



«АККРЕДИТТЕУ ЖӘНЕ РЕЙТИНГТІҢ
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR
ACCREDITATION AND RATING

Report

on the results of the work of the external expert commission for assessment of compliance with the requirements of the standards of specialized accreditation of the educational program 6B04105 Marketing in the period from May 20 to May 21, 2024

Almaty Humanitarian and Economic University

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

**Addressed to the IAAR
Accreditation Council**



Report

**on the results of the work of the external expert commission for assessment of compliance with
the requirements of the standards of specialized accreditation of the educational program
6B04105 Marketing
in the period from May 20 to May 21, 2024**

Almaty Humanitarian and Economic University

"21" May, 2024

Almaty

(I) LIST OF DESIGNATIONS AND ABBREVIATIONS

AHEU – Almaty Humanitarian and Economic University
SCES - State Compulsory Educational Standard
MES RK - Ministry of Education and Science of the Republic of Kazakhstan
AC – Academic Council
EB – education board
RK – Republic of Kazakhstan
ARW - Academic research work
EP - Educational program
SC – Standard Curriculum
CED – Catalogue of elective disciplines
IEP - Individual education plan
WC – Working curriculum
AMC – Academic and Methodological Complex (syllabus)
AMCS – Academic and Methodological Complex of the disciplines
AMCS - Academic and Methodological Complex of the Specialties
AS – Academic staff
TaG – Teaching and guiding
RDC – Research and Development Center
JEP – Joint Educational program
SCES – State Compulsory Educational Standard
DLT – Distance learning technology
NCSTE - NATIONAL CENTER OF SCIENCE AND TECHNOLOGY EVALUATION
MTR – Material and technical resources
ITWP – Individual teacher's work plan
REMC – Republican Educational and Methodological Council for a group of educational programs
BD – Basic disciplines
CD - Core disciplines
UHEMS – Unified Higher Education management system
UHEP – Unified Higher Education Platform
BS – Business School

(II) INTRODUCTION

In accordance with Order No. 94-24-OD dated 1.03.2024 of the Independent Agency for Accreditation and Rating (IAAR), from May 20 to May 21, 2024, an external expert commission assessed the compliance of the educational program 6B04105 Marketing with the IAAR standards of specialized accreditation (dated June 16, 2020, No. 57-20-OD, sixth edition).

The External Expert Commission (EEC) report contains an assessment of the submitted educational program according to the IAAR criteria, recommendations of the EEC for further improvement of the educational program, and parameters of the educational program profile.

Composition of EEC

Chairman of the EEC - Saltanat Sarsenbayevna Kamenova, Candidate of Economics, Associate Professor, Turan University (Almaty);

IAAR foreign expert - Mahmud Negmatovich Toshmatov, Ph.D. in Economics, Professor at the Technological University of Tajikistan (Dushanbe, Republic of Tajikistan);

IAAR expert, employer – Yuri A. Pilipenko, Chairman of the Board of Directors, EXPOBEST International Association of Manufacturers of Goods and Services (Almaty);

IAAR expert, student – Assel Kuandykovna Kaldybayeva, 3rd year student of the Marketing Department, Abylai Khan Kazakh University of International Relations and World Languages JSC (Almaty);

The coordinator of the IAAR EEC - Dinara Kairbekovna Bekenova, IAAR Project Manager (Astana).



(III) REPRESENTATION OF THE EDUCATIONAL ORGANIZATION

Almaty Almaty Humanitarian and Economic University (AHEU) operates based on state license No. KZ40LAA00031976 dated 09/06/2021.

The main purpose of the university's activities is to implement educational programs for higher and postgraduate professional education, scientific programs of a fundamental and applied nature, and student education.

The University has institutes such as the Institute of Economics, Statistics, and IT Technologies, Pedagogy, Business and Law, and the Institute of Design and Technology "Symbat." (<https://ageu.edu.kz/kz>)

The AHEU includes the Institute of Economics, Statistics and IT Technologies (registration number 70438-1910-U-e dated 05/17/2005), established based on the Almaty Institute of Economics and Statistics (AIES). AIES was established by the Resolution of the Government of the Republic of Kazakhstan No. 19, dated January 11, 1999, by reorganizing the state institution "Institute of Training, Retraining and Advanced Training of Personnel" of the National Statistical Agency of the Republic of Kazakhstan.

The Institute of Economics, Statistics, and IT Technologies trains and retrains specialists in economics, management, public sector management, marketing, finance, accounting and auditing, information systems, and bachelor's and master's degree programs.

The accredited educational program is assigned to the Business School. The Business school graduates bachelor's degree programs in three fields: "6B04116-Economics", "6B04104-Management", "6B04105-Marketing", as well as master's degree programs in "7M04108(09)-Economics", "7M04114(15)-Marketing". In the 2022-2023 academic year, the Business School has opened two new master's degree programs - "7M04119(20) – "Management" and 7M04117 - Management in the Public Sector.

Educational activities on the EP 6B04105 Marketing Bachelor's degree are carried out at AHEU based on the Ministry of Education and Science of the Republic of Kazakhstan license No. KZ40LAA00031976, dated 09/06/2021, appendix number to license No.001 with the qualification "Bachelor of Economics and Business". The student body of the Faculty of Marketing for the last three years: 2021-2022 academic year – 51, 2022-2023 academic year - 65, 2023-2024 academic year - 75. The EP Marketing training has been carried out since 2000.

According to the results of the IAAR rating over the past three years, AHEU is among the top 20 universities and ranks 17th; according to the groups of bachelor's degree programs, EP B047 - "Marketing and Advertising" ranked 5th in 2021 and 2023.

The staffing table shows the total number of AHEU teaching staff as of April 01, 2024. The share of full-time teachers is 240 people (80%): 20 doctors of sciences, 21 PhD and 130 candidates of sciences, professors, associate professors, and 89 masters of sciences. The composition and structure of the teaching staff of the Business School: 25 people, 23 of them whole-time teaching staff (88%), 3 - doctors of sciences, professors, 14 - candidates of sciences, associate professors, 3 - PhD, 5 – masters.

