units, respectively, does not fully reflect the results of the university and academic teaching staff individually. Most of the site [www.arsu.kz](http://www.arsu.kz) turned out to be unavailable (there is only a layout with section headings), and the rest contains outdated and incomplete information (<http://95.57.215.13/old.arsu.kz>).

In the self-assessment report, publication of audited financial statements on its own web-site, including in the context of the EP, is mentioned only in the part of improvement activities in the future has not been confirmed during the EEC visit.

There are no analytical data and results of the participation of the university and implemented by the EP in the procedures of external evaluation and placement of information and links to external resources on the results of external evaluation procedures, as well as information in the context of accredited educational programs. References to the availability of adequate and objective information about academic teaching staff of EP in terms personalities do not act. Thus, the effectiveness of using of the site in the improvement of the educational process is not high enough.

Members of the commission note the need to place accurate, objective and relevant information in the framework of the EP includes: implemented EP, indicating expected results of training; information on the possibility of qualification at the end of EP; information on passing scores and educational opportunities provided to students; information on the achievements of academic teaching staff of EP.

At the same time, information about the activities of EP in social networks, in the university newspaper, in the media of the region is well represented and actually proved. And also the system of the traditional actions representing activity both in university, and in the environment (doors open day, Olympiads in English, television, etc.) is stated.

Assessment of satisfaction with information about the activities of the university, the specifics and the implementation of the EP is carried out annually through questionnaires, surveys, feedback, as well as through the rector's blog (<http://arsu.kz/ru/content/blog-rektora-0>). The survey of students, conducted during the visit of EEC IAAR, showed that the satisfaction of students' awareness of the courses, EP, and academic degrees-97.4%.

EP annually participate in the national ranking of EP among universities of Kazakhstan. This procedure is voluntary and the results are published in open sources.

***Strengths/best practices:***

- Holding conferences and forums, publication activity on educational policy, support and explanation of the national development programs of the country and the system of higher and postgraduate education.
- The use of a variety of means of disseminating information, including mass media, information networks, to inform the general public and stakeholders has been confirmed.
- accessibility of management and its interest in developing feedback with the team and students, the public.
- the availability of practical experience and further employment at the place of internship is confirmed.
- EP 5B030100 "Jurisprudence" have rating place in the national rating of the demand of universities of the republic of Kazakhstan in 2017.

***The recommendations of the EEC***

1. To carry out systematic internal monitoring of the website and to assess to what extent the available information resource meets modern requirements, goals and objectives of the university as a whole and in the context of educational programs. At the same time, take into account the technical requirements for standard resources: website design, usability, technical characteristics, content management system (CMS).

2. To place adequate and objective information about academic teaching staff of EP in the context of personalities.

3. Post information relating to audited financial statements, including the EP.

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 5, satisfactory - 5, suggest improvements - 3.***

## 5.10 Standard “Standards Across Individual Educational Programmes”

In accordance with SC RK 08-2009 "Classifier of specialties of higher and postgraduate education of the republic of Kazakhstan", approved by order №31 of the Minister of education and science of the Republic of Kazakhstan dated June 21, 2010 educational programs 5B030100 - "Jurisprudence" belong to the group of educational programs "Law".

### *Evidential part*

Development of educational programs 5B030100 - "Jurisprudence", 5B050700-"Management", 5B051100/6M051100-" Marketing " aimed at obtaining the necessary theoretical and practical training for graduates.

The current state of training in the framework of the EP is supported by the active use of ICT, the annual update of the subject of course and research papers, as well as the introduction of new elective courses taking into account the recommendations of employers.

One of the priorities of the university is the development of interactive and information and communication technologies (ICT). There are specially equipped classrooms for conducting classes, performing tasks at SIW, including course projects, research papers. Students, on the basis of the provided opportunities, carry out research, which is confirmed by awards for prizes at competitions, conferences, including international, etc.

In order to familiarize students with the professional environment and relevant issues in the field of specialization, as well as to acquire skills on the basis of theoretical training, the education program includes disciplines and activities aimed at obtaining practical experience and skills in the educational programs in general and major disciplines in particular.

Practical training of students is carried out through excursions in the organization of professional practices at the branch of departments:

- branches of the department of EP 5B030100 - "Jurisprudence" on the bases of practices: prosecutor's office of Aktobe, military court of Aktobe garrison, military prosecutor's office of Aktobe garrison, RSE “Department of justice of Aktobe region”, “Department of public service of Aktobe region”, JSC SB "Sberbank", JSC "Caspian Bank", JSC "Eurasian Bank", JSC "APCC", SE "Apparatus akim of Aktobe", LLP "Medicus Center” and etc.

- branches of the departments "Economics and management" and "Public administration and marketing" on the bases of practices EP 5B050700 – "Management", 5B051100/6M051100 – "Marketing" LLP "DastanHotelAktobe" and the regional branch of JSC "Entrepreneurship development fund “Damu” in Aktobe region.

These activities are focused on deepening, systematization, generalization and specification of theoretical knowledge obtained at the university, on the improvement of professional skills within the accredited EP 5B030100 - "Jurisprudence", 5B050700 – "Management", 5B051100/6M051100 – "Marketing".

### *Analytical part*

Teaching on educational programs is based on the achievements of science and practice in the field of specialization, as well as the use of modern pedagogical technologies. Based on the results of the analysis, the EEC members came to the following conclusion.

Presented and confirmed by the facts information about the types of practices and related aspects, identified the main skills acquired as a result of training. Considered EP for undergraduate includes a variety of practices: educational, industrial and predegree.

At the same time, professional certification of students of the considered EP is not carried out. Harmonization of educational programs with programs of leading domestic and foreign universities is presented only in the form of cooperation agreements and the process of academic mobility, and does not affect the joint development of courses and/or joint educational programs.

There is no information about the conduct of individual classes or disciplines from among those taught in the theoretical course at the enterprise specialization has not been confirmed during

the visit of the EEC.

