



«АККРЕДИТЕУ ЖӘНЕ РЕЙТИНГТІҢ
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR
ACCREDITATION AND RATING

REPORT

**RESULTS OF WORK OF EXTERNAL EXPERT COMMISSION ON ASSESSMENT OF
COMPLIANCE WITH THE REQUIREMENTS OF STANDARDS OF SPECIAL-PURPOSE
ACCREDITATION OF EDUCATIONAL PROGRAMS OF THE FIRST CLUSTER:**

**“5B050600-ECONOMICS”, “5B050700-MANAGEMENT”,
“6M050600-ECONOMICS”,
“6M051100-MARKETING”**

ALMATY ACADEMY OF ECONOMICS AND STATISTICS

**INDEPENDENT AGENCY FOR ACCREDITATION AND RATING
(IAAR)**

EXTERNAL EXPERT COMMISSION

TO: IAAR COUNCIL FOR ACCREDITATION

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ALMATY ACADEMY OF ECONOMICS AND STATISTICS

November 19 - 21, 2015

The external expert commission has conducted an assessment of Almaty Academy of Economics and Statistics (AAES) on compliance of its activities with the institutional accreditation standards during the period from November 19 to November 21, 2015 in accordance with the Order No.1067 issued by the Independent Agency for Accreditation and Rating on November 11, 2015. The report of External Expert Commission (EEC) includes the assessment of compliance of educational services with the IAAR criteria, EEC recommendations and AAES profile parameters.

EEC composition:

1. Chairman of commission – Marina A.Skiba, Candidate of Pedagogic Sciences, Associate Professor, the National Economics University named after T.Ryskulov (Almaty);
2. Expert – Ardak N.Sakhanova, Doctor of Economics, Professor, the Kazakh University of International Relations and world languages named after Abylai Khan, (Almaty);
3. Expert – Galiya R.Kirillova, Candidate of Philological Sciences, Associate Professor, the Kazakh National Pedagogical University named after Abai;
4. Employer – Nurlan O.Turgumbayev, Research and Development Centre of “KazTransOil” JSC (Almaty);
5. Student – Maksat Rakhmetov, 3rd Course Student of University of Foreign Languages and Business Career (Almaty);
6. Agency observer – Zhanzira I.Shalabayeva, Project Manager on Post-Accreditation Monitoring of IAAR.

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1. PRESENTATION OF ALMATY ACADEMY OF ECONOMICS AND STATISTICS AND EDUCATIONAL PROGRAMS

Almaty Academy of Economics and Statistics

"Almaty Academy of Economics and Statistics" Closed Joint-Stock Company (hereinafter referred to as AIES) has been established under the Decree No.19 issued by the Government of the Republic of Kazakhstan on January 11, 1999 through the reorganization of the "Institute for Training, Retraining and Advanced Training of the personnel of the National Statistical Agency of the Republic of Kazakhstan" (ITR and AT).

The late changes in the legal status of AAES for the reviewed period are as follows:

1. Reorganization of "Almaty Institute of Economics and Statistics" CJSC in "Almaty Academy of Economics and Statistics" OJSC (Registration No.25395-1910-AO dated 29.03.1999).
2. Reorganization of "Almaty Academy of Economics and Statistics" OJSC in "Almaty Academy of Economics and Statistics" Institution (Registration No.70438-1910-Y-e dated 17.05.2005).

The activities of "Almaty Academy of Economics and Statistic" Institution are carried out in compliance with the Law of the Republic of Kazakhstan "On Education", regulatory documents, instructive letters and orders issued by the Ministry of Education and Science RK, and Charter approved by the Order No.414 issued by the Office of Justice of Auezov district of Justice Dpt. of the city of Almaty of the Ministry of Justice RK on 06.03.2014 (with changes and amendments in the foundation documents).

The main objective of AAES is to implement the educational programs of higher professional and post graduate professional education, performance of scientific programs of fundamental and applied nature as well as personal development of students.

Since the establishment, the Academy sets a goal to provide highly trained professionals able to satisfy the needs of employers and take an active part in further innovation of the Republic of Kazakhstan.

AAES Institution is a subject of higher professional education of the Republic of Kazakhstan and acts on the basis of Charter approved by the Order No.414 issued by the Office of Justice of Auezov district of Justice Dpt. of the city of Almaty of the Ministry of Justice RK on 06.03.2014 (Certificate of State Re-registration of Legal Entity No.70438-1910-Y-e dated May 17, 2005).

The Academy provides training and retraining of specialists in the field of economics, management, finance, accounting and auditing, marketing, information systems, statistics under Bachelor's and Master's programs.

The total number of the faculty members according to the staff schedule is 134 people as of October 01, 2015. The proportion of regular lecturers – is 116 people (86,5%), 67 doctors and candidate of sciences, professors, associate professors, 29 employees are the masters of science. The training is conducted in 4 chairs on 7 directions of Bachelor's program and 4 directions of Master's program (License No.0137402 dated 03.02.2010).

Higher professional educational is both as intramural and extramural, including reduced educational program and on the basis of higher education. Term of apprenticeship is 2 to 4 years depending on the mode of study.

In 2013, 5 lecturers have completed the scientific internship in the Russian Federation and Republic of Belarus through the international grant of "Bolashak" of N.Nazarbayev, the President of the Republic of Kazakhstan. Starting from 2005, the lecturers of our Academy are participating in the competition "The best lecturer of higher educational institution of Kazakhstan" on a regular basis. And Ye.Kubayev, Doctor of Economics, Professor and G.Madiyarova, Associate Professor have become the holders of this grant within the context of this competition.

More than 30 ths. specialists have graduated from the Academy since the moment of its establishment and who successfully work in the RK Presidential Administration, RK Government, city and oblast Akimat, tax administrations, statistical dpt., financial structures and hold key positions in large companies.

In 2010, the Academy has signed the Great Charter of Universities (Bologna, Italy). In 2010, the Academy has obtained the institutional accreditation of the National Accreditation Center of MES RK.

AAES participates in General rating of higher educational institutions of the country (NKAOKO) on an annual basis. Academy was the 9th in 2011 and the 15th in 2012 among the private higher educational institutions of the Republic of Kazakhstan.

At present, the composition of AAES includes 4 chairs, research and development centre and publishing centre. AAES has sufficient infrastructure consisted of 2 educational buildings, 2 halls of residence, 1 catering facility, sports hall and assembly hall. Training and laboratory base of Academy includes special-purpose rooms and laboratories, classrooms, ICT rooms, electronic learning resources hall and reading-hall.

The academy positions itself as the competitive higher educational institution which is possessing the effective system of corporate management, creating and successfully realizing innovations in science and education and providing high quality of education and personal development. Mission of Academy is the preparation of highly qualified specialists of all levels in various branches of economy according to the international standards by means of introduction of progressive educational technologies, system of online learning and improvement of intra-high school management.

In 2014, "The strategic AAES development plan for the period of 2015-2020" has been embraced. The backgrounds of this plan were based on the purposes, objectives and target indicators specified in GPRO of the Republic of Kazakhstan for the period of 2011-2020, the State program of the forced industrial and innovative development of the Republic of Kazakhstan for the period of 2010-2014. The strategic development plan of AAES for the period of 2015-2020 has been elaborated in the light of the Message of the President of the Republic of Kazakhstan – N.A.Nazarbayev, the Leader of Nation, to the people of Kazakhstan "Strategy "Kazakhstan-2050" - the new political policy of established state". Collegial bodies of management work in the Academy: Academic Council, Rector's Office, Education Board and Council of Young Scientists. The Committee for Matters Concerning Young Persons is created and functions in the Academy. All main issued of the Academy functioning and development of its educational system are discussed at the meetings of collegial bodies of management, during which the main decisions are made. The general AAES management is performed by the Academic Council. Heads of structural divisions, leading professors and associate professors, employers, representatives of students and master's degree students are involved in the performance of work of collegial bodies .

Educational activity of faculty members is followed by activities of special divisions (departments of the academic work, master degree course and activities with the research and pedagogical personnel on science and innovations, information and technical provision, service of registration and mobility, sector of career and business partnership). In addition, the structure of AAES management includes such general administrative divisions as human resources department, publishing center, administrative-and-household, accounting department, library, civil defense and emergency unit.

The enrollment of students in 2015-2016 academic year amounted to 2484 students, master's degree students – 136. In total, the enrollment of students in the current year amounted to 2620 people.

Table 1. Enrollment of AAES first cluster students as of 01.11.2015

Intramural						
	Specialties	1st course	2nd course	3rd course	4th course	Total
1	5B050700-Management	3	39	48	0	90
2	5B050600-Economics	3	21	98	37	159
Extramural						
3	5B050700-Management	14	37	-	-	51
4	5B050600-Economics	115	200	-	-	315
Master's degree program						
5	6M050600-Economics	18	33	-	-	51
6	6M051100-Marketing	5	3	-	-	8

Table 2. Total AAES enrollment in terms of courses and mode of study for 2015-2016 academic year

	Mode of study	1st course	2nd course	3rd course	4th course	Total
1	Intramural	110	526	818	231	1685
2	Extra-mural	295	504	-	-	799

116 regular lecturers work at 4 chairs, where 65 doctors and candidates of science, 2 PhD, 29 masters. 18 lecturers have the honorary titles of the authoritative academic organizations of Kazakhstan and foreign countries.

In 2014-2015 academic year, 4 students of AAES got a grant of the President of Kazakhstan, 2 students are trained at the expense of AAES President Grant.

Each educational program has the development plan, and also an educational trajectory for a year which is approved by the Academic Council of AAES. Educational programs are focused on implementation of competence-based approach in training according to the National frame of qualifications and aimed at the development and formation of professional and social competences of students. The principle of the academic freedom of higher educational institution is carried out when developing an elective component of the educational programs realized by higher educational institution; elective subjects are introduced in the program by taking into account the opinion of employers, faculty members of AAES and educational needs of students.

The Academy gives much attention to interaction with the employers in respect of training of specialists on an individual educational trajectory for the purpose of their subsequent employment. As a result of this work was the conclusion of agreement with "Faberlik-Kazakhstan" LLP on target employment of 2nd and 3rd bachelor's degree course students in specialty "5B050700 – Management" (the Program "Captains of Kazakhstan"). Thus, it should be noted that all students demonstrate the increased motivation for further successful training, and Academy tends to further effective cooperation with the employers. Employers, in turn, are motivated on receiving the experts trained by own order for concrete production. This direction allows involving employers in the process of theoretical and practical training of future experts. In 2013-2014 academic year, 40 people were trained in AAES at the expense of the enterprises.

Contracts with 24 foreign higher education institutions and scientific centers on cooperation, including 7 - with higher educational institutions of far-abroad countries and 17 contracts – with higher education institutions of CIS countries. For the period of 2011-2014, thanks to the signed contracts, 82 students in the master's program in specialty "6M050600-Economics" and 13 students in the master's program in specialty "6M051100-Marketing" have passed the foreign practical study

in such higher educational institutions as: the University of Economy in Bydgoszcz (Poland, Bydgoszcz), the East Mediterranean University and American University (Northern Cyprus), Orenburg State Pedagogical University (Russian Federation, Orenburg), GAZI University (Turkey, Ankara). For the purpose of implementation of the State program for development of the academic mobility in 2012-2015, 5 students in specialties "Economics" and "Management" have visited 2 countries according to the coordinated programs at the expense of Academy (Institute of International Economic Relations - Russian Federation, Moscow, University of Economy and Business - Kyrgyz Republic, Zhalal-Abad).

Research center of innovative technologies was opened in Academy in October 2011 and successfully functions to activate the research work of higher educational institution, broad attraction of faculty members and students. AAES takes the most active part in competitive programs and scientific projects for the purpose of ensuring integration of science, education and production, creation of conditions for commercialization of products of intellectual property and technologies. 5 projects amounting to 14 mln. 40 ths. KZT were completed in 2012-2014 in Academy, including: fundamental and applied researches – 1 project amounting to 4 mln. KZT; economic researches – 4 projects amounting to 10 mln. 40 ths. KZT. Customers of scientific projects are as follows: Head Dpt. of "Committee of Science of MES RK"; Institute of International Economic Relations (IMES, Russian Federation, Moscow), Dpt. of Economy and Budget Planning of Akimat of the city of Almaty.

The research library of Academy is represented by two reading halls, including the reading hall of electronic resources for 10 seats equipped with 10 computers, and hall of catalogs. The fund of library makes 290842 copies of books, more than 99793 names of electronic products. Lecturers and students have opportunity to work with the following modernized databases: "RMEB" (Republican interuniversity electronic library), "Zan", "Paragraph", "Polpred". Also, the agreement with "NTs NTI" JSC on provision of free access to the Uniform electronic library of the Republic of Kazakhstan was concluded. Wi-Fi zones are provided in all the academic building. AAES updates the material and technical resources on annual basis and improves the educational and laboratory bases for the purpose of modernization of educational and scientific processes of Academy.

The issue regarding accreditation of educational program in specialty "5B051100-Marketing" was not considered due to the absence of enrollment of bachelor degree course students during the visiting of External Expert Commission (EEC) of Independent Agency for Accreditation and Rating (IAAR).

2. DESCRIPTION OF EEC VISITING

Activity of EEC was carried out on the basis of coordinated program for the performance of institutional and special-purpose accreditation of "Almaty Academy of Economics and Statistics" institution (hereinafter - Academy) during the period of November 19 to November 21, 2015 for the purpose of confirmation of information reliability containing in the report on self-evaluation and for additional facts collection related to implementation of educational programs and their compliance with standards and criteria of Independent Agency for Accreditation and Rating (IAAR).

The chairman of the commission performed management of the commission work. The commission considers that the report on self-evaluation submitted by Academy allowed the external experts to make general idea on the features of implementation of educational programs. In general, the documentation being studied during the visiting higher educational institution and meetings with the people as well as attending the classes by members of the commission have allowed obtaining more detailed information on programs to be accredited, their contents and organization, infrastructure, resources and administration.

For obtaining objective information on assessment of educational programs, the members of EEC have used such methods as observation, meetings and conversations with the staff of various structural divisions, students, questioning of the faculty members.

219 people have participated in the meetings.

Table 3. Data on employees and students, participated in the meetings with EEC

Category of students	Number
Rector	1
Prorector	2
Heads of chairs	4
Heads of structural subdivisions	12
Managers of research projects	8
Lecturers	55
Students	73
Master's degree students	24
Graduating students	25
Employers	15
Total	219

During a sight tour, the members of EEC examined the status of material and technical base of Academy, visited the educational buildings located at the following address: Zhandosov Str., 59 and Ladygin Str., 35, Almaty, student's hostel No.1 located at Zhandosov Str., 59A and student's hostel No.2 at Radostovts Str., 167, sports hall and open sports ground.

In addition, the commission considers necessary to note the existence of own sports and health base located in Kapchagay (land plot –1,5822 ha and rooms area - 274,8 sq.m (12 classrooms).

During visiting, the EEC made sure available sufficient classroom fund by visiting classrooms No.501, 503, 504, 505, 506, 507, 508, 509, 511, 513, 514, 515, 516, 402, 407, 409,410, 306, 310, 200, 211, 202, 214, 100, 104, sports halls, laboratories, auditoriums, buffet, and student's hostels.