(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION PROCEDURE

EP 6B04105 - Marketing passed the specialized IAAR accreditation on May 18-19, 2021. The IAAR certificate was issued for three years.

An external expert commission has formed 12 recommendations on specialized accreditation standards based on the results of specialized accreditation.

2.1. Standard 1 "Educational Program Management"

2.1.1 In the 2021-2022 academic year, at the institutional level, develop a document defining the procedure for developing vocational education development plans. Identify the uniqueness and individuality of the vocational education development plan, ensuring its consistency with national priorities and the demands of the modern labor market.

2.1.2 In the 2021-2022 academic year, develop an action plan to reduce the impact of risks associated with the design and implementation of EP (including staffing, contingent formation, etc.) (or introduce appropriate measures into existing EP development plans with specific indicators, deadlines, and responsibilities); systematically analyze risk management at the level of structural divisions and EP;

2.1.3. By the beginning of the 2022-2023 academic year, the action plan for implementing the EEC's recommendations will reflect the recommendations that were not fully implemented based on the results of previous accreditation.

2.3. Standard "Development and approval of the educational program"

2.3.1 Determine the list of disciplines whose content aims to prepare students for professional certification in the 2021-2022 academic year; by the beginning of the 2022-2023 academic year, make appropriate adjustments to the content of the curriculum and academic disciplines.

2.3.2 In the 2021-2022 academic year, develop an action plan (or introduce appropriate measures into the existing plans for the development of EP with specific indicators, deadlines, and responsibilities) to harmonize the content of EP with similar EP from foreign universities to form and implement joint and/or double-degree EP by 2024.

2.4. Standard "Continuous monitoring and periodic evaluation of educational programs"

2.4.1 In the 2021-2022 academic year, implement a mechanism for timely informing teachers, employers, and other stakeholders about organizational decisions taken regarding the EP, including based on the results of monitoring and reviewing the content of the EP, using the university's official website, etc.

2.6. Standard "Students"

2.6.1 By the beginning of 2022, develop and implement an action plan to expand students' external and internal mobility through grant financing (or introduce appropriate measures into existing plans to develop educational institutions, indicating specific indicators, deadlines, and responsible persons).

2.6.2 The management of the Association in the 2021-2022 academic year should actively involve it in its development and management, assist in the employment of graduates, etc.; regularly reflect information on the Association's activities on the website.

2.7.1 Within the framework of this standard, in addition to providing career opportunities, academic mobility opportunities for teaching staff would be necessary to attract the best foreign and domestic teachers.

2.8. Standard "Educational resources and student support systems"

2.8.1 Within the framework of this standard, the educational program's management needs to show the availability of conditions for the student's advancement along an individual educational trajectory since, during the conversation with the educational institution's management, the procedures for educational resources and student support systems for mass group use were outlined and described.

2.9. Standard "Informing the Public"

2.9.1 Within the framework of this standard, the Commission of the Higher Economic Commission recommended reflecting the data positioning the OP in the educational services market (at the regional, national, and international levels).

According to the results of the post-accreditation monitoring of the IAAR EP 6B04105 "Marketing" on April 11, 2023, the EEC experts noted generally positive changes in the program's implementation. The content of the university's report indicates that measures and actions have been taken that have contributed to improving the effectiveness of the EP's development strategy, risk management system, feedback, and information for key stakeholders, with an emphasis on the practice-oriented approach.

According to the results of post-accreditation monitoring, all 12 recommendations have been implemented or continue to be implemented on a regular basis, which means that the average level of implementation of recommendations was 83.75% of the total implementation.

(V) DESCRIPTION OF THE EEC VISIT

The EEC's work was carried out based on the approved Program for the visit of the external expert commission on specialized accreditation EP 6B04105 "Marketing" of the Almaty University of Humanities and Economics on May 20-21, 2024.

A general meeting was held on May 17 to coordinate the work in the EEC. During this meeting, powers were distributed among the team members, the visit schedule was clarified, and an agreement was reached on the choice of examination methods.

To obtain objective information about the quality of the university's educational facilities and infrastructure and clarify the content of the university's self-assessment report, meetings were held with the rector, vice-rectors of the university in areas of activity, heads of structural divisions, heads of departments, teachers, students, graduates, and employers. A total of 46 representatives took part in the meetings (Table 1).

During the visual inspection, the EEC members acquainted themselves with the state of the material and technical base and visited the registrar's office, the server room, the Business School, lecture halls, the library, the medical center, the assembly hall, the sports hall, and the canteen/buffet.

At the meetings of the EEC IAAR with the university's target groups, the mechanisms for implementing the university's policy were clarified and specified in relation to the accredited EP and certain points presented in the university's self-assessment report.

The members of the EEC had a conversation with a representative of the practice base from the Kazakhstan Marketing Association, Deputy Director D.M. Dobayeva. The members of the EEC also organized a visit to the practice base – the Central Asian Advertising Association.

Table 1 - Information about employees and students who participated in meetings with the EEC IAAR

Category of participants	In numbers
Vice-Rectors	2
Heads of structural divisions	8
Director of the Institute of Economics, Statistics and IT Technologies	1
Head of the Business School	1
Teachers	12
Students	15
Graduates	10
Employers	1
Total	46

By the accreditation procedure, 10 (ten) teachers and 16 (sixteen) students were interviewed.