***Strengths/best practices:***

- Teaching within the framework of the program, which is conducted on the basis of modern achievements of world science and practice in the field of specialization, as well as using modern and advanced teaching methods was demonstrated.
- It is confirmed that the goals and results of training are aimed at obtaining specific skills that are in demand in the labor market.
- Implementation of labor market analysis is demonstrated, examples of successful employment of graduates are given.
- Access of students to the most up-to-date and important data (statistics, news, scientific results) in the field of specialization on paper (newspapers, statistical data collections, textbooks) and electronic media was demonstrated.

***The recommendations of the EEC***

1. *On a systematic basis to harmonize educational programs with the programs of leading native and foreign universities and to provide opportunities for the implementation of joint EP.*
2. *To expand opportunities of carrying out disciplines from a course of theoretical training at the specialization enterprise.*

***Conclusions of EEC on criteria for 5B030100 - "Jurisprudence", 5B050700 - "Management", 5B051100/6M051100 - "Marketing": strong - 4, satisfactory - 2.***



## **(VI) REVIEW STRENGTHS/ GOOD PRACTICES FOR EACH STANDARD**

“Educational Program Management” Standard:

- The transparency of functioning of mechanisms of forming and regular revision of the plan of development of EP, its improvement and monitoring of its implementation, assessment of achievement of the goals of training, compliance to needs of employers and society, decision-making directed on continuous improvement of EP is traced.
- Work on innovation management, implementation of innovative processes within the framework of accredited EP has been set at the appropriate level in the educational institution.
- EP leadership demonstrated commitment to openness and accessibility for learners, academic teaching staff, employers and other stakeholders.
- Published quality assurance policies.
- The conformity of the development plan of EP and available resources.
- Management of EP interaction with employers.
- EP 5B050700 Management, 5B051100 / 6M051100 – Marketing contain some elective subjects conducted in English;
- Students of EP 5B050700 Management 5B051100/6M051100 Marketing has the potential to get second higher education in the framework of the double degree education.

“Reporting and Information Management” Standard:

- The periodicity, forms and methods of assessment of management of EP, activity of collegial bodies and structural divisions, top management, implementation of scientific projects are demonstrated.
- The information collected and analyzed in the framework of the EP takes into account the dynamics of the contingent of students in terms of forms and types.
- At the university at the appropriate level work ensuring the measurement of the degree of satisfaction of students in the implementation of the EP and the quality of education at the university.
- Procedure of collection and processing is established according to the law, information for subsequent systematization and use for statutory purposes of personal data of students, employees and academic teaching staff documented their consent.

“Development and Approval of Educational program” Standard:

- Having developed the models of a graduate that describes the learning outcomes and personal qualities.
- The complexity of EP are clearly defined in the Kazakhstan credits and ECTS.
- Quality assessment of EP performed on the basis of: analysis of curriculum, elective subjects, schedules, individual plans of students, internal normative documents regulating the implementation of the EP.
- EP provides employment of graduates of accredited specialties at the basic enterprises of the region.
- EP disciplines contribute to the formation of students' professional competence.
- The quality of the accredited EP is confirmed by the analysis of methods of teaching and organization of individual work of students, interviewing and questioning of students, academic teaching staff, employers and stakeholders, the conclusions drawn from the observations of the lessons, as well as on the basis of the analysis of the methodology and results of observations of the procedure for assessing the competencies of students.

“Continuous monitoring and regular assessment of educational programs” Standard:

- availability of developed regulations and forms of survey and interviewing of students,

- academic teaching staff and stakeholders;
- supporting documents on the participation of students, employers and other stakeholders in the revision of the EP are illustrated.
- Annual updatability of the EP taking into account the recommendations of employers and other stakeholders.
- Positive dynamics in progress of students

“Student-Centered Training, Teaching and Student Evaluation” Standard:

- Availability of feedback system on the use of different teaching methods and evaluation of learning outcomes;
- Support the autonomy of students with simultaneous guidance and help from the teacher.
- Organization of interaction of the management of EP with bases of practices passing.
- Feedback system on the use of different teaching methods and evaluation of learning outcomes.
- Ensuring equal opportunities for students regardless of the language of instruction to form an individual educational trajectory.
- the presence of a monitoring system for the progress of the student on the educational trajectory and achievements of students.
- Confirmed the positive feedback about the professional activities of graduates from the state, financial institutions and manufacturing enterprises.

“Students” Standard:

- A mechanism for the support of gifted students.
- Availability of supporting documents on the achievements of students in the field of science.
- Demonstrated maximum efforts to ensure places of practice of students, promote the employment of graduates to maintain ties with them.
- Monitoring of employment and professional activity of graduates of the EP has been confirmed.
- Demonstrated the presence of the existing association/association of graduates.
- Existence of agreements on mutual cooperation with national and foreign partner universities.
- wide coverage of students in research and educational work.
- A mechanism to support talented and challenging students.

“Academic Teaching Staff” Standard:

- Availability of an objective and transparent personnel policy, including recruitment, professional growth and development of staff, ensuring professional competence of the entire staff.
- Providing the university management with targeted actions to provide opportunities for the development of young teachers.
- In the number of teaching staff at the accredited EP has experienced tutors with practical experience in the relevant field.
- Active application of academic teaching staff of EP information and communication technologies in the educational process (for example: on-line training, e-portfolio, etc.).

“Educational Resources and Student Support Systems” Standard:

- Availability of support procedures for different groups of students, including information and counselling.
- Availability of the fund of educational, methodical and scientific literature on general education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases.

- Access to educational internet resources and most information resources.
- Ensure compliance with safety requirements in the learning process, in particular there are safety regulations and passport of specialized classrooms and laboratories.

“Public Awareness” Standard:

- Holding conferences and forums, publication activity on educational policy, support and explanation of the national development programs of the country and the system of higher and postgraduate education.
- The use of a variety of means of disseminating information, including the media, information networks, to inform the general public and stakeholders has been confirmed.
- Accessibility of management and its interest in developing feedback with the team and students, the public.
- the availability of practical experience and further employment at the place of internship is confirmed.
- EP 6M051100 "Marketing", EP 5B030100 "Jurisprudence" have rating place in the national rating of the demand of universities of the republic of Kazakhstan in 2017.