Members of EEC (A.Sakhanova, Doctor of Economics, Professor; N.Turgumbayev) attended open classes of the accredited educational programs within a cluster 1:

1) Lecture of Aigerim Karibdzhanova, the associate professor of "Economics and Management" chair on discipline "Economy of the enterprise" for the students in specialty "5B050600-Economics" held on 19.11.2015 at 10:55 – 11:45, classroom No.409, subject of the lecture "Costs of production and product sales". Audience: students in specialties: 5B050600 -

"Economics", 5B050700 - "Management", 5B050800 - "Accounting and audit", 5B050900 - "Finances". During the lecture, there was a presentation on subject "Costs of production and product sales" which consisted of 82 slides. The questions which were studied at lecture: economic essence and types of costs (explicit, implicit, marginal, etc.); classification of production and product sale costs; methods of calculation of product cost; formation of profit of the enterprise. Not only theoretical moments were considered, but also practical tasks which were solved by students with demonstration of schemes, concepts, example of table "Accounting and economic costs. Students were quite active during the lecture, and solved problems without difficulties. Such students as N.Kadyrkulov, L.Shevchenko, Yu.Kim, R.Balabina, N.Amanzholy, A.Kairkanova, M.Gazyeva have well understood the cost grouping per economic elements and cost classification per articles of accounting, and also demonstrated the profound knowledge of a subject and shared their opinion. The group actively discussed all questions of the subject. Lecture was given at the high professional level with the use of necessary technical means, and all students demonstrated a good grounding in this subject. The lecturer showed good possession of material, answered all the questions of students and demonstration lecture deserves the excellent grade.

2) Practical classroom hour of A.Tleubekova, the senior lecturer of "Economics and Management" chair in "Marketing" discipline which was held on November 19, 2015 in the classroom No.408 (time of classroom hour 9:50 - 10:40). Subject - "Marketing planning and control". Classroom hour was given for the students in specialty "5B050700-Management" - the 2nd course, group 14ME1BK0101 (Kazakh department).

The problematic issues connected with marketing planning were considered and discussed during practical classroom hour which give the overview of the main approaches and methods of assessment of marketing efficiency, practical recommendations on techniques of formation and distribution of the budget, evaluation of efficiency of various channels and tools of marketing mix, optimization of marketing expenses. A subject of classroom hour corresponded to the work curriculum. All questions of seminar classroom hour were discussed completely, and students used teaching aids, each student made presentation of issue under consideration. The lecturer held attention of audience, and there was a feedback between the students and lecturer. Students took active part in discussion of issues of practical classroom hour. In general, seminar classroom hour achieved a goal and corresponds to the methodical requirement

3) Practical classroom hour of N.Shiganbayeva, the senior lecturer of "Economics and Management" chair in discipline "Economy of enterprises" which was held on November 19, 2015 in the classroom No.406 (time of classroom hour 10:55 – 11:45). Subject - "Ensuring competitiveness of production". Classroom hour was given for the students of economic specialties: Finances, Accounting and Audit, Management (3rd course, Kazakh department) with application of remote technologies of training. 36 students of intramural mode of study were present at classroom hour. Students used syllabuses on this discipline. Practical classroom hour was given in strict accordance with subject of the calendar and thematic plan of learning kit of discipline. The lecturer has excellent teaching material skills, uses multimedia means of technical supply of teaching and learning process. The tasks and practical situations submitted for consideration during the classroom hour were solved by students on a board. Good mutual understanding and smoothly running scenario of work during practical classroom hour was observed between the lecturer and students. All the students had syllabus and some students had an abstract of lectures which they used during practical classroom hour.

4) Practical classroom hour of E.Orazgaliyeva, the senior lecturer, was held on November 19, 2015 in accordance with approved schedule (time of classroom hour 10:55 – 11:45) in specialty "5B050700-Management", on discipline "Macroeconomics" (Kazakh department) on subject "Budget deficit and state debt". Subject of open classroom hour corresponds to the course schedule. 16 students were present at an open classroom hour. Students used syllabuses and hand-out materials on this discipline. The lecturer actively used teaching aids, multimedia complex for

demonstration of practical examples and visual material. Lecturer formulated a distinct task and there was an interrelation of the theory with practice, with the use of teaching materials. The lecturer managed to cause and support discussion and made the constructive analysis of all answers and speeches, and also managed to discuss the problems. Practical classroom hour passed briskly, with statement of sensitive issues, discussion between the students and lecturer. The lecturer gained a fast contact with the students, as well as reasonable and fair interaction.

5) Lecture classroom hour of S.Omarova, the associate professor, on discipline "Internet trading" for Master's degree students of the research and pedagogical direction in specialty "6M051100-Marketing" which was held on November 20, 2015 in the classroom No.307 (time of classroom hour 15:40 – 16:30). Subject of lecture classroom hour: "System of electronic commerce in consumer sector". Lecture was given in the interactive mode, and information on systems of electronic commerce in a consumer sector was given to Master's degree students by means of demonstration of slides with the corresponding comments and indicative work of the lecturer in on-line mode with systems of electronic commerce in Kazakhstan. The lecturer competently kept in constant feedback with Master's degree students by involving them in discussion of practical questions. Master's degree students discussed new practical experience with systems of electronic commerce in consumer sector at the end of classroom hour. Master's degree students used syllabuses, hand-out material, actively asked questions on which the lecturer gave detailed answers.

6) Lecture classroom hour of D.Tursynbayeva, the associate professor, on discipline "Modern technologies of market researches" for Master's degree students of subject matter direction in specialty "6M051100-Marketing" which was held on November 19, 2015 in the classroom No.310 (time of classroom hour 15:40 – 16:30). Subject of lecture classroom hour: "Collection and analysis of data in market researches". Lecture was given with application of interactive methods of training, and information on the use of SPSS program complex was given to Master's degree students. The lecturer masterfully uses teaching material and multimedia means of technical provision of educational process, and objectives and practical questions submitted for consideration within the classroom hour were opened in details. Lecturer competently kept in constant feedback with Master's degree students, involving them in discussion of practical questions.

7) Lecture classroom hour of A.Bralimov, the professor, on discipline "Management of expenses" for Master's degree students of the scientific and pedagogical direction in specialty "6M050600-Economics" was held on November 20, 2015 in the classroom No.312 (time of classroom hour 14:35 – 15:25). Subject of lecture classroom hour: "Functional and cost analysis: objectives, tasks, methods and procedure". When representing the issues under consideration, the lecturer established logical connection with earlier studied issues on theory of innovations. Lecture was logically sustained and built-in to the work program of discipline. Material of the given lecture was considered from the point of view of relevance for innovative economy and activity under the conditions of economic instability that promoted deeper understanding and acquirement of the studied problem. Practical aspects of studying the issues of functional and cost analysis provide deepening of all-professional and increasing of special competences of Master's degree students. The lecturer professionally owns the questions offered for discussion, is guided in the features of the latest developments on lecture subject and in related subjects. Lecture was given in the interactive mode with use of multimedia-based technique. Material of lecture is represented visually and figuratively that increases the level of material learning by the listeners.

8) Lecture class of G.Duysen, the professor, on discipline "Methods of organization of scientific researches" for Master's degree students of the scientific and pedagogical direction in specialty "6M050600-Economics" was held on November 20, 2015 in the classroom No.310 (time of classroom hour 15:35 – 17:25). Subject of lecture: "Writing of the master thesis". Lecture was given with application of interactive methods of training, information on directions, methods of performance of scientific researches in the sphere of economics. The lecturer showed that statement and judgment of scientific problems allow developing active thinking, ability and capability to solve

problems which are posed by life under the conditions of market economy. The lecturer masterfully uses teaching materials and multimedia means of technical provision of educational process. The lecturer has the high culture of speech, confident manner of statement of lecture material in the form of monologue and possesses the methods of listeners' involvement in discussion. Full psychological contact with the audience is made, and Master's degree students summarized the most important moments of lecture, took part in discussion of the studied questions. In general, the lecture was given at a high scientific and methodical level, and completely corresponds to the modern ideas of considered questions and requirements made to the lecturer of the higher school.

All conditions were provided for the work of EEC, as well as access to all necessary information resources. Within the planned program, the recommendations on improvement of the Academy activities developed by EEC following the results of examination were presented at the meeting with the management on October 23, 2014.

3. GENERAL ASSESSMENT OF CLUSTER EDUCATIONAL PROGRAMS

Almaty Academy of Economics and Statistics trains specialists in specialties of Bachelor's and Master's program on the basis of State license No.12016901 and attachments thereto issued by the Control Committee in the sphere of education and science MES RK dated 19.11.2012 in the following specialties of Bachelor's and Master's program:

Table 4. List of licenses to perform the educational activities

Code	Name of specialty	Date of issue of Attachment to License and its No.
5B050600	Economics	No.0137402 as of February 03, 2010. Attachment No.002 thereto
6M050600	Economics	No.0137402 as of February 03, 2010. Attachment No.001 thereto
5B050700	Management	
6M051100	Marketing	No.0137402 as of February 03, 2010. Attachment No.001 thereto

Implementation of educational programs in specialties "5B050600-Economics", "6M050600-Economics", "5B050700-Management", "6M051100-Marketing" is carried out according to the State Compulsory Educational Standard RK, State Program for Education Development till 2020, Strategic Development Plan of AAES for 2015-2020.

Educational programs of the higher and postgraduate education are realized according to the State program of a development of education of RK for 2011-2020, the State obligatory standard of formation of RK, strategic documents AAES. The structure and content of the educational programs (EP) includes the general educational module, modules of subjects of obligatory component and elective subjects of EP. Curricula on educational programs "Economics"; "Management"; EP for 2015 admission were developed according to the new standard curricula by taking into account the needs of employers and desires of the students. In accordance with the inquiries students, requirements of employers and labor market, the content of educational programs is annually corrected through the catalog of elective subjects and updating of work programs of subject matters. The modern educational technologies are used for ensuring quality of the students training, conforming to the requirements of labor market: development of critical thinking; information and communicative, role, business and other types of the training games, training on the basis of educational situations, training in cooperation (team and group work), interactive training, and research methods in training.

The accredited educational programs have the following positive aspects:

- in 2013, the accredited educational programs "Economics", "Management", "Marketing" successfully passed the state certification on compliance of educational program with the requirements of State Compulsory Educational Standard RK;
- preparation of the competitive personnel with the higher and postgraduate education satisfying the needs of industrial and innovative development of economy RK, and inquiries of domestic and international labor market;
- availability of the educational and methodical, scientific materials for all students;
- existence of individual academic support of students;
- transparency of processes of formation of EP development plan on the basis of informing the persons concerned on contents of EP development plan and processes of its formation that allows participating of all persons concerned in EP development;
- annual updating of Catalogue of Elective Subjects according to the changes of model of the graduate and formation of competences considering the interests of employers;
- high level of information system development of educational process, introduction of remote technologies of training;
- existence of programs of support of the gifted students.

Dynamics of the educational program objectives is manifested in their constant improvement and elaboration according to rates of development of economic science and requirements of legislative and normative documents RK in the field of higher and postgraduate education. The purposes of educational program consider the changing needs of society, economy, labor market, demand for graduates in the sphere of world economy, recognition of specialists training quality by the employers.

Catalogue of Elective Subjects can also testify the EP dynamism which is regularly reconsidered by taking into account the changes in external environment and requirements of labor market. In this regard, new elective courses for Bachelor's program were developed and introduced in specialties: "5B050700 - Management", and "5B050600 - Economics": "Global problems and sustainable development of the world economy"; "Management of trademarks"; "Fundamentals of industrial logistics"; "Foreign investments and Kazakhstan business"; "Motivational management"; "Communication management"; "Examination of quality of consumer goods"; "Competitiveness of the enterprise", etc. Such subjects as "Global problems and sustainable development of the world economy" and "Management of trademarks" have been developed according to the proposal of A.Moldashev, Doctor of Economics, Academician of ASKHN, Director of "KAZNII APK Economics and Development of Rural Territories". Such subjects as "Fundamentals of industrial logistics", and "Foreign investments and Kazakhstan business" have been introduced in EP according to the proposal of N.Turgumbayev, the employer - Deputy Director of "KazTransOil" JSC.

In 2014 – 2015, new elective courses for Bachelor's program were developed and introduced in specialties: "5B050700 - Management" and "5B050600 - Economics": "Strategy of the enterprise"; "Risks of business activity"; "Management of economy of Kazakhstan"; "Operational management", etc. Such subjects as "Risks of business activity" and "Management of economy of Kazakhstan" were recommended according to the proposal of D.Ryspekov, the deputy chairman of "Management of Almaty Economy and Budget Planning". Such subjects as "Strategy of the enterprise" and "Operational management" were introduced in EP according to the proposal of B.Kargulov, the employer – the Chairman of "Almaty Department of Statistics" GU.

Increase in the demand for graduates of EP is promoted by cooperation of chairs with the bases of practices. Satisfaction of needs by educational purposes and contents of the program is reached due to the following:

- employers: through their representation in collegial bodies have of management (US, UMS AAES), coordination of the block of elective subjects with them, coordination and provision of bases and programs of professional practices by them, through the

involvement of experts- practitioners for lecturing separate courses, participation in State Attestation Commission, in reviewing of diploma theses and master's theses. Employers are actively involved in development of EP. In addition to participation in sub-faculty meetings for discussion of subject of diploma theses and master's theses, methodical instructions on diploma design and traineeship, offering new subjects and trajectories of EP, the employers are involved as Chairmen of State Attestation Commission (A.Moldashev, Doctor of Economics, Academician, Director of KazNII APK & RST, M.Khalitova, Doctor of Economics, Associate Professor, Head of Macroeconomic, Finance and Management Center of Institute of Economy of Committee of Science MES RK), collaborators of scientific projects (B.Kargulov, Chairman of "Almaty Department of Statistics" GU). The employers also form a part of Educational and Methodical Board and Academic Council of AAES (EP "Economics", "Management", "Marketing" – A.Moldashev, N.Turgumbayev);

- students: through the selection of individual trajectories of training and elective modules, respectively;
- lecturers: through the opportunity to offer the author's courses and develop the teaching materials.

The Academy provides participation of all interested parties (administrative and managerial staff, lecturers, students and employers) in definition of objectives and strategy for development and improvement of educational program through the system of questioning and polls.

The expected result of EP in specialties "Economics", "Management", "Marketing" – is the distinct orientation to the future which is manifested in possibility of creation of the education considering success in the personal and professional activity meeting the requirements of employers.

Advantages of educational programs "Economics", "Management" and "Marketing":

- possibility of continuous training at the level of Bachelor's and Master's program;
- cooperation with employers, professional associations, organizations, associations - in development of educational programs and their components;
- academic mobility and foreign traineeships of the students;
- opportunity of students participation in research projects of chair;
- attraction to conduct classes, seminars, master classes and trainings, and also to the management of diploma theses and master's theses of the experts-practicians including those having scientific degree;
- availability of sufficient number of the enterprises of real sector and opportunity to carry out research works, including – joint works;
- realization of the author's and innovative courses, e.g., such as: "Branding management", "Internet trade".

4. COMPLIANCE WITH SPECIAL-PURPOSE ACCREDITATION STANDARDS

1) Standard "Educational program management"

Achievement of the modern quality of education corresponding to inquiries of the personality, society and state – is one of the main objectives of "Economics and Management" chair of AAES. The development plan and purposes of EP in specialties "Economics", "Management", "Marketing" are developed according to the Strategy of Academy.