Experts requested and analyzed the university's working documentation to confirm the information in the Self-Assessment Report. Experts studied the university's website to assess the accessibility and relevance of information for positioning in the Internet space. www.ageu.edu.kz

(VI) COMPLIANCE WITH SPECIALIZED ACCREDITATION STANDARDS

6.1. The Educational Program Management Standard

- *The university should demonstrate the development of a goal and strategy for developing an educational institution based on an analysis of external and internal factors with the broad involvement of various stakeholders.*
- *The quality assurance policy should reflect the relationship between scientific research, teaching, and learning.*
- *The university demonstrates the development of a culture of quality assurance.*
- *Commitment to quality assurance should apply to any activity carried out by contractors and partners (outsourcing), including implementing joint/double-degree education and academic mobility.*
- *The management of the educational program ensures transparency in developing an educational development plan based on an analysis of its functioning, the actual positioning of the university, and the orientation of its activities to meet the needs of the state, employers, stakeholders, and students.*
- *The management of the educational program demonstrates the functioning of mechanisms for forming and regularly reviewing the educational development plan and monitoring its implementation, assessing the achievement of learning goals, meeting the needs of students, employers, and society, and making decisions aimed at continuous improvement of educational institutions.*
- *The EP's management should involve representatives of groups of stakeholders, including employers, students, and teaching staff, in forming a development plan for the EP.*
- *The educational institution's management should demonstrate the educational development plan's individuality and uniqueness, its consistency with national development priorities, and the educational organization's development strategy.*
- *The university should clearly define those responsible for business processes within the framework of the management system, the distribution of staff duties, and the differentiation of functions of collegial bodies.*
- *The EP's management ensures coordination of the activities of all persons involved in developing and managing the OP and its continuous implementation. All stakeholders are also involved in this process.*
- *The EP's management should ensure the transparency of the management system and the functioning of the internal quality assurance system, including its design, management and monitoring, and appropriate decision-making.*
- *The EP management should carry out risk management.*
- *The management of the educational institution should ensure the participation of representatives of interested parties (employers, teaching staff, students) in the collegial management bodies of the educational program, as well as their representativeness in making decisions on the management of the educational program.*
- *The university must demonstrate innovation management within the framework of the educational program, including the analysis and implementation of innovative proposals.*
- *The management of the educational institution should demonstrate its openness and accessibility to students teaching staff, employers, and other interested persons.*
- *The management of the educational institution confirms the completion of training in educational management programs.*
- *The management of the EP should strive to ensure that the progress made since the last external quality assurance procedure is considered when preparing for the following procedure.*

The evidentiary part

The objectives of the accredited marketing program correspond to the mission, goals, and objectives of AHEU, as reflected in the university's development strategy. The purpose of the accredited Marketing (Bachelor's Degree) educational program is to train highly qualified and competent specialists for any sector of the economy of the Republic of Kazakhstan who can quickly adapt to changing socio-economic conditions, effectively solve marketing tasks, and make non-standard decisions that ensure the competitiveness, prosperous and sustainable development of the company.

AHEU has developed and approved a University Quality Policy. The quality policy is consistent with AHEU's Mission and development strategy. It is focused on meeting consumer expectations in training highly professional personnel in economics and business, information systems, etc. The Quality Assurance Policy is available on the University's official website.

Commitment to quality assurance applies to all activities carried out by contractors and partners (outsourcing), including joint/double degree education and academic mobility. AHEU has adopted a

regulation on joint/double-degree education for students. The University implements a two-degree program with the Institute of International Economic Relations (Moscow), in which AHEU students can receive an IMEC diploma in International Economics. There is a double-degree agreement with the International University named after K.Sh.Toktomamatov (Jalalabad), Kyrgyzstan.

According to the Plan for implementing the internal quality system, the University has organized a Quality Assurance Committee that includes AHEU faculty, employers, students, and graduates. The AHEU organization's Quality Assurance Guidelines have been developed and approved by the Academic Council, Protocol No. 2, dated 09/10/2021.

EP Marketing aims to meet the needs of the state, stakeholders, and students by providing high-quality educational services. The circle of stakeholders includes all participants in implementing the EP and employers - large companies and enterprises whose profile corresponds to the field of study and whose representatives are members of the AHEU Academic Council.

The EP Marketing Development Plan has been approved for 2021-2025. The deputy participated in its development. Director of the branch of the NTC JSC "KazTransOil" Turgumbaev N.O., Deputy Ruzanov R.M., Director of the Institute of Economics of the National Academy of Economics of the Republic of Kazakhstan, Mukhametkarimova A.N., Executive Director of the Kazakhstan Marketing Association, Safoeva G.O., a student of the EP "Marketing", the participation of stakeholders in the process of developing and revising EP development plans is reflected in the minutes of the Business School meeting.

The mechanism for reviewing the EP's objectives and specifics provides for revising elective basic and profile disciplines. At the Business School level, an expert examination is conducted, and acts of coordination of the EP's methodological documentation and reviews of the disciplines formalize expert opinions on EP Marketing.

The recommendations of the EEC on the previous accreditation of EP Marketing for risk management and innovation activities have been considered. For example, AHEU has developed the "Modular Educational Program Management" procedure, which includes the Risk Management section of the educational program, which describes measures to manage internal and external risks, levels of criticality, and possible risk management methods. The Regulation "Innovation Management" has also been developed and accredited by the EP and is implemented at the Business School, where the Entrepreneurship Center was established in 2024. Based on the Business School, the Winter School of Economics was organized in an online format, within which a methodological seminar on the development and implementation of EP was held with the participation of Professor Plekhanov Meshkov V. R. and Executive Director of the Kazakhstan Marketing Association Mukhamedkarimova A.M. The seminar addressed issues of harmonization of the content of EP with similar EP of the Russian University of Economics. G.V. Plekhanova.

The integration of research and development with the scientific direction of the Business School takes place within the framework of the research project of the grant financing of research of the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan for 2021-2023 "Organizational and economic mechanism of managed urbanization in the post-pandemic period" (scientific supervisor L.M. Bekenova)

EP Marketing's management is constantly trained in educational management programs, which is confirmed by certificates. Quality assurance is achieved through managers' participation in the RUMS work on the university's REMC, where the latest software changes in higher education are discussed.