“Standards Across Individual Educational Programs” Standard:

- Teaching within the framework of the program, which is conducted on the basis of modern achievements of world science and practice in the field of specialization, as well as using modern and advanced teaching methods was demonstrated.
- It is confirmed that the goals and results of the training are aimed at obtaining specific skills that are in demand in labor market.
- Implementation of labor market analysis is demonstrated, examples of successful employment of graduates are given.
- Access of students to the most up-to-date and important data (statistics, news, scientific results) in the field of specialization on paper (Newspapers, statistical data collections, textbooks) and electronic media was demonstrated.

## **(VII) REVIEW OF RECOMMENDATIONS TO IMPROVE THE QUALITY**

1. To step up the implementation of joint/double degree education and academic mobility, in the light of the commitment to quality assurance, any activity carried out by contractors and partners (outsourcing), including in these areas, should be treated.

2. To develop an intravenous system for managing possible risks to which implemented EP, monitoring criteria and methods for preventing such risks are subject.

3. Identify and formulate the signs of individuality and uniqueness of accredited EP, including the coordination of the development plan of EP with the strategy of development of the university.

4. To promote training courses on education management programs for the leaders of the EP.

5. It is necessary to intensify the process of implementation of joint/double degree education and academic mobility, on a systematic basis, involving a complex of works on harmonization of the content of educational programs with educational programs of leading Kazakh and foreign universities.

6. To analyze the possible organization of dual education at the undergraduate and the implementation of joint EP with other institutions of higher education.

7. Consider the possibility of preparing students for professional certification.

8. To strengthen the practical orientation of educational programs taking into account the

requirements of the labor market and the professional association of employers, including by increasing the time allocated for practical training on the basis of enterprises with the receipt of related professions.

9. Improve the awareness of all stakeholders of any action planned or taken with respect to the EP.

10. To increase the possibilities and means of informing interested persons of any planned or undertaken action with respect to EP.

11. Review the list prerequisites readable disciplines at accredited EP, given the rate at which read one or the other discipline.

12. To hold a training seminar for managers of EP and academic teaching staff on student-centered learning, involving the shift of emphasis in the educational process from teaching to teaching as an active educational activity of the student.

13. To enable selection of additional paths of study on the accredited EP.

14. Strengthen the policy of formation of the contingent of students on EP 6M051100 – "Marketing" from admission to release, and to ensure the transparency of its procedures, in order to increase the number of students in this EP.

15. To make the necessary changes in the educational program EP 6M051100- "Marketing" in accordance with the requirements of the qualification characteristics of the graduate, compliance with the purpose and results of training in the model of the graduate educational program.

16. To expand opportunities for recognition of previous learning outcomes and qualifications, including within the framework of academic mobility of students.

17. Organize work on adaptation and support for foreign students.

18. Organize advanced training of academic teaching staff in the context of the specifics of the EP.

19. For high-quality realization of examination of results of research works, research papers, to organize functioning of system of the "Anti-plagiat" software.

20. To create great opportunities for support and social protection of different groups of students on accredited EP, as well as for access to education for socially vulnerable segments of the population.

21. To carry out systematic internal monitoring of the website and to assess to what extent the available information resource meets modern requirements, goals and objectives of university as a whole and in the context of educational programs. At the same time, take into account the technical requirements for standard resources: website design, usability, technical characteristics, content management system (CMS).

22. To place adequate and objective information about academic teaching staff of EP in the context of personalities.

23. Post information relating to audited financial statements, including the EP.

24. On a systematic basis to harmonize educational programs with the programs of leading native and foreign universities and to provide opportunities for the implementation of joint EP.

**Appendix 1. Evaluation table “SPECIALISED PROFILE PARAMETERS”**

**Aktobe regional state university after K.Zhubanov**

5B050700 – Management, 5B051100 – Marketing, 5B030100 – Jurisprudence

№ n\o	№ n\o	Evaluation criteria	Position of educational organization			
			Strong	Satisfactory	Suggest improvements	Unsatisfactory
<b>“Educational Program Management” Standard</b>						
1	1.	The university must have a published quality assurance policy.	+			
2	2.	Quality assurance policies should reflect the link between research, teaching and learning		+		
3	3.	The university should demonstrate the development of a culture of quality assurance, including in the context of EP	+			
4	4.	Commitment to quality assurance should apply to any activity carried out by contractors and partners (outsourcing), including joint/double degree education and academic mobility.			+	
5	5.	EP management ensures transparency in the development plan of the EP based on the analysis of its functioning, the actual positioning of the university and the direction of its activities to meet the needs of the state, employers, stakeholders and students	+			
6	6.	The management of EP demonstrates functioning of mechanisms of formation and regular revision of the plan of development of EP and monitoring of its implementation, assessment of achievement of the goals of training, compliance to needs of trained, employers and society, decision-making directed on continuous improvement of EP	+			
7	7.	EP management should involve representatives of stakeholder groups, including employers, students and academic teaching staff in the development plan of the EP.		+		
8	8.	EP management should demonstrate the individuality and uniqueness of the EP development plan, its consistency with national development priorities and development strategy of the organization of education.	+			
9	9.	The university must demonstrate clear definition of responsible for business processes in the framework	+			