The purposes of EP satisfy the needs of our country, persons concerned and students in high-quality educational services. Among the persons concerned are the employers, enterprises of all forms of ownership, state enterprises and organizations the profile of which corresponds to the directions of training and which are the members of the Academic Council of AAES. EP in specialty "Economics", "Management", "Marketing" represents the system of documents developed

and approved by higher educational institution considering the requirements of labor market on the basis of State Compulsory Educational Standard MES RK and by taking into account the recommended educational program. EP regulates the purposes, expected results, contents, conditions and technologies of realization of educational process, assessment of quality of graduate training in this direction of training and includes: the curriculum, work programs of subject matters (modules) and other materials providing quality of the student training, as well as programs of educational and work experience internship, academic calendar and methodical materials providing the realization of the relevant educational technology.

Main objectives of educational program management in specialties are as follows:

- formation of innovative model of specialties focused on inquiries of the market on the basis of specialists training for real sector of economy based on social partnership with the employers;
- development with the employers of the innovative, specialized, practice-focused educational programs providing competitiveness of graduates;
- introduction of innovative technologies of training in educational process and provision of educational services at a level of the international standards;
- organization of professional practices on the basis of state agencies, national and international companies, leading enterprises and organizations of Kazakhstan.

The expected result of EP in specialties "Economics", "Management", "Marketing" – is a distinct orientation to the future which is demonstrated in possibility of creation of education by taking into account the success in the personal and professional activity meeting the requirements of employers.

Identity and uniqueness of EP data – the orientation on practical application of knowledge, innovative techniques and technologies in practical activities of specialists of economical and administrative system, on self-improvement and education during all life on the chosen specialty.

Specifics of educational program "Marketing" is directed on formation of common cultural (universal), social and personal, general scientific, instrumental and professional competences allowing the graduate to work successfully in the chosen field of activity and be successful in a labor market, own the principles and methods of administrative activity, entrepreneurial spirit and business activity, ability to make effective marketing decisions on the basis of high professional competence. Within the offered trajectories, the students more often choose: on Bachelor's program - "Marketing in branches and fields of activity", on Master's program - "Practical marketing".

Uniqueness of the program in specialty "Marketing" in AAES consists in its aiming at innovative and technological development of spheres of the business activity, including the sphere of service and production, consideration of the branch markets development phenomenon as social and economic phenomenon.

Thus, the Master's students of EP "Marketing", according to the signed agreement, have an opportunity to pass pre-diploma and research practice in Almaty Statistics Agency that gives them more opportunities for scientific researches and obtaining practical skills. As a result of such cooperation is the demand and employment of our graduates in the sphere of statistics. For example, Ye. Iyemberdiyev, the graduate in specialty "Marketing", was employed in Data-Processing Centre of Almaty Statistics Agency after completion of training, at present he is the Head of Statistics Management Dpt. of the Republic of Kazakhstan in Astana. D.Yeskenderov, the graduate of this year is employed in the Statistics Department and holds the position of Chief Specialist on Industry Management.

The most essential and competitive difference in marketing studying in AAES is the broad humanitarian training of master's students during the entire period of training. Compared to educational programs of other higher educational institutions, the marketing educational program is formed on a wide humanitarian basis which Academy is able to ensure qualitatively and on a full

scale. Specifics of marketing educational program is constructed by taking into account the opportunities of Almaty Academy of Economics and Statistics.

Uniqueness of EP "6M051100-Marketing" is the fact that its realization considers the state marketing as an important factor for improvement of the management mechanism of social and economic processes in society. Such subjects as "Theory and practice of marketing in the industry service" and "Strategic marketing" were recommended according to the proposal of D.Ryspekov, the Deputy Chairman of "Almaty Economy Management and Budget Planning" KGU; such subjects as "Internet trading" were introduced in EP according to the proposal of B.Kargulov, the employer – the Chairman of "Almaty Statistics Department". The faculty members together with partners from real sector develop such subjects as "Social marketing" and "State marketing".

Uniqueness of EP "Management". In accordance with the developed educational program, the students gain fundamental theoretical knowledge and practical skills of administrative activity on the basis of world experience. Today, labor market shows that the most demanded is profession of manager. Relevance of such activity consists in its versatility. Graduates in specialty "Management" gain a complex of fundamental knowledge, abilities and practical skills in various spheres, in particular in economics, marketing, advertizing, etc. Moreover, any company focused on active development of business needs a sensible manager. From here the morals follow: demand for effective managers will be always. It is focused on studying of actual problems of modern management, strategic management, risk management, innovations management, personnel, public and municipal administration and many other things. Many branches of national economy faced the global competition. So, corporations need the "managers" of new type capable to be guided in underwater reeves of the market economy. EP "Production management" and "Risk management", intended for training of such experts are recommended by business partners. Students study not only economics, but also technological bases of branch, questions of production organization at the enterprises. Curriculum documents are adapted under the needs of modern production and business. It is of interest not only to experts – managers of the production and telecommunications enterprises, but also to IT-specialists as a number of blocks of curriculum documents is devoted to the questions of production and information management. Such unique education as of today can be obtained both in intramural and extramural modes of study in AAES.

Uniqueness of EP is that the program is supported with profound studying of questions of labor economics that allows the graduates to work in the most different branches and sectors of economy. Any enterprise and organization consists of people the work of which needs to be organized, paid and estimate. Popularity of this specialty is justified both by prestige of economic education at a labor market and the high level of training of specialists and prospects of their further employment. In this regard, this program is the timely answer to the requirements of time. It is known that entry into the market affected all branches of economic and social sectors. However, not all branches were prepared for the work under these conditions. Therefore, this program is called to meet a lack in the knowledge of economics, management and marketing, business-planning, accounting and taxation.

Educational trajectories in the directions: "Management in the organization; Anti-crisis management" are offered within EP "5B050700-Management".

Educational trajectories in the directions: "Economy of firm and branch markets", "International economy" are offered within EP "5B050600– Economics"; trajectory: "Economy on branches and fields of activity", "Business economy" are offered within Master's program.

The following educational trajectories are offered within EP "6M051100-Marketing" in the directions: Marketing in branches and spheres; Practical marketing.

The effective system of planning and document flow is organized for monitoring and control of quality of performance of objectives stated by the Academy. Normative, legal and technical documentation of AAES regulates all the processes, forms labor, performing and corporate culture and allows to carry out documentary estimates of efficiency of mission, purposes and tasks.

The main documents regulating AAES activity: structure of AAES; annual plan of the Academic council; annual plan of R&D and Students' scientific research; annual plan of Educational work; annual plan of work of Education board; provision on Academic council; provision on Competition to fill the vacancies; provision on work of Admission Committee; regulations on structural subdivisions; Rules of internal regulations and others.

The analysis of dynamics of educational services market development in Almaty and RK is carried out within generation of strategy for EP development by taking into account the directions of specialists training by higher educational institutions-competitors. The analysis of students' enrollment in specialties "Economics", "Management", "Marketing" shows that the main advantages of AAES compared to the higher educational institutions - competitors are as follows:

- implementation of continuous system of specialists training at the levels: Bachelor's and Master's program; ("5B050600/6M050600 - Economics");
- specialized orientation of personnel training;
- realization of the principle of education accessibility;
- financial independence;
- social package;
- highly skilled staff composition including famous scientists in the field of economic and applied sciences;
- active introduction of on-line educational technologies of training;
- image of Academy, favorable for development and improvement.

On the accredited specialties on Bachelor's program, the educational process is carried out in intramural and extramural modes of study in groups with Kazakh and Russian training languages. Educational process in master degree course in specialties "Economics" and "Marketing" is carried out in intramural mode of study in groups with Kazakh and Russian training languages.

Educational programs are directed on mastering of the main professional competences by graduates:

- application by bachelors of theoretical knowledge and practical skills of training in analysis, planning of administrative activity of civil servants according to professional self-determination, etc.;
- during profession-oriented training of masters - to be competent of updating and realization of professional activity, social interactions, personal and professional self-determination, etc.;
- during scientific and pedagogical training of masters - to be competent of design of scientific and pedagogical situations, in rational choice of optimum forms, methods, tutorials, studying and accumulation of professional experience, etc.;

At present, the personal competences became higher than professional; therefore employers give preference to bachelors or masters who are also in possession of common cultural, corporate, communicative competences. In this regard, employers represented by Departments, Data-Processing Center of Statistics Agency RK, Limited Liability Partnerships and others, assist in the organization of work practice by forming inquiries to a set and level of skills which graduates have to possess.

Catalogue of Elective Subjects is annually developed for implementation of educational program which describes the subjects of component for selection with the indication of summary, pre-and post-requisites. It is available to students on hard and soft copies. The structure and contents of the work curriculum document correspond to the State Compulsory Educational Standard of specialties and standard curriculum documents, approved in 2013. Programs of subjects are developed at an adequate scientific and methodical level. The chairs develop RUP providing the modular studying of subjects with the observance of logical sequence of subjects studying. RUP are developed for the entire period of training on a basis of standard curriculum document of specialty and EP approved by the Order No.343 issued by MES RK on August 16, 2013 and are to be

approved by decision of the Academic council. RUP is prepared by taking into account the logical sequence of subjects studying. The components forming personal development of students, their creative abilities and social competences are mainly contained in elective courses of educational programs of general education subject cycle. Components to select basic subjects cycle include the subjects aimed at the development of creative personality and forming professional skills of students. Elective subjects of major cycle consider the last changes in labor market, reflect the interests of the employer, and along with all types of practices are aimed at training for professional activity. Educational trajectory of each student is determined on the basis of education plan and Catalogue of Elective Subjects. Individual education plans are prepared by students using adviser after enrollment for the subjects chosen by them. The content of the work curriculum document of bachelor degree course in EP "Economics" and "Management" includes the general education, basic and major subjects.

The cycle of general education subjects (GES) contains 32 credits in total, the cycle of obligatory component - 30 credits, and cycle of component for choice – 2 credits. As a result of GES studying, the student has to know the basic provisions of SGD; know Kazakh, Russian, foreign languages; have skills of work with RC as the mean of control and work with software of general purpose; use information received from global computer networks.

The cycle of basic subjects (BS) contains 64 credits in total, the cycle of obligatory component – 20, and cycle of component for choice – 44. As a result of BS studying, the student has to be able to analyze and interpret the financial, accounting and other information containing in the reporting documents of the enterprises of various forms of ownership and reveal tendencies of change in socio-economic indexes; know the languages necessary for studying of the major subjects at the professional level.

The cycle of major subjects (MS) contains 32 credits in total, the cycle of obligatory component - 5, and cycle of component for choice – 21. As a result of MS studying, the student has to acquire the knowledge, skills necessary for implementation of all types of professional activity in the field of economics, management and marketing.

Passing of professionally-oriented practices is provided in specialties and EP.

- practical training - 2 credits. The practice purpose – studying of production activity subject according to the specifics of professional orientation;
- work experience internship - 2 credits. The practice purpose – fixing of theoretical knowledge in special subjects;
- pre-graduation practical training – 2 credits. The practice purpose – preparation and writing of the diploma thesis (project).

The volume of academic hours on each cluster specialty makes 5805 hours or 129 credits of theoretical training, 6 credits of professional practice. Teaching of all disciplines connected with training of specialists is based on development of inter-subject relations. The basis of training is provided by balance of classroom and out-of-class work of students which, at average, makes 33 of 67%. Subjects which are a part of EP modules play especially important role in the course of training continuity (Bachelor's and Master's program). Inclusion of modules in the work curriculum document which are beyond the qualification gives the real chance to the future expert to master additional number of credits and competences. Upon completion of training, the student will have knowledge not only within direct specialty, but also the knowledge and competences which are indirectly related to the required specialization. It is one more advantage in provision of the academic mobility as the range of the mastered subjects is replenished at the expense of this additional module.

Training of Master's degree students is carried out on contractual basis. According to the Dublin descriptors, the graduate student masters the following upon completion of the second cycle of training:

- ability to find solutions of theoretical problems in more comprehensive (cross-subject)

context and frameworks of adaptation of the world experience of marketing technologies to conditions of the domestic market; estimation of the market situation according to the changing environment, connected with the studied area;

- the organization and execution of scientific researches of modern theoretical and practical problems of economy and business, methodology of scientific knowledge, and knowledge of not less than one foreign language at professional level, allowing to conduct scientific researches and practical activities; skills at the level of higher professional education which are the basis or opportunity for original development or application of ideas in the context of scientific researches;
- ability to integration of knowledge and make the weighed administrative and marketing decisions; analyze and estimate status and features of the branch, regional and international markets; define priorities and purposes of marketing activity; adapt to economic and organizational changes; cope with difficulties and exercise judgments on the basis of incomplete or limited information by taking into account the ethical and social responsibility for application of these judgments and knowledge; be socially, morally and psychologically mobile and adaptive;
- ability to submit the conclusions and buttress the knowledge by facts in the professional sphere, accurately and clearly report the conclusions and knowledge of receiving, processing of marketing information with the use of modern technical means and justification of strategy of marketing activity; execution of complex researches; development, organization and implementation of marketing policy; use of modern economic technologies; application of the international quality standards and international ISO standards in the form of thesis, article, report, and analytical note, etc.;
- make decisions in difficult and non-standard situations in the field of organization and management of economic activity of the enterprise; think creatively and take a creative approach to the solution of new problems and situations;
- have skills for the solution of scientific and professional tasks; scientific analysis and solution of practical problems in the organization and management of economic activity of organizations and enterprises; expansion and increasing knowledge necessary for daily professional activity and continuation of education in doctoral studies.

Scientific and pedagogical educational programs of master degree course realize the professional training programs of postgraduate education on training of scientific and pedagogical personnel for the system of higher, postgraduate education and scientific sphere having profound scientific and pedagogical training. Educational programs "6M050600-Economics", "6M051100-Marketing" contain components for training for the professional activity.

Studying of the latest theoretical, methodical and technological developments of domestic and foreign science, fixing of methods of modern scientific researches by Master's degree students of educational program "6M050600-Economics", "6M051100-Marketing" is provided during passing of research practices (formulation of initial prerequisites and concepts, work with information, reference, abstract publications on problem of scientific research; processing and interpretation of experimental data with application of new information technologies, etc.).

The principle of gender equality applies to all students. Equal accessibility to educational, research and educative activity is functioning. The students can use specialized and multimedia classrooms equipped with all necessary technical and audiovisual means for conducting laboratory and practical works at the modern level.

Different types of activities in structure of educational programs are reflected in additional modules – this are all types of practices, research work, diploma theses and master's theses where the number of credits is not included in the total number of credits of theoretical education.

The principle of creation of EP is based, first of all, on logicity and sequence of subjects studying. As examples it is possible to note the creation of pre-and post-requisites at a level of

Bachelor's and Master's programs of the scientific and pedagogical direction, respectively. Such principle of creation of educational programs is applied in the general system of training in all EP of the chair. It should be noted that depending on the chosen trajectory of the student, the post and pre-requisites can vary. Results of training are checked on the basis of analysis of compliance of the content of examination questions and test tasks with the content of subject curriculum, and also on availability of professionally focused questions therein, thus, the audit of existence of knowledge, skills and competence of the students declared in curriculums and educational and methodical complexes is carried out. Specific character of educational programs defines the content of subject matters. So, the EP of Bachelor's program "5B050700-Management" includes subjects which are based on the formed competences – the manager of administrative character, EP of Bachelor's program "5B050600-Economics" – subjects on economic analysis, planning, efficiency justification, etc.

The comparative analysis of educational programs content for education levels is carried out on an annual basis with the leading Kazakhstan and Russian higher educational institutions, in particular, such higher educational institutions, as KazNU named after al-Farabi, KazEU named after T.Ryskulov, Moscow Institute of Economics, Statistics and Informatics, Kazan Institute of Economics, Management and Right, etc.