The analytical part

To successfully form an accredited professional development plan, employers are interviewed annually about the quality of graduates' knowledge, skills, and business qualities, and leading practitioners are involved as expert teachers, members of the state attestation commission, and reviewers of graduate papers.

The plans for the development of EP Marketing identify priority areas and target indicators that provide for the development and improvement of EP content, the improvement of EP's modular structure

based on a competency-based approach, and syllabuses based on the National Qualifications Framework, taking into account the Dublin Descriptors and the European Qualifications Framework.

The integration of research and development with the scientific direction of the Business School takes place within the framework of the scientific research grant financing project of the Committee of Science of the Ministry of Education and Science of the Republic of Kazakhstan for 2021-2023 "Organizational and economic mechanism of managed urbanization in the post-pandemic period" (supervisor L.M. Bekenova)

Based on the recommendation of the previous accreditation in the 2021-2022 academic year, an action plan was developed to harmonize the EP's content with similar EP foreign universities, with the aim of forming and implementing joint and/or double-degree programs until 2024.

The Higher Attestation Commission experts note that EP Marketing is implemented based on a Business School, and providing students with various business courses is possible. During the meeting with students and graduates, such wishes were also expressed.

Strengths/Best practices:

Not identified by this standard

Recommendations:

Include measurable indicators in the following areas of development in the EP Marketing development plan for 2025-2028:

- development of external academic mobility with universities abroad;
- ensuring the implementation of innovative proposals from employers and the business community in terms of providing business courses to students of the Marketing Education Program

Conclusions of the EEC according to the criteria:

According to the Educational Program Management standard, 17 criteria are disclosed, of which 15 have a satisfactory position, and 2 suggest improvement.

6.2. The Information Management and Reporting Standard

- *The university should ensure the functioning of the information collection, analysis, and management system based on modern information and communication technologies and software.*
- *The EP management systematically uses processed, adequate information to improve the internal quality assurance system.*
- *The management of the EP demonstrates the existence of a reporting system reflecting the activities of all structural divisions and departments within the EP, including an assessment of their effectiveness.*
- *The university should determine the frequency, forms, and methods of evaluating the management of the educational institution, the activities of collegial bodies and structural divisions, and top management.*
- *The university must demonstrate a mechanism for ensuring information security, including identifying those responsible for information analysis and data provision accuracy and timeliness.*
- *The university demonstrates the involvement of students, employees, and teaching staff in collecting and analyzing information and making decisions based on them.*
- *The management of the educational institution should demonstrate the availability of communication mechanisms with students, employees, and other stakeholders, including conflict resolution.*
- *The university should ensure the measurement of the degree of satisfaction with the needs of teaching staff, staff, and students within the framework of the educational program and demonstrate evidence of the elimination of the identified deficiencies.*
- *The university should evaluate the effectiveness and efficiency of its activities, including in the context of EP. The information collected and analyzed by the university within the framework of the EP should take into account:*
 - *Key performance indicators;*
 - *dynamics of the student body in terms of forms and types;*
 - *Academic performance, student achievements, and expulsion;*
 - *satisfaction of students with the implementation of the EP and the quality of education at the university;*
 - *Availability of educational resources and support systems for students;*
 - *Employment and career development of graduates.*
- *Students, staff, and teaching staff must document their consent to processing personal data.*

- *The EP management should help provide all the necessary information in the relevant fields of science.*

The evidentiary part

AHEU has a collection and analysis system for managing quality management, improving the internal quality assurance system based on AIS Platonus and the Prometheus 4.3 distance learning system. As part of the implementation of the Order of the Ministry of Education and Science of the Republic of Kazakhstan No. 219 dated 06/05/2013 on the "Introduction of an information system in higher educational institutions of the Republic of Kazakhstan", the University cooperates with the Ministry of Education and Science of the Republic of Kazakhstan using the UHEMS.

Information on educational, methodological, educational, research, and other areas of activity is provided on the AHEU website and in the Business School's annual accounting documents.

The university has a regulation on protecting employees' and students' personal data. Personal data on paper is stored in a lockable fireproof cabinet or a lockable metal safe. Personal data on electronic media is stored in the memory of the operators' personal computers. Access to these media is strictly limited.

Every year, at the end of the semester, students are surveyed in the EP disciplines. Based on the results of the survey, measures are taken to improve the organization of the educational process. Thus, by the beginning of the 2023-2024 academic year, the Institute of Economics, Statistics, and IT Technologies building underwent significant repairs to the heating system and cosmetic repairs to all administrative and educational premises.

The "Management of a modular educational program" procedure prescribes external and internal risks that allow for research of the internal and external environment. An example is the criterion "The image of an educational institution in the market." To update this indicator, AHEU actively participates in various kinds of international and national ratings that allow it to make itself known in the educational services market. The most urgent at the moment is the risk of reducing the contingent of implemented EP.

Key performance indicators include the demand for EP graduates, the degree of student satisfaction with the EP's content and quality, the involvement of teachers from partner organizations, employers, and practitioners in the EP's development and management, students' participation in scientific events, and joint operations with foreign universities.

The recruitment of students assesses effectiveness and efficiency according to the Marketing survey: in the 2021-2022 academic year - 61 people; in the 2022-2023 academic year - 65 people; in the 2023-2024 academic year – 75 people; in addition, the assessment is based on the educational results of students: according to the results of rating and final controls, the results of practical work and internship. The degree of demand for graduates in the market is also assessed, which in 2023, according to the NCE Atameken rating, amounted to 53%.