		of the EP, unambiguous distribution of staff duties, delineation of the functions of collegiate bodies.				
10	10.	Management of EP should provide evidence of the transparency of the management system of the educational program.		+		
11	11.	The management of the EP should demonstrate the successful functioning of the internal quality assurance system of the EP, including its design, management and monitoring, their improvement, decision-making on the basis of facts.			+	
12	12.	Risk management should be the responsibility of the EP management			+	
13	13.	The management of EP shall provide participation of representatives of the interested people (employers, academic teaching staff, students) as a part of collegial governing bodies of the educational program, and also their representativeness at decision-making on questions of management of the educational program.		+		
14	14.	The university should demonstrate innovation management in the framework of the EP, including the analysis and implementation of innovative proposals.	+			
15	15.	EP leadership must demonstrate evidence of openness and accessibility for students, academic teaching staff, employers and other stakeholders.	+			
16	16.	The management of EP has to pass training on programs of management of education.			+	
17	17.	The EP management should strive to ensure that the progress made since the last external quality assurance procedure is taken into account in the preparation of the next procedure			+	
<b>Total about standard</b>			<b>8</b>	<b>4</b>	<b>5</b>	
<b>“Reporting and Information Management” Standard</b>						
18	1.	The university must ensure the functioning of the system of collection, analysis and information management through the application of modern information and communication technologies and software.	+			
19	2.	Administration of EP must demonstrate the system using the processed, adequate information for improving the internal quality assurance system.		+		
20	3.	In EP there should be a system of regular reporting, reflecting all levels of structure including evaluation of the effectiveness and efficiency of activities of divisions and departments, scientific research.	+			
21	4.	The university shall establish the frequency, form and methods of evaluation of the management, activities of collegial bodies and structural divisions, senior management, implementation of scientific projects.	+			
22	5.	The university must demonstrate determination of the order and ensuring the protection of information, including the definition of responsible persons for the accuracy and timeliness of information analysis and data	+			

		representation				
23	6.	An important factor is the involvement of students, employees and teachers in the process of collecting and analyzing information and making decisions based on them		+		
24	7.	EP leadership must demonstrate a mechanism of communication with students, employees and other stakeholders, including the presence of conflict resolution mechanisms		+		
25	8.	The university must provide a measure of the degree of satisfaction of the needs of academic teaching staff, staff and students within the framework of EP and demonstrate evidence of elimination of the found shortcomings.		+		
26	9.	The university must evaluate the effectiveness and efficiency of activities, including in the context of the EP		+		
		Information collected and analyzed by the university in the framework of the EP should consider: key performance indicators				
27	10.	The dynamics of the contingent of students in terms of forms and types		+		
28	11.	The university must evaluate the effectiveness and efficiency of activities, including in the context of the EP		+		
29	12.	level of academic achievement, student achievements, and expulsion		+		
30	13.	satisfaction of students with the implementation of the EP and the quality of teaching at the university;		+		
31	14.	the availability of educational resources and support systems for students	+			
32	15.	the employment and career development of graduates		+		
33	16.	Students, employees and faculty academic teachers have documented their consent to the processing of personal data		+		
34	17.	Administration of EP should provide all the necessary information in the relevant fields of science		+		
<b>Total about standard</b>			<b>5</b>	<b>12</b>	<b>0</b>	<b>0</b>
<b>“Development and Approval of Educational program” Standard</b>						
35	1.	The university must define and document procedures for the development of EP and their approval at the institutional level.	+			
36	2.	Administration of EP should ensure designed correspondence of EP objectives, including expected learning outcomes	+			
37	3.	Management of EP must ensure that it has developed models of graduate EP describing learning outcomes and personality		+		
38	4.	Management of EP must demonstrate the conduct of external expert of EP		+		

39	5.	Qualification obtained on completion of EP, should be clearly defined, and will explain to meet a certain level of NSC.		+		
40	6.	Management of EP should determine the influence of the disciplines and professional practices on the formation of learning outcomes	+			
41	7.	Important factor is the possibility of preparing students for professional certification			+	
42	8.	Management of EP should provide evidence for the involvement of students, teachers and other stakeholders in the development of AP, to ensure their quality	+			
43	9.	Complexity of EP must be clearly defined in the Kazakhstan credits and ECTS	+			
44	10.	Management of EP should ensure the content of training courses and learning outcomes-level study (bachelor, master, doctorate).	+			
45	11.	In the structure of EP should provide different activities to suit the learning outcomes.			+	
46	12.	Important factor is the presence of a joint EP with the foreign organizations of education.			+	
<b>Total about standard</b>			<b>6</b>	<b>3</b>	<b>3</b>	<b>0</b>
<b>“Continuous monitoring and regular assessment of educational programs” Standard</b>						
47	1.	The university should monitor and periodically assess the EAP in order to achieve the goals and meet the needs of students and society. The results of these processes aimed at continuous improvement of EP	+			
		Monitoring and periodic assessment of the EP should consider:				
48	2.	The content of the programs in the light of the latest science on specific discipline to ensure the relevance of courses taught;		+		
49		Changing needs of society and the professional environment;	+			
50	4.	Load, performance and output of students;		+		
51	5.	Efficient procedures for assessment of students:		+		
52	6.	Expectations, needs and satisfaction of students with training on EP;		+		
53	7.	Educational setting and support services and their compliance with the objectives of EP;		+		
54	8.	The university and the leadership of the EP needs to provide evidence for the involvement of students, employers and other stakeholders in the revision of the EP.		+		
55	9.	All interested people should be informed about any planned or taken actions in relation to EP. All changes made in the EP, should be published	+			