As a result of the comparative analysis, the amendments in EP have been made in curriculum of 2013-2014 academic year. Thus, the new subjects for specialty "5B050700-Management" were introduced: "Motivational management", "Psychology of management", "Communication management"; for specialty "5B050600-Economics": "SME economy and organization".

Educational programs are revealed in a number of high school documents, namely, in the teaching materials of specialties (UMKS) and in the teaching materials of subjects (UMKD). UMKD includes the educational and methodical documents specifying the planning, organization and training on subject. AAES possesses the regulations for development, review and approval of educational and methodical complex of subject.

UMKD is developed for each subject including the standard program, work program, syllabus, abstracts of lectures, methodical recommendations on subjects study and others. All UMKD components pass the examination at sub-faculty meeting and approval by Educational and Methodical Board of the Academy. Lecturers revise their programs annually and make amendments thereto due to the new research works, new literature; changes in the modern economy; changes in the legislation and standards. Process and procedure of educational programs approval are supported due to development of regulatory and administrative documentation and provision of its availability to collective.

Educational programs are developed separately in forms, levels and terms of training and are based on the following principles:

- coordination and mutual adaptation of curriculums and programs; completeness of education at each stage;
- satisfaction of the educational inquiries of students depending on abilities, desires and capabilities;
- complexity of work on vocational guidance and professional training, study of the labor market demand;
- learning at the basic, deepened or advanced level.

Particularity of methodical process is the development of modular programs. In specialty "Economics", the Bachelor's modular program includes two educational trajectories: "Economy of firm and branch markets" and "International economy", in specialty "Management": "Business" and "Anti-crisis management".

Development of general competences of the higher education is carried out within the Bachelor's program according to NSK: general education, social and ethical competences; economic, organizational and administrative and special competences. The bachelor-graduate

masters the key competences in professional activity - ability to work with information, own sociable qualities, social and ethical competences and application of professional knowledge in standard situations. The Master's program is focused on deepening of competences acquired in the Bachelor's program in the context of scientific researches. This program trains the scientific, pedagogical and administrative personnel.

Modernization of process of subjects teaching is based on the modern educational technologies, comprehensive methodical provision of all its components. Lecturers of the chair actively use the IT-technologies in educational process.

The plan of educational program development in specialties "Economics", "Management", "Marketing" undergoes the public discussion with the representatives of all parties concerned. Academic council is functioning in AAES which consists of representatives of business entities, research institutes and other organizations of the city of Almaty (A.Moldashev, Doctor of Economics, Academician of ASKHN, Director of KazNII EAPK&RST is the member of Academic council from Cluster 1). The wishes of employers, requirements of labor market, and opinions of Academy experts who train the students in similar specialty are considered in the course of development of modular educational programs. For example, for educational program discussions were involved: A.Moldashev, Doctor of Economics, Academician of ASKHN; N.Turgumbayev, Deputy Director of "KazTransOil" JSC branch. Employers, experts-practicians are involved in the formation of plan of educational program development. Participation of these groups in elaboration of plan of educational program development is reflected in the following aspects:

- EP peer review;
- discussion of plan of educational program development at the meetings of chairs with the invitation of employers, experts-practicians;
- discussion of plan of educational program development in the academic groups;
- students questioning for the purpose of identification of degree of their satisfaction on the main activities of the chair;
- students participation in development and implementation of strategic directions of the chair activities.

The mechanism of formation and regular revision of EP development plan and monitoring of its realization is conducted according to the strategy of the chairs and Academy development. The assessment of educational programs represents a system of norms and rules, diagnostic and evaluation procedures which provide compliance of quality of education with the requirements of State Compulsory Educational Standard in terms of uniform conceptual and methodological basis, evaluation of educational achievements by students, timely detection of discrepancies and their timely change, increase in the level of awareness of the parties concerned. The model of graduate in specialties "Economics", "Management", "Marketing" contains criteria of specialist personality development as teacher, researcher and top manager. This model of preparation represents a set of components of professional competence, each of which reflects specifics of its realization in professional activity and provides knowledge.

Monitoring of implementation of EP development plan in specialty is conducted on a constant basis (chair, academy, employers). The report on realization, efficiency and productivity of EP development plan is prepared by the head of EP and is considered at the meetings of educational board of AAES. When conducting monitoring, the following is checked: completion of plan; compliance of results of processes with the planned indicators (productivity); discussion of productivity discussion; evaluation is given; development of correcting actions for elimination of shortcomings and omissions in the work, if necessary. For continuous improvement of processes performed by the chair, the mission, purposes and tasks in the field of quality for 2014-2016 are developed and approved (protocol No.1 UMS AAES dated 27.08.2014), the Plan for improvements of the chair activity is annually developed and approved, the report on its completion is considered following the results of the year.

The mechanism of implementation of EP development plan is carried out proceeding from the volume of annual financing, and strategy of Academy development. It answers the features of present situation (economic, legal) in the country and in the world, and is supported by unique ways of educational process realization. AAES follows the principles of stability, efficiency, transparency and self-sufficiency of EP financing. The work plan for academic year is prepared separately for each process, and the report on the work done and results obtained is prepared at the end of academic year. Plans and reports are stored in the chair. For realization of EP in specialties "Economics", "Management", "Marketing", all the process is divided into the following directions:

- educational and methodical work: development of curriculum document and work curriculum document; implementation of educational and methodical provision of EP subjects; conducting all types of academic studies according to the work curriculum document on subjects of the chair, and provision of quality of their performance;
- use of on-line technology of training and creation of the information and pedagogical environment, which increase assimilation of training material by students; organization and management of pedagogical and research practices of Master's degree students, their methodical provision;

The research work includes the performance of scientific researches; discussion of research works on subject matter of the chair and preparation of the conclusions on them; preparation of students for participation in conferences, reviewing of scientific articles, involvement of students in execution of the research projects (A.Ashimova, the Master's degree student in specialty "Economics", in 2012-2013 academic year participated in the research project on subject: "Stimulation of investment activity by introduction of financial instruments in the form of "green certificates"); in 2014, A.Karibzhanova and Yu.Kim, the students in specialty "Economics", and N.Nurbayuly and E.Orazgaliyeva, the Master's degree students were involved in performance of the applied scientific research "Research of social and economic development of the city of Almaty for identification of reserves of economy growth" by request of "Almaty Department of Economy and Budget Planning" KGU, participation of students in the work of scientific seminar of the chair which takes place once a quarter according to the plan.

For the increase of efficiency and consistency in the solution of employment problems, the students and undergraduates in specialties "Economics", "Management", "Marketing" visit the Fair of vacancies which is held by AAES and leading enterprises of the city and where the graduates directly meet the employers. Within academic year, the presentations of the companies are held for employment of graduates with participation of employers.

The work experience internship is one of the important questions of educational process organization. For arrangement of work experience internship, the chair together with Sector of career and business partnership signs contracts with the commercial and noncommercial enterprises. Contracts for work experience internship are filled in according to the established form which after coordination by both parties is signed by the heads of Academy and company.

The employment indicator is the most important according to the international criteria of status value. For the increase of efficiency and consistency in the solution of graduates' employment problems, the chair carries out the following work:

- cooperation with various enterprises and organizations by negotiations with the further conclusion of contracts on traineeship of students;
- close attention is paid to the organization of research, work experience internship of students, and constant work on extension of contracts for traineeship of all types in the scientific organizations and leading companies of the country;
- lecturers of the chair held 3 master classes and consultations directed on the organization of mutually advantageous partnership with educational institutions, scientific institutions and large companies;

- faculty members of cluster together with Almaty Akimat actively participates in the fairs of vacancies with participation of representatives of various companies and organizations which represent the real opportunities for the graduates employment.

The accredited educational programs developed on the basis of State Compulsory Educational Standard of specialties and standard curricula are coordinated with the inquiries of labor market and mission of the Academy. According to the poll about how the mission and strategy of Academy is reflected in the training programs, 46,4% of respondents considers as very good reflected, 53,6% – as good. So, 39,3% of respondents consider that the mission and strategy of Academy in the procedure of assessment is reflected as very good, 58,9% as good, respectively and 1,8% as bad. Following the results of poll, the mission and strategy of higher educational institution is reflected in the innovative programs very good – 35,7%, good – 60,7%, bad – 1,8%, and very bad – 1,8%.

For increase of efficiency and consistency in the solution of problems of employment, the students and Master's degree students in specialties "Economics", "Management", "Marketing" on annual basis are visiting the Fair of vacancies which is carried out by AAES and leading enterprises of the city where the graduates directly meet the employers. Presentations of the companies for the purpose of graduates' employment are held within the academic year together with employers.

One of the important questions of educational process organization is the performance of work experience internship. For passing of work experience internship, the chair together with Sector of career and business partnership signs contracts with the commercial and noncommercial enterprises. Contracts for passing of professional practice are filled in according to the established form which after approval by both parties is signed by heads of Academy and company.

According to the international criteria of status value of this or that specialty, the most important is the employment indicator. For increase of efficiency and consistency in the solution of problems of employment, the chair carries out the following work:

- cooperation with various enterprises and organizations by means of negotiations with the further conclusion of contracts on the traineeships of students;
- close attention is paid to the organization of research, work experience internship of students, the work on extension of contracts on passing of all types the practices in the scientific organizations and leading companies of the country is constantly conducted;
- lecturers of the chair held 3 master classes and consultations directed on the organization of mutually advantageous partnership with educational institutions, scientific organizations and large companies;
- together with Akimat of the city of Almaty, the faculty members of cluster actively participate in the fairs of vacancies with participation of representatives of various companies and organizations representing the real opportunities for employment of graduates.

The accredited educational programs developed on the basis of specialties and standard curricula of the State Compulsory Educational Standard are coordinated with the interests of labor market and mission of Academy. The results of questioning on how the mission and strategy of Academy is reflected in the curriculum documents are as follows: 46,4% of students consider as very good, 53,6% – as good. So 39,3% of students consider that the mission and strategy of Academy in the procedure of evaluation is reflected as very good, 58,9% - as good, and 1,8% - as bad. Following the results of poll, the mission and strategy of higher educational institution is reflected in the innovative programs as very good – 35,7%, as good – 60,7%, as bad – 1,8%, and as very bad – 1,8%.

Table 5. Model of formation of educational program development plan

Category of stakeholder	Interest in educational program	Participation, role in formation of educational program development plan
State	Is interested in development of human capital assets	Execution of legal and regulatory framework of higher educational institution activity and main order for training of specialists through distribution of schedule figures of budget admission
Regional authorities	Are interested in achievement of economic growth of the region, provision of people employment and satisfaction of the region needs for skilled personnel and workers	Participation in formation of higher educational institution development strategy
Employers: - “Damu” Fund JSC; - “ENPF” JSC; - “Mercur-nan” LLP; - Insurance Co. “Nomad-Insurance” LLP; - “METRO Cash and Carry” LLP; - “NurBank” JSC; - “Kaspi bank” JSC; - “KazakhTelecom” JSC; - “RAIMBEK-BOTTLERS” LLP; - “NPF People’s Bank” JSC; - “BTA” SK JSC; - “KazTransoil” JSC; - KazNII of Economics APK and RST and others	Are interested in getting competent specialists	<ul style="list-style-type: none"> - participation in development of educational programs and formation of professional competencies of graduates; - holding of practical trainings at enterprises within the branches of chairs; - participation in reviewing of diploma papers; - provision of conditions for traineeships at enterprises; - provision of study allowances for students with subsequent employment; - execution of agreements with enterprises to train bachelors with subsequent employment.
Graduates of higher educational institution working as per obtained specialty (Association of graduates)	Are interested in the increase of professional competence, career growth, advanced training and obtaining of additional education (“life-long learning”)	- participation in development of educational programs and formation of professional competencies of graduates.
Other higher educational institutions (foreign and local higher educational institutions-partners)	Are interested in long-term international and inter-academic cooperation	<ul style="list-style-type: none"> - lecturing by leading foreign and Kazakhstan scientists; - expertise of educational programs.
Enrollees (graduates from secondary schools and colleges) and their parents	Stand in a way of specialty choice and are interested in getting of qualitative education for subsequent employment	<ul style="list-style-type: none"> - level of studied educational program, quality and conditions of training; - level of educational program and quality of obtained education; - level of capitalization of obtained education expressed in the increase of personal incomes (wages).

Various public (including state) organizations and associations interested in social partnership	Are interested in involvement of students and lecturers of higher educational institution in participation in various actions of the city and oblast, and in the use of creative/sports potential of collective of higher educational institution	<ul style="list-style-type: none"> - organization of advanced courses for lecturers of higher educational institution; - assistance in employment of graduates of higher educational institution; - provision of study allowances for best students.
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The requirements established by employers find reflection in the work curricula in specialties "Economics", "Management", "Marketing" in the block of elective component and are fixed in individual plans of students.

The backbone business process is the process of design and development of educational program which consists of the main and auxiliary processes. The channels of feedback existing in Academy give opportunity to all participants of educational process to address to the management with problems, initiatives and suggestions for improvement of activity (there is a Blog of the Rector and box for complaints and offers located in the Academy lobby). Prorectors, heads of structural subdivisions and chairs accept visitors daily in an operating mode. In addition, there is a procedure of written address of participants of educational process to the Authorized representative of quality management concerning the improvements in the activity of Academy. Constant communication channel includes sociological polls which are regularly carried out in Academy with involvement of students in specialty "Statistics", "Management", "Marketing" and "Economics" which are held according to the plan and cover all participants of educational process. Academy has the official three lingual Web-site (www.aesa.kz). This site is intended for placement of operational information concerning the main fields of activity of Academy. The transparency of educational program is promoted by credit technology which allows the students and master's students to build an individual trajectory of training, get advice of lecturers during SRSP/SRMP, trace the academic rating and lecturers to master the training courses independently by using UMKD, course cases, resources of electronic library, etc. The graduate chair defines and carries out the measures for maintenance of continuous communication with the consumers of educational services concerning the information on change in curricula, directions of specialists training; feedback from consumers, including complaints, claims and wishes, including by means of results of sociological polls. Thus, questioning among the students and master's students is carried out on an annual basis "Satisfaction of students/master's students with quality of educational services", questioning regarding detection of satisfaction of lecturers and employees with the working conditions in Academy, and also questioning of employers regarding their satisfaction with quality of graduates training. Following the results of poll, 93% of students highly appreciated a possibility of choice of the studied subjects, 89% gave a positive evaluation to the relations with faculty members.

The majority of asked employers are satisfied with the level of training of students who passed practical training or work in their company.

Academy has formed the culture of quality which provides efficiency of educational programs realization. Internal code of labor conduct is developed wherein the standards of corporate ethics of AAES employees are defined (Protocol US No.1 dated 28.08.2013).

Sector of career and business-partnership promotes the formation of culture of self-positioning of graduates of EP in labor market by supporting continuous communications with employers.

The results of poll demonstrated that 90,7% of respondents estimate the level of management availability to the lecturers as very good, 9,3% – as good.

The results of poll on assessment of level of feedback of faculty members with the management: very good – 88,9%, good – 10,2%.

On a question of your relations with the dean's office, level of its availability, the asked students answered as follows: satisfied – 91,7%, partially satisfied - 7,4%, partially are not satisfied - 0,9%.

Concerning assessment of level of availability and responsiveness of Academy management, the results were as follows: satisfied – 90,7%, partially satisfied - 9,3%.