Every year, at the end of the semester, students are surveyed in the disciplines of the EP. An analysis of the survey results showed that students, assessing the quality of the teaching staff's classes, noted the full manifestation of such indicators as a high theoretical level of the presented material, intelligibility, and reasonableness of the presentation of educational material, completeness of disclosure of the topic, a combination of rational and emotional styles of presentation of the material, the ability to establish contact with the audience and maintain interest in the lecture. According to the student survey results, no corruption violations were identified. (<https://ageu.edu.kz/ru/news/view?id=14>)

Systematic monitoring, the effectiveness of the goals of the EP is primarily carried out at departments in Business schools, where students' educational results are evaluated according to the following indicators: the results of boundary and final controls, the results of practical work and practice of students. The requirements for the competitive selection of applicants are also assessed: the degree of readiness of graduates to meet the requirements of state educational standards, the degree of demand for graduates in the labor market, and employer reviews. These results are discussed at the meetings of the departments and BS, and by them, the quality assurance policy is being reviewed.

Information for applicants is updated annually, and booklets and brochures on educational programs in higher and postgraduate education are issued online and distributed to all regions of the Republic of Kazakhstan.

Electronic libraries provide information support for scientific research through their websites: www.kfzned.kz - Kazakhstan National Electronic Library; www.rmebrk.kz - Republican Interuniversity Electronic Library; Springer Link; corporate repository of abstracts and dissertations www.krad.bik.org.kg; Polpred; eLIBRARY.RU.

Analytical part

During the visit, the EEC staff showed awareness and involvement in collecting and analyzing information. The members of the EEC got acquainted with the survey results, which were discussed at the meeting of the Department of Business School. The staff showed a sufficient degree of involvement in the work of the Academic Council and the Educational and Methodological Council.

The opinion of the EEC experts on the criterion of information management and reporting within the framework of an accredited EP is positive. It is noted that the reporting mechanism reflects all levels of management. Assessing the effectiveness and efficiency of activities in the context of the accredited EP is sufficient. The information collected and analyzed by the management of the educational institution takes into account key performance indicators: the dynamics of the student body, the level of academic achievement, students' achievements and satisfaction with the quality of education at the university, the availability of educational resources, and the employment of graduates.

A conversation with students and graduates showed that they are not sufficiently involved in the analysis process and have a desire to participate in decision-making on the inclusion of elective disciplines in EP Marketing. At the same time, students of the accredited educational institution expressed their desire to provide access to educational resources using digital tools.

The signed consents to the processing of personal data of both students and teaching staff have not been demonstrated to the EEC members.

Strengths/Best practices:

Not identified by this standard

Recommendations:

- To ensure the participation of students in the analysis of information and decision-making on the inclusion of elective subjects in EP Marketing. The deadline is December 1, 2024.

- To ensure students have access to educational resources on learning and using digital tools in marketing in the 2024-2025 academic year.

- To issue a documentary consent to the processing of personal data of students and teaching staff by September 1, 2024.

Conclusions of the EEC according to the criteria:

According to the Information Management and Reporting standard, 17 criteria are disclosed, of which 14 have a satisfactory position, and 3 suggest improvement.

6.3. The standard "Development and approval of the educational program"

• *The university must demonstrate the existence of a documented procedure for developing an EP and its approval at the institutional level.*

The university must demonstrate compliance with the developed EP with the established goals and planned learning outcomes.

• *The management of the educational institution should determine the impact of disciplines and professional practices on the formation of learning outcomes.*

• *The university can demonstrate the availability of a graduate's model of learning outcomes and personal qualities.*

• *Qualifications awarded upon completion of the EP should be clearly defined and explained and correspond to a certain level of the NSC, QF-EHEA.*

• *The EP management should demonstrate the program's modular structure based on the European Credit Transfer and Accumulation System (ECTS) and ensure that the EP and its modules (in terms of content and structure) meet the goals*

set, focusing on achieving the planned learning outcomes.

- The educational institution's management should ensure that the content of academic disciplines and learning outcomes correspond to each other and to the level of study (bachelor's, master's, doctoral studies).
 - The management of the EP should demonstrate the conduct of external expertise of the EP.
- The management of the educational institution should provide evidence of the participation of students, teaching staff, and other stakeholders in developing educational programs and ensuring their quality.
- The EP's management should demonstrate its positioning and uniqueness in the educational market (regional/national/international).
 - An essential factor is the possibility of preparing students for professional certification.
 - An essential factor is the availability of a double-degree EP and/or joint EP with foreign universities.

The evidentiary part

The internal regulatory document "Management of a modular educational program " regulates the university's development and management of educational programs. The Business School and the Academic Council of AHEU jointly manage the EP.

The main objectives of EP management are the formation of an innovative graduate model focused on market demands based on the training of specialists for the real sector of the economy based on social partnership with employers; the development of advanced educational programs with employers that ensure the competitiveness of graduates; the introduction of innovative learning technologies into the educational process and the provision of educational services at the level of world standards; organization of professional practices based on government agencies, national and international companies, leading enterprises and organizations in Kazakhstan.

A critical issue in organizing the educational process is professional (industrial) practice conduct. To complete the internship, the Business School, the Career Sector, and Business Partnerships sign contracts with commercial and non-profit enterprises. Contracts for professional (industrial) internships are filled out according to the form, which, after agreement between both parties, is signed by the heads of AHEU and the company.

Developers from the Business School were involved in the development of the Graduate Model of the accredited EP - head Akhatova E.Kh., Professor Razakova D.I., senior lecturer Shiganbayeva N.B., an expert group consisting of Vice-rector for Research and Development Seithamzin G.Zh., Director of the Institute of Economics of IT Technologies Ospanov K.Z., Executive director of the Kazakh Marketing Association Mukhamedkarimova A.M., students of EP Marketing Aybekova A., Zamzayeva K.

The qualifications awarded upon completion of the Marketing assessment are clearly defined and explained and correspond to the 6th level of the NSC, the 6th cycle of the QF-EHEA.

The implementation of EP Marketing is carried out according to a credit-modular system and is based on using a credit system and appropriate educational technologies. A prerequisite for the development of educational programs is to take into account suggestions from employers and students' right to choose elective subjects. The content of academic disciplines, the learning outcomes of each other, and the level of learning are also considered.