56	10.	Management of EP should provide a review of the content and structure of EP taking into account changes in labor market requirements of employers in the social demands of society	+			
<b>Total about standard</b>			<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>
<b>“Student-Centered Training, Teaching and Student Evaluation” Standard</b>						
57	1.	Management of EP should provide respect and attention to different groups of students and their needs, providing them with flexible learning trajectory	+			
58	2.	Management of EP must ensure that the use of different forms and methods of teaching learning.		+		
59	3.	An important factor is the availability of own research in the field of methodology of teaching disciplines of EP.		+		
60	4.	EP leadership must demonstrate the existence of a feedback system on the use of different teaching methods and assessment of learning outcomes	+			
61	5.	The EP manual should show support for the autonomy of students with simultaneous guidance and help from the teacher	+			
62	6.	EP leadership must demonstrate the existence of procedures for responding to complaints of students.	+			
63	7.	The university must ensure consistency, transparency and obektivno of a mechanism for evaluating learning outcomes for each EP, including an appeal	+			
64	8.	The university must ensure that the assessment procedures of learning outcomes students EP planned learning outcomes and objectives of the program. Criteria and methods of evaluation in the framework of the EP should be published in advance.	+			
65	9.	The university should define the mechanisms to ensure the development of every graduate EP learning outcomes, and ensured the completeness of their formation.	+			
66	10.	Assessing people must possess modern methods of assessing learning outcomes regularly to improve their skills in this area.	+			
<b>Total about standard</b>			<b>8</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>“Students” Standard</b>						
67	1.	The university must demonstrate a policy of formation of the contingent of students in the context of the EP from admission to release, and to ensure the transparency of its procedures. Procedures governing life cycle of students (from admission to completion) must be defined, approved, published.	+			
68	2.	EP leadership must demonstrate the special adaptation programs and support for newly arrived and international students			+	
69	3.	The university must demonstrate the conformity of the actions of the Lisbon Convention on recognition		+		

70	4.	The university must cooperate with other educational organizations and national centres the "European network of national information centres on academic recognition and mobility /National academic Recognition Information Centres" ENIC/NARIC, to ensure comparable recognition of qualifications			+	
71	5.	EP leadership must demonstrate the existence and use of mechanism for the recognition of the results of academic mobility of students, as well as the results of additional, formal and informal learning		+		
72	6.	The university must provide the opportunity for external and internal mobility of students, EP, and to assist them in obtaining external grants for training.		+		
73	7.	EP leadership should make maximum efforts to ensure places of practice of students, promote the employment of graduates to maintain ties with them.	+			
74	8.	The university must provide graduates EP the documents confirming obtained qualifications, including achieved learning outcomes and the context, content and status of education and evidence of its completion.	+			
75	9.	An important factor is the monitoring of employment and professional activity of the graduates of EP.	+			
76	10.	Management of EP should actively encourage students to self-education and development outside of the main program (extracurricular activities).	+			
77	11.	An important factor is the availability of current association of graduates	+			
78	12.	An important factor is the presence and the mechanism of support of gifted students	+			
<b>Total about standard</b>			<b>7</b>	<b>3</b>	<b>2</b>	<b>0</b>
<b>“Academic Teaching Staff” Standard</b>						
79	1.	The university must have an objective and transparent human resources policy, including in the context of the EP, including hiring, professional growth and development of staff to ensure professional competence of all staff.		+		
80	2.	The university must demonstrate compliance with academic staff potential development strategy of the university and the specifics of the EP		+		
81	3.	EP leadership must demonstrate a sense of responsibility for their employees and providing them with favorable working conditions	+			
82	4.	EP leadership must demonstrate the changing role of the teacher in connection with the transition to student-centered learning		+		
83	5.	The university must determine the contribution of the academic teaching staff of EP to the implementation of the development strategy of the university, and other strategic documents		+		
84	6.	The university must provide opportunities for career growth and professional development of academic teaching staff of EP	+			
85	7.	EP leadership should bring to the teaching of practitioners of relevant industries.			+	

86	8.	EP leadership should provide targeted actions for the development of young teachers		+		
87	9.	The institution must demonstrate motivation for professional and personal development of teachers EP, including awards as integration of scientific activities and education, and innovative teaching methods.	+			
88	10.	An important factor is the active use of academic staff of EP information and communication technologies in the educational process. (for example, on-line-learning, e-portfolio, etc.)	+			
89	11.	An important factor is development of academic mobility in the framework of the EP, the attraction of the best foreign and native teachers.			+	
90	12.	An important factor is the involvement of the academic staff of EP to society (the role of academic teaching staff in education, in science, in the region, creating cultural environment, participation in exhibitions, creative competitions, charity programs, etc.).		+		
<b>Total about standard</b>			<b>4</b>	<b>6</b>	<b>2</b>	<b>0</b>
<b>“Educational Resources and Student Support Systems” Standard</b>						
91	1.	EP leadership must demonstrate the adequacy of material and technical resources and infrastructure	+			
92	2.	EP leadership must demonstrate the existence of procedures for support of different groups of students, including informing and consulting		+		
		EP leadership must demonstrate the conformity of the information resources of the specifics of the EP including compliance: technological support for students and staff in accordance with EP (e.g., online learning, simulation, database, analysis programs, data);				
93	3.	library resources, including fund educational, methodical and scientific literature in general education, basic and profiling majors in print and electronic media, periodicals, access to scientific databases;		+		
94	4.	EP leadership must demonstrate the adequacy of material and technical resources and infrastructure	+			
95	5.	examination of the results of research work, final papers and dissertations for plagiarism			+	
96	6.	Access to educational Internet resources	+			
97	7.	The functioning of WI-FI in public areas educational organization		+		
98	8.	The university must strive to ensure that training equipment and software tools used for the development of educational programs, was similar to that used in the relevant industries.		+		
99	9.	The university must ensure compliance with the safety requirements in the learning process.	+			