Poll about usefulness of web-site of the organization has showed that are satisfied – 83,3%, partially satisfied – 13,9, and are not satisfied - 2,8%.

The commission notes close interaction of the graduate chair with employers in the questions of organization of all types of practices, diploma design, and master theses during execution of professional orientation work, distribution and employment of graduates.

The analysis of planning of educational activity demonstrated insufficiency of risks assessment and definition of ways for their decrease as well as insufficiency of analysis of these changes. In this regard, within the EP it is necessary to strengthen the work on risks assessment and definition of ways for their decrease, trace the efficiency of changes on a regular basis. Infrastructure of material and technical base of Academy allows conducting the educational process at the level which is completely conforming to the requirements of State Compulsory Educational Standard. The continuity of educational program contents at various levels and continuity of Bachelor's and Master's degree programs is observed in Academy, that is the formation of system of continuous training of students.

EEC notes that from 37 criteria of EP of 1st cluster: on 6 criteria - strong positions, on 28 criteria - satisfactory positions; on 3 criteria - improvement is possible. This is connected with specification of identity and uniqueness of EP development plan, assessment of risks and definition of ways for their decrease in EP management, expansion of cooperation with other higher educational institutions implementing similar EP.

For improvement of processes of educational programs management, the commission recommends:

- revise the form of EP development plan for the purpose of specification of the activities, forecasting of perspective dynamics of formation of students enrollment and specification of identity and uniqueness of EP development plan;
- specify and formalize the mechanism of identification and management of EP risks, and ways for decrease in these risks;
- make more specific the results of training and model of the graduate of EP for BA-MA levels in the process of development of professional standards;
- create policy of EP brands advancement;
- expand cooperation with other higher educational institutions implementing similar EP and exchange of experience.

2) Standard “Specifics of educational program”

Specific features of educational program "5B050600/6M050600 - Economics" consist in formation of such orientation of educational process at which the accent from the content of training is transferred to the result of training, thereby allowing meeting the external requirements for quality of education on the part of society and employers. Within the individual trajectories of training, it should be noted that such trajectories as "Economy of firm and branch markets" according to the Bachelor's degree program, and "Economy and management of national economy on branches and spheres" according to the Master's degree program are the most demanded among the students. Specific features of educational program "5B050700 - Management" consist in training of specialists-managers for dynamically developing economy of Kazakhstan. Based on this EP, in Academy are developed such trajectories as "Management in the organization", "Anti-crisis management" among which the most demanded is the "Management of the organization". Specific features of educational program "6M051100 - Marketing" are directed on formation of common

cultural (universal), social and personal, general scientific, instrumental and professional competences allowing the graduate to work successfully in the chosen field of activity and be successful in labor market, possess the principles and methods of administrative activity, enterprise and business activity, ability to make effective marketing decisions on the basis of high professional competence. Within the offered trajectories, the students often choose "Practical marketing" according to the Master's degree program.

Curriculums on educational programs are developed by taking into account the proportions between obligatory and elective components, listing of all obligatory disciplines, all types of practices and other types of training activity with the indication of their labor inputs in the Kazakhstan credits and credits of ECTS Curriculums are approved prior to the beginning of academic year. Relevance of the offered EP and their separate components is defined at a meeting of chairs with participation of faculty members and employers considering their provision with literature, educational and methodical materials and other MTB. Thus, the trajectory anti-crisis management in EP "5B050700-Management" was developed in 2015 according to the proposal of employers. For realization of principle of academic freedom, the educational programs assume selection of training on individual educational trajectories with consideration for the personal requirements and capabilities of students. The interrelation of educational programs of bachelor and master degree course is visually traced, and there is an essential difference of substantial part of EP depending on trajectory of study and level of training. Thus, for example, the subject "Behavior of consumers" studied in the bachelor degree course according to educational program "Marketing" has its logical continuation in the master degree course when studying the course "Branding management".

Distribution of subjects on semesters is carried out in logical sequence by taking into account the observance of pre-requisites and post-requisites. Individual curriculum of student is approved annually by Director of Department for Academic Work of Academy, and contains a list of subjects and credit hours.

The commission confirms that graduate chair has the models of the graduate of accredited educational programs being developed including the knowledge, abilities, skills, competences and personal qualities which meet the requirements of the modern labor market. The organization of curriculum of students on educational trajectories is based on implementation of the principle of orientation of EP to the personal needs of student and disclosure of student potential and training of socially active person.

The management of EP provides equal opportunities to the students, including regardless of training language, at the choice of the individual educational program directed on formation of professional competence. The management of EP creates the mechanism of monitoring of satisfaction of students with AAES activity in general, separate services, in particular, and functioning of feedback system including operative submission of information on results of the students knowledge evaluation.

Members of EEC held discussions with faculty members, employers, graduates of different years and students of different courses. B.Kabylbekov – the director of strategic development of "Paragraph" LLP and E.Dmitrenko – the chief accountant of "MEGA Alma-Ata" LLP were present at the meeting on the part of employers. Interviewing of employers showed that in 2014-2015, they offered to introduce the elective subjects studying technological features of concrete industries. Their wishes were taken into account during preparation of EP and these subjects were included in KED on EP. Also they gave an assessment to the level of training of placement students and graduates working for them as experts. B.Kabylbekov emphasized that AAES graduates possess sufficient baggage of knowledge, their labor adaptation takes place quickly enough, and they are competent and capable to make qualified decisions and form personal career trajectory.

The following persons were present on the part of graduates: A.Bagybayeva – Lead Expert of Department of Organization of Educational Process of NEU named after T.Ryskulov, D.Digant -

Director of “MariDianaStroy” LLP, S.Zhalturova - Deputy Chief of “Kazpochta” JSC, Yu.Bazilitskaya - Administrator Cashier of “Beggin” LLP, N.Seraya - "Almaty College of Service maintenance", D.Eskendirov – Chief Specialist of the Industry Department of Statistics, Zh.Manarbek - Operator of “HomeCredit” JSC Bank; A.Duysenbayeva - Senior Lecturer of NEU named after T.Ryskulov, A.Chuyeva – Chief Specialist of Department of Science of NEU named after T.Ryskulov, M.Abirova - Manager on Goods Purchase of "KAZ-FOREST” LLP, etc.

Desiderates of graduates during a meeting with the EEC members were as follows: open doctoral studies in specialty "6D050600 – Economics"; increase a number of hours for professional practice or use the elements of dual training; strengthen training in English trained for activation of their participation in programs of the international academic mobility of students and undergraduates.

Interviewing of faculty members showed that they are freely guided in the contents and structure of EP, their answers to the questions of expert commission were substantial and they showed a multilingualism (answered in the Kazakh and Russian languages).

Questioning of students, analysis of the attended open classes, analysis of registration logs on the use of new technologies, logs of mutual attendance of classes, reports on holding master classes and trainings by faculty members of EP demonstrate that active forms and methods of classes holding in the educational process are used on a regular basis.

The assessment showed that there is a balance between the theoretical and practice-focused subjects of the accredited programs, and the name and content of subjects correspond to the actual directions of EP development.

To important component of EP is the organization of professional and production, and scientific research practices. At present, 156 contracts are executed on EP under analysis with the bases of practice, the majority of which are the enterprises having long-term relations of productive cooperation with Academy. 107 contracts are actively used within the accredited EP: “Astana Finance” JSC, “KaspiBank” JSC, “ATF Bank” JSC, “Aziya Communication Center” LLP, “KazMicroFinance” LLP, “Sunkar Group-2008” LLP, “Remstroyproekt” LLP, “Plant of Chronic Connections” JSC, “KazTransGazAymak” JSC, “Tau-ken” LLP, "Tsesna Garant" IC, “HELIOS” LLP, “ProfIntel” LLP, “Konsult” LLP, “Diyevskaya Agricultural Firm” LLP, “Stary melnik-2011” LLP, “KazShinService” LLP, “Home Credit Bank” JSC, “Kostanay RTI” LLP, “Merkury 2030” LLP, “Tulpar Karasu” LLP, “MGM Aliance” LLP, “Selkhozkomplekt” LLP, “Polystirol XXI” LLP, “Bereke-99” LLP, “Kostanaypoligrafiya” LLP, “Okean Trade” LLP, “GAVAR” LLP, “ABRIS” LLP, “Darkan 2010” LLP, “Globeinterstarkz” LLP.

When implementing the educational programs, the graduate chairs also cooperate with other universities – partner-higher educational institutions for the purpose of organization of lectures of foreign professors, and performance of joint researches. Thus, R.Mynzhasarov, Doctor of Economics, Professor, Head of Chair "Management" of MSU named after N.E.Bauman, gave an open lecture on September 10, 2014 on subject "Approaches to Strategic Management in Russia and Kazakhstan" for students and undergraduates in specialty "Economics", "Management" and "Marketing". Cooperation with various educational institutions of the republic, CIS and non-CIS countries is arranged in the course of educational programs implementation, and for harmonization of educational process: NEU named after T.Ryskulov, Institute of Economics, Management and Law (Russian Federation, Kazan), Belgorod University of Cooperation, Economy and Law of the Russian Federation, Lodz University (Poland, Lodz), Slavic University (Republic of Moldova, Kishinev), etc.

At the same time, the commission notes insufficient harmonization of contents of educational programs with the educational programs of the leading foreign and Kazakhstan higher educational institutions. Detection of general features of educational systems of foreign countries and Kazakhstan higher educational institutions defines the necessary basis for further development of integration projects in the sphere of education.

EEC notes that among 33 criteria, 2 standards on 10 criteria of this standard, the educational programs of all levels of training have a high position, on 21 criteria – satisfactory positions, on 2 criteria - assume improvements: insufficient harmonization of the contents of accredited educational programs with educational programs of this direction of the leading foreign and Kazakhstan higher educational institutions; lack of joint educational programs with the foreign higher educational institutions.

The commission recommends:

For updating of educational programs contents and improvement of teaching methods:

- continue further harmonization of educational programs content with educational programs of the leading foreign and Kazakhstan higher educational institutions;
- continue work on introduction of results of the researches performed at the interface of economics, management and marketing in educational process;
- consider a possibility of creation of joint educational programs with foreign higher educational institutions and involvement of the Kazakhstan research organizations in educational process;
- continue practice of guest lecturing;
- continue practice of practice-oriented cases formation with the inclusion of Kazakhstan precedents;
- develop joint two-diploma programs with the accredited higher educational institutions, first of all with the higher educational institutions of member countries of Bologna process.

3) Standard "Faculty members and teaching efficiency"

Indicators on qualitative and quantitative structure of faculty members confirm the existence of the personnel potential necessary for realization of all range of educational programs and meeting the qualification requirements for licensing of educational activity. Management of faculty members of EP is provided in accordance with the internal normative documents of higher educational institution, and regulatory legislative acts RK and is directed on implementation of strategic plans of the chairs, and AAES in general. The faculty members of educational programs "5B050600/6M050600-Economics", "5B050700-Management", "6M051100-Marketing" is one of the main resources for ensuring the mission of AAES. In this regard, the staff policy is realized according to the main priorities of Academy strategy.

- educational program "5B050600/6M050600 - Economics" is served by: 54 lecturers in bachelor degree course, among them regular – 52 (96%), including from among regular lecturers -candidates and doctors of science - 28 (51,8%); in master degree course - 16 lecturers, among them regular – 16 (100%). Average age of regular faculty members is 49 years old;
- educational program "5B050700 - Management" is served by: 51 lecturers in bachelor degree course, among them regular - 48 (94%), including from among regular lecturers - candidates and doctors of science - 27 (52,9%). Average age of regular faculty members is 47 years old;
- educational program "6M051100 - Marketing" is served by: 11 lecturers in master degree course, among them regular - 11 (100%), including from among regular lecturers - candidates and doctors of science - 11 people (100%). Average age of regular faculty members is 52 years old.

The number of faculty members conducting classes in master degree course is 16 people as of September 1, 2015, among them regular – 16, part-time - No. Doctors of science, professors – 4 people; candidates of science, associate professors - 12 people. The percentage of lecturers with academic degrees and ranks from among regular lecturers, including basic and vocation-related subjects makes 100% that conforms to the standard requirements.

Average age of faculty members with academic degrees and ranks makes 52 years. Number of regular lecturers conducting classes in state language – 16 people, that is 100%.

3 doctors of science work at graduate chair as full-time lecturers: K.Kubayev (08.00.05), Zh.Seifullin (08.00.05), G.Duysen (08.00.05), whose code of specialties corresponds to subject matter of masters training on the accredited EP. The basic education of all lecturers corresponds to the chair subject matter.

The masters' enrollment in specialty "Economics" makes 49 people. Thus, the ratio of students and lecturers enrollment makes 3,4% that conforms to the standard requirements.

Table 6. Qualitative composition of faculty members in specialties of cluster master degree course

Academic year	Faculty members (people)												
	Total	including			including doctors of science		including candidates of science		including masters		Stand		
		regular	part-time	ratio	from among regular	from among part-time	from among regular	from among part-time	from among regular	from among part-time	regular in %	part-time in %	Sum-total
2013-2014	13	13	-	100	2	-	10	-	1	-	92,3	-	92,3
2014-2015	14	14	-	100	4	-	10	-	-	-	100	-	100
2015-2016	16	16	-	100	4	-	12	-	-	-	100	-	100

All lecturers of EP have subject matter basic education. The leading lecturers having sufficient experience in scientific and pedagogical and practical activities are admitted to lecturing. Implementation of EP makes actual the importance of a role of lecturer as highly qualified specialist capable to achievements, able to be guided in traditional educational space and new innovative processes. Faculty members of the accredited EP are actively involved in research work the results of which find reflection in release of monographs, educational and methodical literature. Among the conducted scientific researches - one research is of applied character according to the request of Almaty Akimat, "Management of Economy and Budget Planning" KGU on subject: "Research of Almaty social and economic development for the purpose of identification of reserves of economy growth" under the supervision of G.Seytkhamzina, Candidate of Economics, Associate Professor. Also, in 2012-2013, the research on subject: "Stimulation of investment activity by introduction of new financial instruments in the form of green certificates" was conducted under the supervision of Zh.Seifullin, Doctor of Economics, Professor, and G.Seytkhamzina, Executive Officer, Professor. Financing of scientific researches of the chair's lecturers is provided at the expense of Customer. The total extent of financing received from the specified organizations in 2012 amounted to 2000,0 ths. KZT; in 2013 – 2000,0 ths. KZT, and in 2014 – 2640,0 ths. KZT

In 2011, the faculty members of the chair have published the following teaching materials: A.Nurpeisova, A.Chuentayeva "Early Development of Kazakhstan Banking Sector (7,5 p.s.); Zh.Yessenkulova "Economy of Nature Use" (8,0 p.s.), "Labor Economy" (6,9 p.s.); "Agrarian Sector Economy" (12,0 p.s.); A.Rustemova "Social Policy and Social Protection of Population" (Manual - 12,0 p.s.); I.Tormina "Investment Management" (Manual - 9,5 p.s.); K.Kubayev, K.Baisholanova "Investment Nusiness (Manual - 20,7 p.s.

In 2012: L.Vassilieva “State Policy of Employment” (Manual - 10,5 p.s.), “Economy of Labor Market” (Manual - 6,8 p.s.); A.Nurpeisova, G.Zhandykeeva, A.Tleubekova “Economy of Enterprise and Business Right” (7,5 p.s.).