The "Regulation on the Development and Approval of the University's Educational Program" stipulates that a group of representatives of interested stakeholders participates in the development of the University's educational programs, who are selected according to the areas of training and/or groups of higher and postgraduate education programs. According to the SURVEY, Marketing is the primary reviewer of this educational program, as well as working training programs (syllabuses) in her disciplines is the Executive Director of the Kazakh Marketing Association Mukhamedkarimova A.M. The reviewers of both EP Marketing and disciplines in this educational program include the heads of LLP – Petroleum, Lita commerce, Beauty Lux, etc. The members of the EEC got acquainted with the Approval Acts and reviews.

According to the results of the previous certification, based on the recommendation of the Higher Attestation Commission, the list of elective disciplines includes elective profile disciplines to ensure the readiness of bachelors for professional certification. The business school conducts guest lectures, workshops, and training at the invitation of experienced business coaches and speakers. The Central Asian Advertising Association (CARA) held an online webinar, "Marketing and Digital Marketing

Competencies," with leading experts from the advertising and media market.
<https://ageu.edu.kz/ru/news/view?id=137>

Analytical part

During the visit, the EEC experts got acquainted with the accredited EP's graduate model. Forming general cultural, professional, and subject competencies contributes to achieving the EP's goals and objectives.

To harmonize the curriculum's content and compliance with current trends in the development of the modern economy, the Business School conducts a comparative analysis with the programs of foreign universities for the preparation of integrated curricula, examines employers' proposals for the inclusion of new disciplines, their compliance with a certain level of training, and the formation of professional competencies.

The University has cooperation agreements with foreign universities and has experience in the academic mobility of students and teaching staff with partner universities from neighboring countries. However, an essential factor is the availability of a two-degree or joint EP in Marketing. During the meeting with the faculty and students, the experts found out that by the Agreement "On cooperation in the field of education and Science" between the KSU named after I.Arabaev and AHEU on academic mobility, the exchange of teaching staff and students was mainly conducted in financial disciplines. It is necessary to expand the practice of academic mobility based on harmonizing the content of accredited professional education with partner universities near and far abroad.

The management of the EP is working to study foreign experience in the implementation of a similar EP. The university has signed cooperation agreements with foreign universities and has experience in internal and external academic mobility. The recommendations of the Higher Attestation Commission on previous accreditation on the harmonization of the content of the EP with similar EP of foreign universities for the implementation of double-degree/joint EP Marketing have not yet been implemented.

Strengths/Best practices:

Not identified by this standard

Recommendations:

The management of the accredited EP should harmonize its content with foreign partner universities for the implementation of double-degree/ joint EP and include indicators in the development plan of EP Marketing for 2025-2027.

Conclusions of the EEC according to the criteria:

According to the standard "Development and approval of educational programs," there are 11 satisfactory positions, and 1 implies improvement.

6.4. The standard "Continuous monitoring and periodic evaluation of educational programs"

● *The university should ensure the revision of the content and structure of the educational program, taking into account changes in the labor market, employers' requirements, and society's social demands.*

● *The university must demonstrate the existence of a documented procedure for monitoring and periodic evaluation of the EP to achieve the goal of the EP. The results of these procedures are aimed at continuous improvement of the EP.*

The monitoring and periodic evaluation of the EP should consider the following:

● *the content of the programs in the context of the latest achievements of science and technology in a particular discipline;*

● *changing needs of society and professional environment;*

● *workload, academic performance, and graduation of students;*

● *effectiveness of student assessment procedures;*

● *students' needs and satisfaction levels;*

● *compliance with the educational environment and the activities of support services with the objectives of the EP.*

- All stakeholders should be informed of any planned or undertaken actions regarding the EP. All changes made to the EP must be published.
- Support services should identify the needs of different groups of students and the degree of their satisfaction with the organization of training, teaching, assessment, and mastering the EP in general.

The evidentiary part

The university's management constantly monitors the quality of education to identify the degree and completeness of the implementation of educational standards, the compliance of the objectives of the educational program with the strategic requirements imposed on specialists by the labor market, and the level of teaching staff's capabilities to train a competitive specialist. This process is regulated by the developed and approved Procedure "Management of a modular educational program"

The EP is discussed annually at a meeting of the Business School and recommended for discussion at a meeting of the Academic Council. According to the decision of the Business School and Academic Council, it is transferred to the University's EB and further approved by the rector. The EP is monitored and reviewed once a year.

At the end of the academic year, at a meeting of the Business School with the participation of all stakeholders (teaching staff, employers), an EP self-assessment is conducted, taking into account the changes made and the results achieved. The input data for the self-assessment are reports from teaching staff, representatives of employers' organizations, and an analysis of elective subjects chosen by students. The results of the self-assessment are reflected in the meeting minutes.

Students of accredited educational institutions actively participate in subject Olympiads of various levels. Students actively participate as speakers at the annual international scientific and practical conferences held at AHEU, which characterizes the formation of students' leadership, communicative competencies, and the ability to present the results of scientific research. Thus, during the reporting period, the XXI, XXII, and XXIII International Scientific and Practical Conferences "Youth and Science" (2022, 2023, 2024), the MNPC "New Kazakhstan - New Opportunities for the Development of Science and Society (2022)", "New trends in economic development" (2023), Articles by conference participants published in the Conference Proceedings, which are posted on the AHEU website (<https://ageu.edu.kz/ru/page/view?id=108>)

The AHEU Academic Policy states that the teacher sets the form of conducting current, boundary, and intermediate controls, depending on the specifics of the discipline.

Analytical part

AHEU has a documented procedure for developing and approving an EP in several stages. Educational programs are discussed annually at a meeting of the Business School and recommended for discussion at a meeting of the Academic Council. According to the decision of the Business School and Academic Council meetings, the university's EB is transferred, and then the EP is approved by the rector.

During the conversation between the members of the Higher School of Economics and graduates, employers expressed their wishes for inclusion in the disciplines or to add elective subjects of the accredited EP, which allowed students to gain knowledge and skills in using innovative technologies in marketing activities, such as AI, blockchain technologies, Big Data, etc.