100	10.	The university should strive to meet the needs of different groups of students in the context of the EP (adults, workers, foreign students and students with disabilities).			+	
<b>Total about standard</b>			<b>4</b>	<b>4</b>	<b>2</b>	<b>0</b>
<b>“Public Awareness” Standard</b>						
		Published by the university within the framework of the EP, the information should be accurate, objective, relevant, and should include:				
101	1.	Programs, specifying expected learning outcomes	+			
102	2.	information on the possibility of qualification by the end of EP;	+			
103	3.	Information about teaching, learning, assessment procedures;	+			
104	4.	Information about the passing score and the educational opportunities of students		+		
105	5.	Information about the opportunities of employment of graduates.		+		
106	6.	Management of EP should use a variety of ways of disseminating information, including mass media, information network to inform the general public and stakeholders		+		
107	7.	informing the public should provide support and clarification of national development programs of the country and the system of higher and postgraduate education	+			
108	8.	The university shall publish on its web site the audited financial statements, including in the context of the EP			+	
109	9.	The university must demonstrate reflection on the website information characterizing the university as a whole and in the context of the EP			+	
110	10.	Important factor is the availability of adequate and objective information about academic staff of EP, in terms of personalities	+			
111	11.	Important factor is public awareness about cooperation and interaction with partners within the EP, including scientific consulting organizations, business partners, social partners and educational organizations		+		
112	12.	The university must post information and links to external resources on the results of procedures of external evaluation.			+	
113	13.	Important factor is the participation of the university and ongoing EP in a variety of procedures of external evaluation.		+		
<b>Total about standard</b>			<b>5</b>	<b>5</b>	<b>3</b>	<b>0</b>
<b>“Standards Across Individual Educational Programs” Standard</b>						
<b>«JURISPRUDENCE», «MANAGEMENT», «MARKETING»</b>						
		EP in the fields of "Jurisprudence", "Management", "Marketing" should correspond to the following requirements:				
114	1.	Management of EP should demonstrate that the		+		

		teaching program is based on modern achievements of world science and practice in the field of specialization, as well as the use of modern and advanced teaching techniques;				
115	2.	The management of EP should guarantee access of students to the most modern and up-to-date data (statistics, news, scientific results) in the field of specialization on paper (Newspapers, statistical data collections, textbooks) and electronic media;	+			
116	3.	Goals, respectively, and the results of training should be aimed at obtaining students specific skills in demand in the labor market;	+			
117	4.	The management of EP should demonstrate that graduates of the program possess these skills and that these skills are really in demand in the market;	+			
118	5.	The survey should include a significant number of disciplines and activities aimed at obtaining students practical experience in the application of theoretical knowledge, as industrial practice, training in enterprises, participation in lectures and seminars of practitioners, etc;		+		
119	6.	EP management should demonstrate the analysis of the labor market and provide examples of successful employment of graduates.	+			
<b>Total about standard</b>			<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>			<b>55</b>	<b>47</b>	<b>17</b>	<b>0</b>

### 6M051100 – Marketing

№ n\o	№ n\o	Evaluation criteria	Position of educational organization			
			Strong	Satisfactory	Suggest improvements	Unsatisfactory
<b>“Educational Program Management” Standard</b>						
1	18.	The University must have a published quality assurance policy.	+			
2	19.	Quality of assurance policies should reflect the link between research, teaching and learning.			+	
3	20.	The university should demonstrate the development of a culture of quality assurance, including in the context of EP	+			
4	21.	Commitment to quality assurance should apply to any activity carried out by contractors and partners (outsourcing), including joint/double degree education and academic mobility.			+	

5	22.	EP management ensures transparency in the development plan of the EP based on the analysis of its functioning, the actual positioning of the university and the direction of its activities to meet the needs of the state, employers, stakeholders and students	+			
6	23.	The management of EP demonstrates functioning of mechanisms of formation and regular revision of the plan of development of EP and monitoring of its implementation, assessment of achievement of the goals of training, compliance to needs of trained, employers and society, decision-making directed on continuous improvement of EP.	+			
7	24.	EP management should involve representatives of stakeholder groups, including employers, students and academic teaching staff in the development plan of the EP.		+		
8	25.	EP management should demonstrate the individuality and uniqueness of the EP development plan, its consistency with national development priorities and development strategy of the organization of education.	+			
9	26.	The university must demonstrate a clear definition of responsible for business processes in the framework of the EP, unambiguous distribution of staff duties, delineation of the functions of collegiate bodies.	+			
10	27.	Management of EP should provide evidence of the transparency of the management system of the educational program.		+		
11	28.	The management of the EP should demonstrate the successful functioning of the internal quality assurance system of the EP, including its design, management and monitoring, their improvement, decision-making on the basis of facts.			+	
12	29.	Risk management should be the responsibility of the EP management			+	
13	30.	The management of EP shall provide participation of representatives of the interested persons (employers, academic teaching staff, students) as a part of collegial governing bodies of the educational program, and also their representativeness at decision-making on questions of management of the educational program		+		
14	31.	The university should demonstrate innovation management in the framework of the EP, including the analysis and implementation of innovative proposals.	+			
15	32.	EP leadership must demonstrate evidence of openness and accessibility for students, academic teaching staff, employers and other stakeholders	+			
16	33.	The management of EP has to pass training on programs of management of education.			+	

17	34.	The EP management should strive to ensure that the progress made since the last external quality assurance procedure is taken into account in the preparation of the next procedure.			+	
<b>Total about standard</b>			<b>8</b>	<b>3</b>	<b>6</b>	
<b>“Reporting and Information Management” Standard</b>						
18	18.	The university should ensure the functioning of the system of collection, analysis and management of information through the use of modern information and communication technologies and software.	+			
19	19.	EP management should demonstrate the systematic use of processed, adequate information to improve the internal quality assurance system.		+		
20	20.	A system of regular reporting, reflecting all levels of the structure, including the assessment of the effectiveness and efficiency of departments and departments, scientific research, should exist within the framework of the EP.	+			
21	21.	The university must establish the frequency, forms and methods of assessment of the management of EP, the activities of collegiate bodies and structural units, senior management, implementation of scientific projects.	+			
22	22.	The university must demonstrate determination of the order and ensuring the protection of information, including the definition of responsible persons for the accuracy and timeliness of information analysis and data reporting.	+			
23	23.	An important factor is the involvement of students, employees and academic teaching staff in the processes of information collection and analysis, as well as decision-making on their basis.		+		
24	24.	The EP management should demonstrate a mechanism of communication with students, staff and other stakeholders, including mechanisms for conflict resolution.		+		
25	25.	The University should measure the level of satisfaction of academic teachers’, staff’s and students’ needs in the framework of the EP and demonstrate evidence of the elimination of the identified deficiencies.		+		
26	26.	The university must assess the effectiveness and efficiency of activities, including in the context of EP.		+		
		The information collected and analyzed by the university should take into account:				
27	27.	key performance indicator;		+		
28	28.	dynamics of the contingent of students in the context of forms and types;		+		