In 2013, the following monographs have been published: K.Kubayev, K.Baisholanova “Business Planning of Innovative Projects (Manual - 17 p.s.); K.Kubayev “Effective State Management” (14.7 p.s.); K.Kubayev “Tendency for State Management Development in the Republic of Kazakhstan” (Collective monograph - 16 p.s.); B.Zhunussbekova “International Tourism” (Manual - 15 p.s.); B.Zhunussbekova “Hotel Business” (Manual - 15 p.s.); G.Duisen (Tourism Recreational Sphere of Economy: World Tendencies, Modern State and Perspectives of Development in Kazakhstan (9,8 p.s.).

In 2014: K.Kubayev “Management: Case Study for Solitary Work of Students and Lecturers and Solitary Work of Students (Manual - 16,7p.s.); Zh.Seifullin “State Registration and Accounting of Land Plots” (Manual - 12.0 p.s.); Zh.Seifullin, G.Seitkhamzina “Land Cadaster” (Manual - 15,0 p.s.); B.Zhunussbekova “Marketing” (Textbook - 15 p.s.).

The experts-lecturers having practical work experience are regularly involved for implementation of the accredited educational programs: D.Tursynbayeva, Candidate of Economics, Associate Professor, Finance Director of “Taykazantekhnoservice” LLP; A.Ashimova, Business-Partner of Business Development Fund "DAMU" and other lecturers of Academy having work experience in the real sector of economy. For example, Zh.Seifullin, Professor, has work experience as specialist, junior and senior research associate in KazNIIEOSKH MA KazSSR; from 1989 to 1992 – worked as Director of Tselina Branch of KazNIIEOSKH in Tselinograd, from 1992 to 1997 - worked as Director of Taldykorgan Experimental Station of Taldykorgan NIISH; A.Bralimov, Professor, has length of service as Senior Auditor of Oblpotrebsoyuz in Semey, Chief Accountant of Raw Materials Base, Deputy Finance Director and Director of "Otan" LLP in Semey; S.Maidyrov, Professor, Deputy Economics Director – Chief Accountant of “Eldar” Production Trading Co. (in 1991), Head of Planning Dpt. of the East Office VASHNIL (1991-1993); K.Kubayev, Doctor of Economics, Professor, Deputy Chief of Head Dpt. of Higher Educational Institutions MES RK, Deputy general Director of “Issyk” Agricultural Plant.

Professional experience and level of qualification of faculty members, close cooperation with educational organizations allow to build correctly an educational program and qualitatively to organize the educational process. Professional development of faculty members in specialty "Economics", "Management", "Marketing" is carried out at research institutes, organizations and enterprises of the real sector of economy, higher education institutions of CIS and non-CIS countries through traineeships on acquisition and development of practical skills and abilities, and approbation of results of scientific and practical researches in the work of international and republican conferences.

All regular faculty members of the chair and part-time lecturers have completed training on courses and seminars (Table 7).

Table 7. Info on advance training of EP faculty members for the period of 2011-2014

No	Academic year	Number of advanced training courses		Total
		RK	Abroad	
1	2011-2012	72	6	78
2	2012-2013	78	12	90
3	2013-2014	47	11	58
4	2014-2015	49	8	57

Lecturers of Academy improve their skills on a systematic and planned basis through the

foreign traineeships and advanced training courses as well:

- G.Seytkhamzina - Program "Organization of educational process in higher educational institution: two-level and modular training, credit systems, competence-based approach", in the Inter-regional center of qualification of St. Petersburg State University of Technology and Design, Certificate No.1970 on short-term professional development, St. Petersburg, Russian Federation, October 10-21, 2011, volume - 72 academic hours;
- G.Seytkhamzina, N.Shiganbayeva - Advanced training courses at Faculty of Management of Krakow University of Science and AGH technology (Mining and Metallurgical Academy named after S. Stashits), Krakow, Poland, 06.04 - 16.04 2012, volume - 45 academic hours;
- N.Shiganbayeva - Strategy of Innovative Activity in Social Sphere, Orenburg. Russia, January, 2012, volume - 72 academic hours;
- G.Seytkhamzina, N.Shiganbayeva, A.Ashimova, A.Kozhekenova studied travelling seminar, Ghazi University in Ankara, 12.12-22.12.2012, volume - 45 academic hours;
- G.Seytkhamzina – travelling course "Economy", East Mediterranean University (Famagusta, Northern Cyprus), 04.10-17.10.2013, volume - 72 academic hours;
- G.Seytkhamzina – the Course "Teacher Training Course in Economics", East Mediterranean University (Baku, Azerbaijan), 17.03-24.03.2014, volume- 45 academic hours;
- 49 certificates on advanced training courses completion were received by the chair "E&M" for the period of 2014-2015 academic year.

The faculty members of the chair regularly undergo professional certification, for example, during 2014-2015:

- G.Seytkhamzina – the Course "Management in education", Istanbul European Institute (travelling seminar in Dubai, United Arab Emirates), 48 hours, November 21-29, 2014;
- G.Seytkhamzina – Advanced training courses "Development of skills in application of remote educational technologies (DOT) in educational process in on-line and off-line modes", 18 hours, AAES, February 9-21, 2015;
- N.Shiganbayeva – the Course of seminars and trainings according to the program "Actual problems of economy of Kazakhstan: micro and macroeconomic aspects", RNR Co. Consulting Center, Certificate No.159 – IT February, 2015 (72 hours);
- A.Daribayeva – Innovative technologies of training in "Economics" and "Management" directions, No.077 KM, Almaty, January, 2015;
- A.Karibdzhanova – the Course on subject "Management of human resources", Consulting Center of Organizational Development HR, NEU named after T.Ryskulov, October, 2015.

Implementation of the scientific management for undergraduates is carried out by the leading experts, lecturers having an academic degree corresponding to subject matter of specialty, scientific and pedagogical work experience of not less than three years and who are the authors of scientific publications for the last five years in domestic scientific journals recommended by authorized body in the field of education and science and in the international scientific publications which have non-zero impact factor according to the information of Thompson Reyster database or are included in the Skopus database, as well textbook or manual.

Thus, in 2014, the articles of professor D.Razakova were published in DB journals Tomson Reyster - State regulation of the grain market and formation of the prices for grain products in Republic Kazakhstan, Life Science Journal 2014; 8 (10 p.), 2 articles in DB Skopus – 1) Pricing in the Market of Grain and Grain Products // Middle-East Journal of Scientific Research. (Social and Economic Sciences and Humanities). – 2013. – 13. – p. 218-223.; 2) Current Trends and Outlooks of the Development of the Kazakhstan Grain Market // World Applied Sciences Journal. – 2013. – 25 (6). – R.875-881.

N.Kalaganova, the associate professor, published article in DB Thomson Reyster, Life Science Journal of the USA, IF impact-factor = 0,165, 2014.

A.Panzabekova, the associate professor – 2 articles in DB Thomson Reyster Journal 1) Government debt of Kazakhstan under conditions of the global financial system's instability, Life Science Journal 2014; 11 (4 p.) 2) Financial instruments of state regulation industrial and innovative development of Kazakhstan economy, Life Science Journal 2014; 11 (10 p.)

Articles of Professors Zh.Seifullin, G.Seytkhamzina, D.Tursynbayeva are admitted for review in DB Thomson Reyster and Skopus Journals, the publication of which is planned in February, 2016.

Faculty members of the chair actively conduct scientific research activity within scientific projects and custom-made subjects.

The report "Research of Almaty Social and Economic Development for Identification of Reserves of Economy Growth" has been completed and handed over in December, 2014 by request of "Almaty Dpt. of Economy and Budget Planning". It was drafted by the chair Professors G.Seytkhamzina, D.Razakova and students and undergraduates in specialty "Economics" and "Marketing". The amount of financing for the period of August – December, 2014 made 2 mln. 640 ths. KZT. The monograph was prepared by the project performers based on the results of research and is now in the press. The results of research are also reflected in the scientific publications of project performers and their joint publications with students and undergraduates at scientific conferences.

Lecturers of "Economics and Management" chair publish their works in various editions and take part in the international, republican, scientific conferences, and other actions. For the period of 2014-2015 academic year, they published 16 articles in foreign editions and journals of the Committee for Control in the Field of Science and Education MES RK. In such editions as Journal of Agricultural Science and Technology A and B, USA; Life Science Journal; USA, Russian Academy of Natural Science, "Advances in Current Natural Sciences", India and Central Asia: Exploring New Horizons for Cooperation, Statistics, Accounting and Audit, Economics and Statistics, PGU Bulletin of Toraygyrov, Economic Series, News of Advanced Science (Bulgaria), Bulletin of NII Regional Development, etc.

As for the poll of an assessment of level of stimulation and involvement of young specialists in educational process, the 33,9% of respondents consider as very good 60,7% – as good, 1,8% – as rather bad 3,6% - as bad.

Academic continuity is one of the features for faculty members staffing – preparation of own personnel through the involvement of Master's degree students in scientific and pedagogical activity. A.Ashimova, the Master's degree student in specialty "6M050600-Economics" participated in scientific research on subject "Stimulation of Investment Activity by Introduction of New Financial Instruments in the Form of Green Certificates". N.Nurbayuly, the Master's degree student in specialty "6M050600-Economics", and E.Orazgaliyeva, the Master's degree student in specialty "6M051100-Marketing" were involved in the performance of the custom-made subject "Research of Almaty Social and Economic Development for Identification of Reserves of Economy Growth" according to the order of "Almaty Dpt. of Economy and Budget Planning".

EP faculty members observe the principles of ethical behavior and adhere to the rules of corporate culture of Academy. The moral and psychological climate in the chairs which provide the implementation of educational programs differs in stability and goodwill.

The Academy provides completeness and adequacy of individual scheduling of faculty members work on all kinds of activity, monitoring of productivity and efficiency of individual plans. Faculty members systematically participate in preparation of scientific projects. Monitoring of activity of faculty members is provided in the Academy and complex assessment of quality of teaching and distinct criteria of faculty members' assessment are defined. The assessment of competence of faculty members is carried out through the organization of system of an intramural rating, mutual visits and systematic questioning of students that allows exercising the control and

assessment of efficiency of teaching on constant and continuous basis. Monitoring of activity of faculty members is carried out also through systematic questioning of students and polling of employers.

System of lecturers and employees extra-budgetary salary increment is existing in the Academy. When charging this salary increment, all the range of activity of lecturer and employee is considered that is rather serious factor for motivation of active labor activity. In case of inadequate performance of functional duties, this lecturer can be deprived of such salary increment. The results of all activities of the lecturer are also considered at re-election for the new term of work.

Data on faculty members composition are available to the public and are published on the website of AAES; each EP on the website has its own profile, and information is provided by the chairs, and department of personnel administration.

EP faculty members actively use the innovative methods and forms of education in educational process and pay much attention to the questions of introduction of modern methods of training and means of cognitive activation of the students. Methodical developments of the manual of Professor K.Kubayev "Management: technique for the performance of SRSP and SRS" are applied during classes on subjects of specialty "5B050700-Management". Lecturers use the following methods: case-study developed both on example of the Kazakhstan, and international companies, business games, quizzes, presentations, reviewing of scientific articles, essay, reports, glossaries on subjects of the given courses and drafting of research projects and their protection. A.Karibdzhanov, the associate professor, uses case-study and statistical databases at the solution of practical tasks by students on subjects "Macroeconomics" and "Microeconomics".

The results of question "To what extent can the lecturers of higher educational institution use the own strategy, methods and innovations in the course of training?" are as follows: concerning strategy, 50% – very good, 48,26% –good, 1,8% bad; concerning methods, 69,6% –very good; 26,8% –good, 1,8% –bad, very bad – 1,8%; concerning innovation in the course of training, 57,1% – very good, 39,3– good, 1,8% – rather bad, 1,8% – bad.

At the same time, the commission notes that the increase of average age of the faculty members composition with academic degrees and ranks is observed; insufficient involvement of famous scientists, public figures and politicians, honored workers in EP implementation.

EEC notes that from 21 criteria, 3 standards on 4 criteria of this standard of educational programs have strong position; on 16 criteria – satisfactory positions, on 1 criterion – improvement is required: development of academic mobility and involvement of the best foreign and domestic lecturers, prominent scientists and public figures.

The commission recommends the following for development of human resources and ensuring efficiency of teaching:

- involve the foreign and domestic scientists and public figures, as well as skilled practical persons in implementation of EP for the purpose of faculty members quality assurance; conduct joint researches at implementation of EP;
- create the bank of professional achievements of faculty members of Academy for the purpose of ensuring efficiency of staff policy through the analysis of their professional achievements;
- provide the timely replenishment of faculty members' portfolio of Academy on web-site;
- strengthen the work on increase in number of scientific publications of faculty members in journals with a non-zero impact-factor.

4) Standard "Students"

Procedure of entrance to the higher educational institutions is regulated by Standard Regulations of Admission in Higher Educational Institutions of the Ministry of Education and Science RK. The organization of admission of graduates from a secondary school in Academy is provided by admission commission headed by the Rector. Composition of admission commission of

Academy consists of prorektor for teaching and educational work, director of department for academic development, executive secretary who ensures operational work of the commission and organizes the current work of technical secretaries accepting documents.

Favorable factor for the entrance in higher educational institution is the system of discounts for training depending on educational achievements of students, annual allocation of the Rector's grants, discounts for social and unprotected students.

In 2015-2016 academic year, 470 students and 49 Master's degree students are trained in the educational program "Economics". 142 students are trained in the educational program "Management". 8 Master's degree students are trained in the educational program "Marketing" (Table 8, 9).

Table 8. Enrollment of Cluster 1 in specialties of bachelor degree course as of 01.11.2015

Specialty	Intramural	Extramural
Economics	150	320
Management	91	51
Total per cluster	241	371

Enrollment of Master's degree students in specialty "6M050600-Economics" is 49 people as of 01.11.2015, including in subject matter – 3 people, and in research and pedagogical direction - 46 people. The analyzed period demonstrated a tendency for increasing in the enrollment of Master's degree students in research and pedagogical direction. All Master's degree students are trained on contractual basis.

Table 9. Enrollment of Master's degree students of Cluster 1 specialties

	6M050600– Economics		6M051100-Marketing	
	2014-2015	2015-2016	2014-2015	2015-2016
Total enrollment in specialty	59	49	3	3
Research and pedagogical direction	49	46	5	6
Subject matter	10	3	0	2

In the course of educational program mastering, the students independently define an individual trajectory of training. In this regard, at the end of each academic year, the students can choose elective subjects and lecturers for the next academic year. When choosing, the student is guided by the standard curriculum, the catalog of elective subjects, recommendations of adviser. As a result, the student masters 32-36 credits per year including the practices. In addition, the student has an opportunity to choose subjects of the course and diploma works and research supervisor. Individual curriculums are formed on the basis of choice of subjects and lecturers by the students which are to be approved by the director of department for academic work and are stored on the chair.

The reference guide book, teaching materials of subjects, catalog of elective courses are provided to the students. Along with these sources of informing students, the official website of Academy, wall stands are widely used on which the training agenda, schedule of midterm examination, and schedule of examinations are published.

The assessment of the students' knowledge in Academy is carried out according to the standard documentation. The internal system of monitoring of quality of knowledge is carried out annually on the basis of results of formative, midterm and summative assessments, complex state exam and theses and master's theses defense.

The subject matter of degree work design and master's theses is vital and corresponds to the subject matter of EP in specialties of economic cluster. Subjects of final works are developed

considering the topical issues of development of the market economy, and are annually updated and approved in accordance with the established procedure.