Detailed information on the forms of current and boundary control of academic achievements, types of tasks, deadlines for their completion, and the distribution of rating points in the discipline is included in the syllabus. During the conversation with the teaching staff and the review of the description of the assessment system in the syllabus, the members of the EEC noted the transparency in the assessment system of students' independent work. The results of the survey of students with the degree of satisfaction with the assessment criteria of learning outcomes showed that 68.8% (11) fully agree, 18.8% (3) agree, and 12.5% (2) partially agree

The members of the EEC note that there is no complete information about the planned or ongoing actions to change the accredited EP on the university's website. The EP Marketing management has not demonstrated the publication of these changes on social media.

Strengths/Best practices:

Not identified by this standard

Recommendations:

- Include disciplines on the use of AI, blockchain, and Big Data technologies in marketing activities in EP Marketing for the 2024-2025 academic years.
- Ensure transparency of the learning outcomes assessment system regarding students' independent work and include it in the syllabuses of EP Marketing disciplines.
- To develop and approve a regulation regulating the process of planned or undertaken actions in relation to social Marketing on the university's website and social networks. The deadline is September 1, 2024.

Conclusions of the EEC according to the criteria:

According to the standard "Continuous monitoring and periodic evaluation of educational programs," 10 criteria are disclosed, of which 7 have a satisfactory position, and 3 suggest an improvement.

6.5. The standard "Student-centered learning, teaching and assessment of academic performance"

- *The management of the educational institution should ensure respect and attention to different groups of students and their needs, providing them with flexible learning paths.*
- *The management of the educational institution should ensure teaching based on modern achievements of world science and practice in the field of training, the use of various modern teaching methods, and assessment of learning outcomes that ensure the achievement of the educational institution's goals, including competencies and skills to perform scientific work at the required level.*
- *The EP management should determine the mechanisms for distributing students' educational load between theory and practice within the EP framework, ensuring that each graduate learns the content and achieves the EP goals.*
- *An essential factor is the availability of in-house research in teaching methods of EP disciplines.*
- *The university must ensure that the procedures for evaluating learning outcomes are consistent with the educational program's planned results and objectives.*
- *The university should ensure the consistency, transparency, and objectivity of the learning outcomes assessment mechanism. Criteria and methods for evaluating learning outcomes should be published in advance.*
- *Evaluators should be familiar with modern methods of evaluating learning outcomes and regularly upgrade their skills in this area.*
- *The educational institution's management should demonstrate the existence of a feedback system for the use of various teaching methods and the assessment of learning outcomes.*
- *The educational institution's management should demonstrate support for students' autonomy while simultaneously providing guidance and assistance from the teacher.*
- *The management of the educational institution should demonstrate the existence of a procedure for responding to student complaints.*

The evidentiary part

The management of the EP ensures respect and attention to different groups of students and their needs, providing them with flexible learning paths. The members of the Higher School of Economics demonstrated the content and logic of building an individual educational trajectory of students and the influence of profile disciplines and professional practices on the formation of competencies of graduates of the Higher School of Economics.

When organizing the educational process, the university creates all the necessary conditions to achieve the accredited educational program's planned learning outcomes and goals. The EEC members get acquainted with the rating and monitoring system for assessing students' knowledge. The criteria for the assessment system for students are specified in the academic policy and syllabuses.

To monitor learning outcomes, the following parameters are used: the rating of a particular student; the results of current, boundary, and final control by the group; statistical analysis of controls; academic debts of a student, group, or specialty; the results of state certification of a particular student,

group; assessment of graduates by employers. The criteria for the assessment system for students are specified in the academic policy and syllabuses. The student receives information about the current assessment system in the first year during meetings with the directors of institutes, heads of departments, and the advisor-curator during the orientation week. The main provisions of the knowledge assessment are also presented in the first-year student's guidebook.

The results of implementing the EP are evaluated through quantitative indicators, including performance indicators. According to the winter session of the 2021-2022 academic year, the academic performance of the students of the Faculty of Marketing was 91%, in the 2022-2023 academic year - 88%, and in 2023-2024 – 100%.

According to the Marketing Survey, software and multimedia applications are used to study modules or individual parts of the course. For example, the 1C: Accounting software is used in "Automated accounting systems 1C: Accounting".

The teaching staff of the BS educational programs widely uses educational technologies and methods such as personality-oriented, project-based, game technologies, problem-based learning, various forms of tests, and creative tasks in the educational process.

An individual learning trajectory guides the EP in the framework of student-centered learning. Consideration of individual characteristics, needs, and cultural experience of students is carried out in various aspects of scientific and educational activities: when choosing elective courses, when choosing a practice base, when determining the topic of a thesis, when choosing a supervisor, when students participate in research work (R&D).

An important element of the SCW system is regularly monitoring students' satisfaction with the quality of the educational process, which is carried out through questionnaires. The monitoring results are reviewed and discussed at department and university meetings, where measures are taken to eliminate deficiencies.

The AHEU Business School annually hosts the "Winter School of Economics" every January, which provides advanced training courses for teaching staff in the subjects they read and innovative teaching methods. To effectively organize the professional development of teaching staff, the AHEU Training Center has been organized based on the Department of Science and Innovation since October 2020 (<https://ageu.edu.kz/ru/esit/page/view?id=41>) This Training Center offers advanced training courses, seminars, and training for teaching staff and students in distance and traditional formats. Such seminars are held regularly for teaching staff according to the University's schedule.

Analytical part

The members of the Higher School of Economics were shown the Platonus AIS system, which automates the educational process and provides access to teaching staff and students through personal accounts.

Students are surveyed to identify their satisfaction with learning and evaluate teaching methods.

The Business School faculty publishes a sufficient number of monographs and textbooks, including those on accredited EP Marketing. Thus, a collection of cases, a textbook, and methodological recommendations on using debate technologies have been published.