29	29.	level of progress, achievement of students and deduction;		+		
30	30.	satisfaction of students with the implementation of the EP and the quality of education at the university;		+		
31	31.	availability of educational resources and support systems for students;	+			
32	32.	employment and career growth of graduates.		+		
33	33.	Students, employees and academic teaching staff must document their consent to the processing of personal data.		+		
34	34.	The EP management should facilitate the provision of all necessary information in the relevant fields of science.		+		
<b>Total about standard</b>			<b>5</b>	<b>12</b>	<b>0</b>	<b>0</b>
<b>“Development and Approval of Educational program” Standard</b>						
35	13.	The university should define and document the procedures for the development of EP and their approval at the institutional level.	+			
36	14.	EP management should ensure that the goals developed by the EP, including the expected learning outcomes are consistent.	+			
37	15.	EP management should ensure the availability of developed models of the EP graduate, describing the results of training and personal qualities.		+		
38	16.	EP leadership must demonstrate the conduct of external examinations EP.		+		
39	17.	The qualification received at the end of the EP should be clearly defined, explained and correspond to a certain level of NSC.		+		
40	18.	Management EP should determine the impact of disciplines and professional practices on the formation of learning outcomes.	+			
41	19.	An important factor is the ability to prepare students for professional certification.			+	
42	20.	Management of EP should provide evidence of participation of students, academic teaching staff and other stakeholders in the development of EP, ensuring their quality.	+			
43	21.	The complexity of EP must be clearly defined in the Kazakhstan credits and ECTS.	+			
44	22.	The management of EP should provide the maintenance of disciplines and learning outcomes level of education (bachelor, master, doctoral).	+			
45	23.	The structure of the EP should include a variety of activities corresponding to the results of the training.			+	
46	24.	An important factor is the presence of joint EP with foreign educational organizations.			+	



			<b>Total about standard</b>	<b>6</b>	<b>3</b>	<b>3</b>	<b>0</b>
<b>“Continuous monitoring and regular assessment of educational programs” Standard</b>							
47	11.	The university should conduct monitoring and periodic evaluation of the EP in order to ensure the achievement of the goal and meet the needs of students and society. The results of these processes are aimed at the continuous improvement of the EP.	+				
		Monitoring and periodic evaluation of the EP should consider:					
48	12.	content of programs during the latest scientific achievements in a particular discipline to ensure the relevance of the discipline;		+			
49		changes in the needs of society and professional environment;	+				
50	14.	teaching load, performance and output of students		+			
51	15.	effectiveness of evaluation procedures of students		+			
52	16.	expectations, needs and satisfaction of students studying on EP;		+			
53	17.	educational environment and support services and their compliance with the goals of the EP.		+			
54	18.	The university and the management of the EP must provide evidence of the participation of students, employers and other stakeholders in the revision of the EP.		+			
55	19.	All interested people should be informed of any planned or undertaken action with respect to the EP. All changes made to the EP should be published.	+				
56	20.	The EP management shall ensure the revision of the content and structure of the EP taking into account changes in the labor market, employers' requirements and the social request of the company.	+				
<b>Total about standard</b>			<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	
<b>“Student-Centered Training, Teaching and Student Evaluation” Standard</b>							
57	11.	EP management should ensure respect and attention to different groups of students and their needs, providing them with flexible learning paths.	+				
58	12.	The EP manual should ensure the use of different forms and methods of teaching and learning.		+			
59	13.	An important factor is the availability of own research in the field of teaching methods of disciplines of EP.		+			
60	14.	The EP management should demonstrate a feedback system on the use of different teaching methods and evaluation of learning outcomes.	+				
61	15.	The EP manual should demonstrate support for student autonomy, while at the same time being guided and assisted by a teacher.	+				

62	16.	EP management should demonstrate the existence of procedure to respond to complaints of students.	+			
63	17.	The university should ensure consistency, transparency and objectivity in the evaluation of learning outcomes for each EP, including the appeal.	+			
64	18.	The university must ensure that the procedures for assessing the learning outcomes of students based on the planned learning outcomes and the objectives of the program. Evaluation criteria and methods should be published in advance.	+			
65	19.	The university should define the mechanisms to ensure the development of each graduate of EP learning outcomes and ensure the completeness of their formation.	+			
66	20.	Evaluators should be familiar with modern methods of assessing learning outcomes and regularly improve their skills in this area.	+			
<b>Total about standard</b>			<b>8</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>“Students” Standard</b>						
67	13.	The university should demonstrate the policy of forming a contingent of students from admission to graduation and ensure transparency of its procedures. Procedures governing the life cycle of students (from admission to completion) must be defined, approved, published.			+	
68	14.	EP leadership must demonstrate special adaptation programs and support for newly arrived and international students.			+	
69	15.	The university must demonstrate the conformity of the actions of the Lisbon Convention on recognition.		+		
70	16.	The university should collaborate with other educational institutions and national centres of the European network of national academic recognition information centres and mobility/national academic Recognition Information Centres ENIC/NARIC to ensure comparable recognition of qualifications.			+	
71	17.	EP management should demonstrate the existence and application of a mechanism to recognize the results of academic mobility of students, as well as the results of additional, formal and informal learning.			+	
72	18.	The university should provide opportunities for external and internal mobility of students of EP, as well as assist them in obtaining external grants for training.		+		
73	19.	Management of EP should make maximum efforts to ensure places of practice of students, promote the employment of graduates to maintain ties with them.	+			
74	20.	The university should provide graduates with the documents confirming the qualification, including the achieved results of training, as well as the	+			