The leading professors and associate professors of the chairs are engaged for the management of degree works and master's theses (K.Kubayev, Zh.Seifullin, G.Duysen – Doctors of Economics, Professors; G.Seytkhamzina, A.Panzabekova, A.Bralimov, S.Omarova, N.Sakhipov, D.Tursynbayeva – Candidates of Economics, Associate Professors, and others). Students receive the materials for preparation of these degree works during the work experience and pre-graduation internships in concrete economic entities and use the results of own researches.

Students and lecturers of the accredited educational programs systematically confirm a high level of knowledge, skills and abilities with professional certificates. The management of EP pays much attention to the involvement of lecturers – skilled employees in EP implementation.

The number of productive measures is taken in AAES for attraction of students to R&D: organization of the student's conferences; the best students have a possibility of traineeship abroad, participation in the economic-contractual works and scientific financed programs. R.Imankulova, Ye.Iyemberdiyev, N.Koshkina, E.Orazgaliyeva, S.Tokushev, Yu.Bazilitskaya A.Temirbulatova, A.Barkova and A.Bedel – the students and Master's degree students took part in the international student's conference of KazEU named after T.Ryskulov on April 24, 2014.

In 2014, A.Karibzhanova, Yu.Kim – the students, N.Nurbayula, E.Orazgaliyeva – the Master's degree students in specialty "Economics" were involved in the performance of the applied scientific research "Performance of research of Almaty social and economic development for the purpose of identification of reserves of economy growth" by request of "Almaty Dpt. for Economy and Budget Planning". The results of these works are published at student's conferences.

Council of young scientists is functioning in Academy which involves students in holding of conferences, forums, competitions, provides scientific and methodical assistance, and informs on the upcoming scientific events. The main work on organization of scientific research work of students is performed by the faculty members of the chair. Publications of students – is an important indicator of efficiency of their scientific research work.

The round table discussion was held on April 16, 2015 among the students of the 2 course in specialties "Economics" and "Management" on a subject: "Theoretical bases of competitiveness of the national economy of Kazakhstan" where 10 students made the reports. The subject matter of the reports covered the problems of competitiveness of the national economy of Kazakhstan, ecological safety and principles of its formation, social risks and methods of social protection and direction of social modernization in the light of the Message of the President of Kazakhstan "Nurly-Zhol" and market researches for achievement of social and economic safety. Debate and discussions were held after the speech of speakers.

The Academy held the International student's scientific and practical conference "Youth and Science" on April 22, 2015. Students in specialty "Economics" and "Management": A.Alimzhanova - the 1st course student; A.Ystyzharov, A.Tatyeva, K.Khvan – the 2nd course students; Sh.Nuradinova, A.Doshanova – the 4th course students made reports under the scientific supervision of faculty members of the chair.

The students of accredited specialties under the supervision of A.Karibdzhanova, the associate professor of the chair "Economics and Management" annually participate in the Interuniversity Student's Competition on Economics in NEU named after T.Ryskulov where they take prizes that shows their high progress on subject matter subjects (in 2012: Petrova Milana won a prize-winning 2nd place on subject the "Economic theory" and was awarded with the Diploma of 2 degree; in March, 2013: O.Serebrennikova and L.Islamova, the students in specialty "Economics" - the diploma of 3rd degree and certificate of honor for active participation, respectively).

The students of AAES annually take part in the Republican competition "Students' scientific research" organized by MES RK. The chair "Economics and Management" of AAES holds the first

stage of competition in the Economy direction, and works of winners of the first stage take part in the following stage which is carried out in the basic higher educational institution in specialty (KazEU named after T.Ryskulov). In 2013, M.Ibadatova, the student of the 2nd course in specialty "Economics" under supervision of G.Seytkhamzina, Candidate of Economics, Professor won the 2nd place at the second stage of Republican Competition "Students' scientific research" in "Economics" direction of KazEU named after T.Ryskulov.

On April 9, 2015, Kim Yulia - the student of the 2nd course in specialty "Economics" made a report on Republican SPC of young scientists, undergraduates and students on subject "Strategy of Kazakhstan-2050: challenges and priorities" at New Economic University named after T.Ryskulov, "Economics and Management" School and was awarded with the Diploma of 3 degree (research advisor - Professor G.Seytkhamzina). A.Doshanova – the student in specialty "Economics" was awarded with the diploma in the nomination "Charismatic Speaker".

The students in specialty "Economics" and "Management" participate in various scientific seminars, master classes, trainings, and also take advanced training courses on subject matter of their specialty.

Master class on a subject: "How to set up own business in Kazakhstan" was held on November 17-18, 2014 by the Fund of business development "Damu" for the students and faculty members of Almaty Academy of Economics and Statistics. Series of 2-day trainings was held by "Damu" Fund within the "Business Nasikhat" component. "JK-GROUP", private entrepreneur acted as the organizer of master class. During trainings, the legal and economic aspects of private business development from the ground up or startups, and the use of information technologies in business were discussed, and state programs for support of small business were presented as well.

Trainings were constructed on an interactive basis with the use of games, energizer and Internet. Following the results of trainings, the participants obtained certificates and training materials on various carriers.

On February 28, 2015, N.Kenesbayev - the student of the 2nd course in specialty "Management" participated in the Kazakhstan stage of the business game "Iron Businessman" at Management University in Almaty and took the 1st place. "The iron businessman" represents a series of business games which are held in Kazakhstan for the fourth time. During the game, the participants offer possible ways of commercialization of innovative ideas. The team of N.Kenesbayev suggested solving a problem of deficiency of car parks in Almaty. They suggested constructing the mechanized car parks for 20 car-lots equipped with the elevators in 5 floors, the two of which will be underground.

In 2014-2015 academic year, 29 students in specialty "5B050600-Economics", "5B050700-Management" were awarded with diplomas and certificates at various scientific conferences and forums. Such as, the International youth scientific forum "Science for Business", Debate on subject "Expo-2017: pluses and minuses for Kazakhstan", Master class "How to set up the own business in Kazakhstan" within the "Business Nasikhat" component, Republican scientific and practical conference of young scientists, undergraduates and students on subject: "Entry of Kazakhstan into the number 30 of the most developed states of the world: prerequisites and prospects", XIV International scientific and practical conference "Youth and Science", Republican students festival "Тірегiсeндepлiмнiң".

Results of scientific research work of students and undergraduates are presented in the final works. Results of students' scientific research are approved in the form of reports at various scientific conferences, and published in scientific publications. For the period of 2013-2014 academic year, the students in specialties "Economics", "Management", "Marketing" have published more than 48 articles in the materials of republican and international scientific and practical conferences, including 1 article in English and 28 articles in Kazakh languages.

The Student's Scientific Association (SSA) is also functioning in the chair. Members of scientific association are the lecturers of the chair – A.Bralimov, Candidate of Economics,

Associate Professor; N.Shiganbayeva, B.Abilkasova, senior lecturers and E.Orazgaliyeva, executive coordinator of SSA as well as the students in specialties "Economics" and "Management". The plan of SSA is formed at the beginning of the year based on which the scientific seminars, master classes are held by candidates of economics, associate professors, senior lecturers of the chair on hot topics interesting to the students. The scientific seminar on subject: "Preparation of scientific publications" was held on February 9, 2015. The lecture was given by A.Bildebayeva, the associate professor. All students took active part in discussion of issues and asked questions.

A.Bralimov, Candidate of Economics, Associate Professor held a seminar on March 12, 2015 on subject "Logistic aspects for increase of competitiveness of the enterprise". In the course of scientific seminar, the students asked questions and received the satisfying answers.

On April 16, 2015, the members of Student's Research Society of Academy held a round table discussion on subject "Theoretical bases of competitiveness of the national economy of Kazakhstan". The chair "Economics and management" acted as the organizer of a round table discussion. A.Bildebayeva, Candidate of Economics, Associate Professor acted as the moderator. Reports were made by the students of the 2nd course in specialties "Economics" and "Management". The following persons also took part in the round table discussion - A.Daurenbekov, the editor of journal "Statistics, Accounting and Audit", Candidate of Economics, Professor; K.Ospanov, the Director of Department for Academic Work; G.Seytkhamzina, Candidate of Economics, Professor, Head of the Chair "Economics and Management". After discussion of work results, the best reports and presentations of the following students were noted 1) B.Kenesov "Competitiveness of the dairy industry of Kazakhstan", 2) Yu.Kim, R.Balabin "Competitiveness of banking system of Kazakhstan", 3) V.Tishayev "Competitiveness of small and medium-sized business".

The EP management of the chair provides representation of students in collegial bodies of EP management. For example, the active member of the Committee for Matters Concerning Young Persons of AAES are the students in specialty "Economics" – Yu.Kim, Yu.Bazalitskaya, O.Bolatzhanuly, K.Khvan, A.Sayatova, M.Kadyr, and S.Ote.

The faculty members of the chairs of this cluster trace the employment and further work of the graduates, excellent students and apply for receiving the target grants according to the program for support of gifted students for continuation of education on educational programs of postgraduate and additional education in master's degree and doctoral programs.

Monitoring of professional activity of graduates is very important factor. For ensuring employment of graduates of the accredited educational programs, the chairs hold meetings with the employers and participate in the fairs of vacancies. The high percentage of employment is observed for the last three years in specialties of the chairs, and the number of graduates is also growing. The chairs come into contacts and communications with the employers for the purpose of mutual cooperation in traineeships and holding of presentations together with the companies on their activity within the academic year and employment.

The main activities of work on employment of graduates include the provision of information materials on labor market and prospects of employment in EP specialties, adjustment of communications and conclusion of contracts on cooperation with the enterprises and companies - potential employers for students and graduates of Academy. Excursions and visiting of future places of work, design and pre-graduation practical trainings of students are organized in the course of study. Academy conducts continuous monitoring of the main professional achievements and organizes a close cooperation with the graduates of EP of "Economics and Management" chair.

Up to date, it is possible to note the achievements of the following graduates: B.Kargulov is the Chairman of Statistics Agency, Almaty; R.Zhumashev is the Chief Expert of Dpt. for Methodology of Committee for State Revenues of the Ministry of Finance RK, S.Igmanov is the general Director of "Almaty Farm" LLP, T.Akishev is the Chief of Public Service Center of Almalinsky District, Astana, G.Tokayev is the Deputy Akim, Talgar; M.Tolebayev is the Head of

Dpt. of work with self-service terminals, Manager of “Kaspy Bank” JSC, N.Ibrayev is the general Director of “Mausym S” LLP; V.Lukyanchuk is the Director of "Lukyanchuk" Private Enterprise, Yu.Agiyeva is the Chief Accountant of “Hefele-Kazakhstan” LLP, A.Ospanova is the Chief Accountant of “Energosbyt” JSC, R.Belalov is the Chief Retail Manager of “ATF BANK” JSC, A.Alpeysov is the Akim of Koksusk Region, D.Digant is the General Director of “MariDiana” LLP.

The representativeness of representatives of groups of persons concerned is presented by participation in the formation and development of EP of students, faculty members, employers and representatives of scientific and public organizations. Employers take part in the reviewing of work curriculums, in the work of State Examination Board, at sub-faculty meetings, conduct joint researches on scientific subjects of the chairs, are involved in the organization of educational process for special subjects of the chair and traineeships.

The chairs conduct meetings with graduates, and carriers of professional experience. Sector of practice and business partnership is engaged in the development of interaction of Academy with the graduates, maintaining of cultural, creative and business connections with them and increase of AAES prestige.

Employers note rather high professional level, methodical training, and strong knowledge of graduates. So, the following types of competences are specified in the positive responses: high level of professional readiness; moral stability; responsibility to the work and committed tasks; aspiration for improvement of skills in professional work; skills to communicate, etc.

Information received during the analysis allows Academy to model a modern image of the highly qualified specialist who in addition to the professional knowledge must have the skills of research work, be fluent in languages, use the information technologies, be law-abiding and have a certain corporate culture.

Efficiency of the intramural monitoring system of quality of specialists training is undoubtedly shown through the demand and professional growth of graduates.

The analysis of indicators of employment of graduates of “Economics and Management” chair demonstrates the stability ranging from 80 to 100% that confirms an orientation of work of the chair on rapprochement with the potential and established employers and stable positive results.

Among them are such leading companies as: “Kazpochta” JSC, “Home Credit Bank” JSC, “Kaspi Bank” JSC, “Tsesna Bank” JSC, “ATFbank” JSC, "Nomad Insurance" JSC, “Komesk-Omir” JSC, “Eurasia” JSC, "Central Insurance" JSC, “Center Credit Bank” JSC, etc.

Much attention Academy is paid to the development of the academic mobility of students, and international traineeships and training.

Table 10. Information on foreign research traineeships of Master’s degree students in CIS and non-CIS countries in 2013-2014, 2014-2015 academic years

Academic year	Economics	Marketing
2013-2014	28	3
Famagusta, Northern Cyprus	1	
Baku, Azerbaijan	2	
Bydgoszcz, Poland	8	2
Orenburg, Russia	17	1
2014-2015	28	1
Istanbul, Turkey	23	1
Dubai, UAE	1	
Kirne University, Northern Cyprus	4	-

In 2014-2015 academic year, 1 Master's degree student in Dubai, UAE, on the basis of Istanbul European Institute; 24 Master's degree students at Istanbul European Institute (Istanbul, Turkey). 4 Master's degree students - Scientific traineeship at Kirne University (Northern Cyprus).

In September, 2015 - the "Economics and Management" chair signed new contracts for provision of internal academic mobility of students and undergraduates. Negotiations are in progress regarding the academic mobility of students of AAES in specialty "Economics" and "Management". Starting from the 2nd semester of 2015-2016 academic year, the traineeships will be conducted at the Kazakh Agrotechnical University named after S.Seifullin (Astana) and International Humanitarian and Technical University (Shymkent)

The results of questioning of students concerning the availability of academic consultation: 88% - are completely satisfied, 12% - are partially satisfied.

Satisfaction with the existing library resources of higher educational institution: 88% - completely satisfied, 10,2% - partially satisfied. The general quality of training programs: 87% - completely satisfied, 12% - partially satisfied, 0,9% - partially unsatisfied. Training methods: 84,3% - completely satisfied, 14,8% - partially satisfied, 0,9% - satisfied. Quality of teaching: 86,1% - completely satisfied, 13% - partially satisfied, 0,9% - partially unsatisfied. Research laboratories – 65,7% - completely satisfied, 17,6% - partially satisfied, 5,6% - partially unsatisfied, 3,7% - unsatisfied, 7,4% - find it difficult to answer.

At the same time, the commission notes insufficiently high level of external academic mobility of students and undergraduates in higher educational institutions of foreign countries; insufficient use of possibility of professional certification of students in the field of specialization in the course of training.

EEC notes that on 15 criteria of this standard, the accredited educational programs have 2 strong positions, on 10 – satisfactory positions, on 3 – improvements are required: external and internal mobility of students and faculty members; on introduction of programs for support of the gifted students.

The commission recommends the following for satisfaction of the requirements:

- strengthen the international program of development of the academic mobility of students and faculty members, and concretize the mechanism on recognition of results of the academic mobility of students;
- activate the work on programs of professional certification of students in the field of specialization;
- increase the enrollment of students and undergraduates participation in R&D.

5) Standard "Resources, available educational programs"

In the course of examination, the Commission made sure of sufficiency of material and technical base for high-quality maintenance of educational process and realization of the mission, purposes and objectives of AAES. The Academy has the modern level of material and technical base, resources for providing the educational services and completely meets the strategy of Academy.