		context, content and status of the received education and evidence of its completion.				
75	21.	An important factor is the monitoring of employment and professional activity of graduates.	+			
76	22.	Management of EP should actively encourage students to self-education and development outside the main program (extracurricular activities).	+			
77	23.	An important factor is the existence of a current association/association of graduates.	+			
78	24.	An important factor is the availability of a mechanism to support gifted students.	+			
<b>Total about standard</b>			<b>6</b>	<b>2</b>	<b>4</b>	<b>0</b>
<b>“Academic Teaching Staff” Standard</b>						
79	13.	The university must have an objective and transparent personnel policy, including hiring, professional growth and development of staff, ensuring professional competence of the entire staff.		+		
80	14.	The university must demonstrate that the human resources potential of academic teaching staff development strategy of the university and the specifics of the EP.		+		
81	15.	EP leadership must demonstrate a sense of responsibility for their employees and providing them with favourable working conditions.	+			
82	16.	EP management should demonstrate a change in the role of the teacher in connection with the transition to student-centered learning.		+		
83	17.	The university should determine the contribution of the faculty in the implementation of the strategy of development of the university, and other strategic documents.			+	
84	18.	The university should provide opportunities for career growth and professional development of academic teaching staff of EP.	+			
85	19.	EP management should bring to the teaching of practitioners of relevant industries.			+	
86	20.	The management of the EP should provide targeted actions for the development of young teachers.		+		
87	21.	The university must demonstrate the motivation of professional and personal development of teachers, including the promotion of the integration of research and education, and the use of innovative teaching methods.			+	
88	22.	An important factor is the active use of information and communication technologies in the educational process (for example, on-line training, e-portfolio, etc.) by academic teaching staff.	+			
89	23.	An important factor is the development of academic mobility in the framework of the EP, attracting the best foreign and native teachers.			+	

90	24.	An important factor is the involvement of academic teaching staff of EP in the life of society (the role of academic teaching staff in the education system, in the development of science, the region, the creation of a cultural environment, participation in exhibitions, creative competitions, charity programs, etc.).		+		
<b>Total about standard</b>			<b>3</b>	<b>5</b>	<b>4</b>	<b>0</b>
<b>“Educational Resources and Student Support Systems” Standard</b>						
91	1.	EP leadership must demonstrate the adequacy of material and technical resources and infrastructure.	+			
92	2.	The EP management should demonstrate support procedures for different groups of students, including information and counselling.		+		
		The EP management shall demonstrate compliance of information resources with the specifics of the EP, including compliance with:				
93	3.	technological support of students and faculty in accordance with educational programs (for example, online training, modeling, databases, data analysis programs);		+		
94	4.	library resources, including the Fund of educational, methodical and scientific literature on General education, basic and major subjects on paper and electronic media, periodicals, access to scientific databases;	+			
95	5.	examination of research results, graduation papers, dissertations for plagiarism;			+	
96	6.	Access to educational Internet resources;	+			
97	7.	functioning of Wi-Fi in the territory of the organization of education.		+		
98	8.	The university should strive to ensure that the educational equipment and software used for the development of the EP are similar to those used in the relevant industries.		+		
99	9.	The university must ensure compliance with safety requirements during training.	+			
100	10.	The university should strive to take into account the needs of different groups of students in the context of EP (adults, working, foreign students, as well as students with disabilities).			+	
<b>Total about standard</b>			<b>4</b>	<b>4</b>	<b>2</b>	<b>0</b>
<b>“Public Awareness” Standard</b>						
		The information published by the university in the framework of the EP should be accurate, objective, relevant and should include:				
101	1.	implemented programs, indicating the expected results of training;	+			
102	2.	information on the possibility of awarding	+			

		qualifications at the end of EP;				
103	3.	information on teaching, learning, assessment procedures;	+			
104	4.	information about the passing score and the educational opportunities of students;		+		
105	5.	information about employment opportunities for graduates.		+		
106	6.	The management of the EP should use a variety of ways to disseminate information (including the media, web resources, information networks, etc.) to inform general public and stakeholders.		+		
107	7.	Public information should include support and clarification of the country's national development programmes and higher and postgraduate education.	+			
108	8.	The university must publish audited financial statements on its website.			+	
109	9.	The university must demonstrate the reflection on the web resource information characterizing the university as a whole and in the context of EP.			+	
110	10.	An important factor is the availability of adequate and objective information about academic teaching staff of EP, in terms of personalities.	+			
111	11.	An important factor is informing the public about cooperation and interaction with partners in the framework of the EP, including scientific/consulting organizations, business partners, social partners and educational organizations.		+		
112	12.	The university should post information and links to external resources based on the results of external evaluation procedures.			+	
113	13.	An important factor is the participation of the university and implemented EP in a variety of external evaluation procedures.		+		
<b>Total about standard</b>			<b>5</b>	<b>5</b>	<b>3</b>	<b>0</b>
<b>“Standards Across Individual Educational Programs” Standard</b>						
<b>«JURISPRUDENCE», «MANAGEMENT», «MARKETING»</b>						
		Educational programs in the direction of "Jurisprudence", "Management", "Marketing" should correspond to the following requirements:				
114	1.	Management EP should demonstrate that the teaching program is based on modern achievements of world science and practice in the field of specialization, as well as the use of modern and advanced teaching techniques		+		
115	2.	The management of EP should guarantee access of students to the most modern and important data (statistics, news, scientific results) in the field of	+			

		specialization on paper (newspapers, statistical data collections, textbooks) and electronic media				
116	3.	The goals, respectively, and the results of training should be aimed at obtaining students specific skills demanded in the labor market;;	+			
117	4.	The EP management should demonstrate that program graduates possess these skills and that these skills are indeed in demand in the market.	+			
118	5.	The survey should include a significant number of disciplines and activities aimed at obtaining students practical experience in the application of theoretical knowledge, as industrial practice, training in enterprises, participation in lectures and seminars of practitioners, etc.;		+		
119	6.	EP management should demonstrate the analysis of the labor market and provide examples of successful employment of graduates	+			
<b>Total about standard</b>			<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>
<b>TOTAL</b>			<b>53</b>	<b>44</b>	<b>22</b>	<b>0</b>