The Academy has the following training facilities:

1. The main building - Zhandosov str., 59, total area – 7431 sq.m.
2. Operational management of non-residential premise - Ladygin str., 35, total area - 1151,5 sq.m. (The contract of operational management as of June 9, 2015)

There are wireless points of Wi-Fi with a speed of the allocated Internet channel of 40-70 Mb/s. The experts note interest of the Academy management in development and improvement of the information environment presented by the "Platonus" portal, 3 automated information systems "Prometheus 4.3", "1C: Dean's office", AIS "Platonus", electronic library, web-site www.aesa.kz. The scientific library of Academy has a book stock of 290 842 units of storage of which 102539 copies (70%) makes the fund of literature in a state language, 99793 - editions on soft copies, 140

names of periodic and information publications. As strong positions, the expert commission notes the provision of free access to the scientific databases Polpred, RMEB, link.springer.com. / apps. Webofknowledge.com, etc.

Experts note high informative fullness of the web-site of higher educational institution, functioning of the Rector's blog. At the same time, the commission *recommends* to order the procedure of placement of educational and methodical materials per subjects (teaching materials, syllabuses, etc.) in the information systems of higher educational institution and structure the access thereto. In this regard, the commission also considers as expedient to *recommend* creating the personal pages of faculty members within one resource with a possibility for search.

The training base of Academy includes the classrooms for 150 seats equipped with the stationary and portable educational and technical equipment, the computer hardware. Classrooms are equipped with educational furniture, computer equipment, traditional and interactive boards, demonstration stands, and sports equipment. Academy has 788 units of the computer equipment, where 528 computers are installed in 46 training computer classes, conference rooms and reading halls of libraries of Academy. 749 computers have Internet network access. The number of computers suitable for testing online – 543 pieces, all park of AAES computer equipment is connected with the local computer network. All territory of Academy is covered with WI-FI zone with the round-the-clock, high-speed Internet channel, unlimited traffic with a capacity of 20 Mbps by means of the allocated fiber-optical line. Provider of Internet services is “SMARTNET” LLP (www.smartnet.kz.) AAES has 41 lecture halls with a possibility to use computers and multimedia video-projectors with remote control. Seven lecture halls are equipped with the interactive boards, and in nineteen lecture halls you can find the remotely-controlled large-format projective screens, and fifteen portable projectors. In addition to the main infrastructure, the faculty members and students can use such resources of Academy as: the publishing center (capacity - 700 000 printed pages a year, including publication of scientific and educational and methodical literature, collections of articles, scientific journal "Statistics, Accounting and Audit" ISSN#1563 - 2415, normative documents, information booklets and blank production), sports and assembly hall, student's hostel, medical office, canteen, scientific library with a hall of electronic resources (textbooks and manuals published by faculty members of Academy - 32 names, 497 copies: in Kazakh language - 13 names, in Russian – 19 names, with signature stamp of MES RK – 4 names).

At the moment, AAES possesses the modern material and technical and program and electronic base:

- database of electronic training materials - "AESA electronic educational editions" in “Prometheus” on-line learning and information and library center "KABIS" (<http://lib.aesa.kz>.); software of information and education system CLIX is installed;
- “Prometheus” System of On-Line Learning (1691 subjects) (<http://study.aesa.kz>.);
- AAES information educational portal (www.aesa.kz);
- <mms://media.aesa.kz/512> media server allows to give video lectures;
- requirements of State Compulsory Educational Standard on technical provision of on-line learning with the network and case technology are fulfilled: the software of system of on-line learning "Prometheus 4.2" is introduced since 2005; the software for realization of technologies of application servers and organization of relational database for storage of the main information of complex of on-line learning MS SQL Server 2000 is used;
- software for creation of the electronic catalog of Kabis library is introduced;
- software of Complex information system “1C-dean's office” is used, the distributed automated information educational process management system on the basis of “1C 7.7 - the enterprise” is used. “Statistica” program is the most perfect of such means applied in the educational process of Academy.

Along with a subsystem for testing "Prometheus", the Academy uses “Verialtest” program for web-testing in the Kazakh, Russian and English languages. The software AdobeAcrobatConnectPro

is introduced for conducting of video-lectures, video-seminars, video-conferences, etc. Physical servers are used: PowerEdge R610 RackServer, PowerEdge R710 RackServer, PowerEdge R710 RackServer, Intel 5000P, Tyan, Intel, Fujitsu-Siemens TX300 S3, HP ProLiantMicroServer – the servers of backup copying, PowerEdge R210 RackServer – IP-telephony.

Development of material base and introduction of information and communication technologies is one of the strategic directions of Academy activities which is supported by adequate finance resources.

Strategy of development of Almaty Academy of Economics and Statistics for the period of 2012-2015 academic year provides the strengthening of material and technical base and financial and economic stability of Academy, development of production-economic activity that corresponds to the mission, purpose and objectives of higher educational institution. Planning of the budget of higher educational institution is reflected in the documents of financial and economic activity for the last three years. The main financial plan of economic activity is the estimate of incomes and expenses for the corresponding fiscal year which is formed by taking into account the students enrollment, requirements of the market and existing normative documents of financial statements. Distribution of financial means and formation of material assets is provided according to the mission and goals of the Academy in the field of education, science and social activity. Data on income are given below:

Table 11. Certificate of income - Almaty Academy of Economics and Statistics (ths. KZT)

Year	Basic income	Other income	Ratio of other income to basic income
2012	1018 599	52 745	5%
2013	1016 139	47 784	5%
2014	854 150	84 482	9%

Income of AESA during the reporting period made 2 114540 ths.KZT. The structure of revenue for 91% was formed of the means received by Academy from rendering paid educational services, the income from performance of R&D as per the state order - 0,03%, other services – 9%.

Total amount of salary of administrative and managerial staff: in 2012 – 2013 academic year- 9 035 ths.KZT, in 2013 – 2014 academic year - 7 312 ths.KZT, in 2014-2015 academic year – 6 743 ths.KZT.

Total amount of salary of faculty members: in 2012 – 2013 academic year - 20 728 ths.KZT, in 2013 – 2014 academic year - 18 470 ths.KZT, in 2014-2015 academic year – 16 796 ths.KZT. Size of average salary of administrative and managerial staff: in 2012 – 2013 academic year - 94 ths.KZT, in 2013 – 2014 academic year - 117 ths.KZT, in 2014-2015 academic year – 101 ths.KZT.

Size of average salary of faculty members: in 2012 – 2013 academic year– 117 ths.KZT; in 2013 – 2014 academic year - 123 ths.KZT, in 2014-2015 academic year – 114 ths.KZT.

In 2014, the volume of the funds allocated by higher educational institution for payment of extra charges made 2015 ths.KZT, for possession of academic degree – 2620 ths.KZT.

The volume of funds allocated for stimulation of faculty members in the form of bonuses: in 2012 – 2013 academic year – 15 754 ths.KZT; in 2013 – 2014 academic year – 10 936 ths.KZT, in 2014-2015 academic year – 5 336 ths.KZT.

The volume of funds of allocated for professional development and traineeships of faculty members and employees: in 2012 – 2013 academic year – 21 85 ths.KZT; in 2013 – 2014 academic year – 14 81 ths.KZT, in 2014-2015 academic year – 651 ths.KZT.

The volume of the funds allocated for leisure of the students: in 2012 – 2013 academic year – 2027 ths.KZT; in 2013 – 2014 academic year – 2523 ths.KZT, in 2014-2015 academic year – 1390

ths.KZT.

Cost of Master's degree students training: in 2012 – 2013 academic year – 396 ths.KZT; in 2013 – 2014 academic year – 396 ths.KZT, in 2014 – 2015 academic year – 396 ths.KZT.

Cost of students training: in 2012 – 2013 academic year-324 ths.KZT; in 2013 – 2014 academic year – 324 ths.KZT; in 2014 – 2015 academic year – 345 ths.KZT.

The volume of financial means allocated for medical service: in 2012 – 2013 academic year – 119 ths.KZT; in 2013 – 2014 academic year – 97 ths.KZT, in 2014-2015 academic year – 78 ths.KZT.

The Academy provides the financial support to students, lecturers and employees on an annual basis. Data are given below:

Table 12. Certificate on social assistance to the faculty members and administrative and managerial staff

Financial assistance	
2012-2013 academic year	2012-2013 academic year
2013-2014 academic year	2013-2014 academic year
2014-2015 academic year	2014-2015 academic year
Total:	Total:

Amount of finance allocated for creation of social assistance, students in need (allowances): in 2012 – 2013 academic year – 8 294 ths.KZT; in 2013 – 2014 academic year– 9 460 ths.KZT, in 2014-2015 academic year – 9 892 ths.KZT.

The fund of monetary means allocated for social assistance is formed at the expense of incomes received from the lease and contributions of Academy founders.

Expenses for development and maintenance of material and technical base of Academy made 422 384 ths.KZT or 45%.

Academy is updating the book stock on a regular basis: in 2012 – 2013 academic year – 1 367 ths.KZT; in 2013 – 2014 academic year – 1 786 ths.KZT, in 2014-2015 academic year – 4 775 ths.KZT. Amount of finance which is annually allocated for purchasing of computer equipment: in 2012 – 2013 academic year – 4 653 ths.KZT; in 2013 – 2014 academic year – 4 134 ths.KZT, in 2014-2015 academic year – 1 257 ths.KZT. Amount of finance which is annually allocated for purchasing of teaching aids, training equipment and inventory, furniture and other necessary equipment: in 2012 – 2013 academic year – 9 087 ths.KZT; in 2013 – 2014 academic year – 14 895 ths.KZT, in 2014-2015 academic year – 7277 ths.KZT.

Own capital of Academy: in 2012 – 1271 ths.KZT; in 2013 – 1464 ths.KZT, in 2014 – 1 116 ths.KZT. For the last three years, the own capital of Almaty Academy of Economics and Statistics Institution has no considerable changes. In addition, the financial stability is confirmed by the income increase by 31% in 2014. The indicator of profitability of AAES made in 2014 - 0,13%, in 2013 - 0,2%, in 2012 - 0,18%.

When drawing up the financial statements, the Academy is guided by the Law of the Republic of Kazakhstan "On accounting and financial statements" dated February 28, 2007 No. 234-Sh. The report is prepared in the forms of annual financial statements approved by the Order No.184 "On approval of the list and forms of financial statements" issued by the Ministry of Finance of the Republic of Kazakhstan on May 23, 2007.

Experts note that the financial policy of Almaty Academy of Economics and Statistics is directed on creation of mechanisms of financial stability, focused on development of all institution structures and corresponds to the stated purposes and mission of Academy at the present stage of its development. As **strong positions**, the experts also note the steady financial state, expressed social policy, growth of the income of higher educational institution on financing of primary activity.

EEC notes that among 32 criteria, the accredited programs on 5 criteria of this EP standard have strong positions, on 26 – satisfactory positions, on 1 – improvement is required regarding the efficiency of laboratories development programs implementing the EP.

For the purpose of development of resources available for educational programs, the Commission recommends the following:

- activate the work on laboratories development programs implementing the EP;
- establish the system for checking diploma degree works and R&D results using the plagiarism system jointly with the leading Kazakhstan higher educational institutions;
- continue the provision with educational literature of foreign authors reflecting the modern world tendencies in economics, management and marketing.

6) Standard in terms of separate specialties: Social, humanitarian sciences, economics, business and right

Educational programs “Economics”, “Marketing”, and “Management” meet all specified requirements. Students are provided with the actual, modern knowledge in the field of economics, management and marketing within the EP.

Teaching within these programs is conducted on the basis of the most actual and exhaustive achievements of the world science and practice in the field of economics, management and marketing, and with the use of the most modern and advanced techniques of teaching.

Adequate distribution of academic load between the theory and practice within the educational programs on presented specialties of cluster is very important. A wide variety of acquired practical experience and skills is one of the priorities during implementation of educational programs.

Students have access to the most modern and actual data (statistics, news, scientific results) in the field of economics, management and marketing on hard (newspapers, collections of statistical data, textbooks) and soft copy.

The purposes and results of educational programs are directed on obtaining of concrete skills by students which are demanded in labor market. Graduates of the educational programs on presented specialties of cluster are reasonably demanded in the market.

Educational programs of specialties of cluster include the essential number of subjects and actions directed on obtaining of practical experience by students in application of theoretical knowledge: work practice, participation in lectures and seminars of the practicing experts. The management of educational programs has the distinct idea, proved by the analysis and the facts, of what specialties and skills within separate specialties are demanded in the labor market, what is the approximate number of specialists demanded in the market on the taught specialty. On average, within half a year after completion of training, the majority of graduates successfully find a job in specialty that is confirmed by the information of Sector of career and business partnership, and journal of employment of graduates.

EEC notes that on 7 criteria of this standard, the EP has satisfactory position.

Recommendations:

- expand the provision of students with the actual and modern knowledge in the field of specialization abroad.

RECOMMENDATIONS TO THE HIGHER EDUCATIONAL INSTITUTION

The Commission recommends the following for improvement of processes of educational programs management:

- revise the forms of EP development plan for the purpose of specification of the activities, forecasting of perspective dynamics of formation of the students enrollment and specification of identity and uniqueness of EP development plan;
- specify and formalize the mechanism of identification and management of EP risks, and ways for decrease in these risks;
- concretize the results of training and model of EP graduate for the levels of BA-MA in the process of development of professional standards;
- create policy of advancement of OP brands;
- expand cooperation with other higher educational institutions implementing the same EP and exchange of experience.

The Commission recommends the following for development of human resources and ensuring the efficiency of teaching:

- expand the involvement of foreign and domestic scientists and public figures in EP implementation, as well as skilled practitioners for ensuring the quality of faculty members;
- conduct the joint researches during implementation of EP;
- create the bank of professional achievements of faculty members of Academy for the purpose of ensuring the efficiency of personnel policy through the analysis of their professional achievements;
- provide the timely replenishment of the faculty members' portfolio of Academy on the website;
- strengthen the work on increase in number of scientific publications of faculty members in journals with a non-zero impact-factor.

The Commission recommends the following for updating of the contents of educational programs and improvement of teaching methods:

- continue the further harmonization of the contents of educational programs with educational programs of the leading foreign and Kazakhstan higher educational institutions;
- continue the work on introduction of researches results in educational process performed at the interface of economics, management and marketing;
- consider the possibility of creation of joint educational programs with foreign higher educational institutions and involvement of the Kazakhstan scientific research organizations into the educational process;
- continue the practice of guest lectures holding;
- continue the practice of formation of practice-focused cases with the inclusion of the Kazakhstan precedents;
- develop joint two-diploma programs with the accredited higher educational institutions, and first of all with the higher educational institutions of member countries of Bologna Process.

The Commission recommends the following for satisfaction of the students needs:

- strengthen the international program for development of academic mobility of the students and faculty members, and concretize the mechanism on recognition of results of the students' academic mobility;
- activate the work on programs of professional certification of students in the field of specialization;
- increase the enrollment of participation of students and undergraduates in R&D.

The Commission recommends the following for development of the resources available to educational programs:

- activate the work on programs for development of the laboratories which implement the EP;
- recommend the formation of uniform system together with the leading Kazakhstan higher educational institutions for checking of final works and results of R&D using the Anti-plagiarism system.
- continue providing with training literature of the foreign authors reflecting the current world trends in economics, management and marketing.