When interviewing teaching staff and analyzing the submitted materials, the Higher Attestation Commission experts noted the need to develop their own research on teaching subjects in the special disciplines of the accredited educational institution Marketing.

AHEU has a "Trust Box" where any participant in the educational process can file a complaint or statement, report violations, make suggestions, etc. The Regulation on the University's Anti-Corruption Compliance Service (11/19/2021) has also been developed and implemented for the period of the examination session (interim assessment) based on the submission of the Business School in coordination with the first Vice-rector, by order of the Rector of ASUE, creates an appeals commission from among teachers whose qualifications correspond to the profile of the disciplines being appealed.

AHEU has developed and adopted an Academic Integrity Policy to form an understanding of honesty among students, teaching staff, and university staff, building open, sincere, and trusting

relationships, as well as responsibility in matters of developing honesty in life. In connection with the preparation of universities for joining the League of Academic Integrity, it is recommended that Marketing teaching staff be trained in using innovative teaching methods and assessing learning outcomes.

Strengths/Best practices:

Not identified by this standard

Recommendations:

- To train teaching staff on innovative teaching methods and learning outcomes assessment in September-November 2024.
- To conduct their own research in EP Marketing 2024-2025 teaching methods.

Conclusions of the EEC according to the criteria:

According to the standard "Student-centered learning, teaching and assessment of academic performance," 10 criteria are disclosed, of which 6 have a satisfactory position, and four suggest an improvement.

6.6. The "Students" Standard

- *The university should demonstrate the policy of forming the student body and ensure transparency of its procedures. The procedures governing the life cycle of students (from admission to completion) must be defined, approved, and published.*
- *The management of the educational institution should provide special adaptation and support programs for newly enrolled and international students.*
- *The university must demonstrate compliance with its actions with the Lisbon Recognition Convention, including the existence and application of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal, and non-formal education.*
- *The university should provide opportunities for students external and internal academic mobility and assist them in obtaining external grants for training.*
- *The university should encourage students to self-educate and develop outside the main curriculum (extracurricular activities).*
- *An essential factor is the availability of a support mechanism for gifted students.*
- *The university should demonstrate cooperation with other educational organizations and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility/National Academic Recognition Information Centers" ENIC/NARIC to ensure comparable recognition of qualifications.*
- *The university should provide students with internship places, demonstrate the procedure for facilitating graduates' employment, and maintain contact with them.*
- *The university must demonstrate the procedure for issuing documents to graduates confirming their qualifications, including the achieved learning outcomes.*
- *The management of the EP should demonstrate that graduates of the program have skills in demand in the labor market and that these skills are in demand in the labor market.*
- *The management of the educational institution should demonstrate the existence of a mechanism for monitoring graduates' employment and professional activities.*
- *An essential factor is an active alumni association/association.*

The evidentiary part

The Commission notes that the policy of forming a contingent of students is to ensure transparency of its procedures and consists of admitting people to the number of students who are most prepared to study at the Almaty Humanitarian and Economics University, who have scored the required number of points according to the results of the UNT graduates of general secondary schools, IT graduates of technical vocational education on a fee basis, as well as specialists with diplomas for obtaining the second higher education according to the results of the interview.

The university conducts career guidance aimed at the preparation and selection of university applicants and graduates who have consciously chosen a particular educational program for bachelor's degree programs. Applicants and graduates are informed about the requirements of the study programs

through the University's website, which contains all information on the levels and forms of study, as well as advertising on television, radio, newspapers, and outdoor advertising, regular Open Days, career guidance in secondary schools and colleges. Almaty, Almaty region and regions of the Republic of Kazakhstan, as well as among university graduates for admission to the AHEU Master's degree program.

The Commission determined that the management of the educational institution conducts adaptation work for incoming students. For the adaptation of students at AHEU, there is a Student's Guide Book, which outlines the history of its creation, mission, management structure, clarifications about the credit system of education, the student's responsibilities, rights, a list of student organizations, a student calendar, etc.

The Commission found that AHEU practices the recognition of higher education qualifications, periods of study, and previous studies, including the recognition of non-formal and informal learning, which are based on ensuring actions following the Lisbon Convention on the Recognition of Qualifications Related to Higher Education in the European Region (Lisbon, 1997), as well as the Ministry of Education of the Republic of Kazakhstan (Order Minister of Education and Science of the Republic of Kazakhstan dated January 10, 2008 No. 8).

The development of academic mobility is one of the main activities of the educational development plan, as well as harmonizing academic mobility with partner universities. In AHEU 30.09.2022, The Academic Policy has been approved, which defines the procedure for academic mobility and credit transfer of students and teaching staff, organizational and methodological support, as well as procedures for recognizing periods of study of students, University researchers at other universities (including foreign ones) within the framework of academic mobility.

The First Vice-Rector carries out the organization's general management and provides information support for the academic mobility of students and teaching staff. The current work on the organization and information support of academic mobility in non-CIS countries is carried out by the Department of Science and Innovation. Upon the student's return, the Registration and Mobility Department recognizes the study program. The competence includes the preparation of an "Act of Academic Recognition" based on an academic certificate issued by the host university. The qualification requirements for persons providing general guidance on the organization and information support of academic mobility are knowledge of the ECTS system. The base period for academic mobility is usually a semester. The extension of the term is carried out by order of the rector based on a personal statement from the student and (or) a reasoned request from the head of the Business School.

AHEU has a program to support gifted students. For students studying on a contractual basis, a flexible system of benefits is provided for orphans, children with disabilities, and children whose parents have disabilities. The University allocates grants for talented youth.

The EEC notes that one of the important issues at the University is the employment of future specialists. AHEU prioritizes assistance in the employment of graduates and their professional support. In this regard, the University's management structure includes the Career and Business Partnership Sector. The results of the NCE Atameken rating for 2022-2023 show that the average employment rate of graduates is 70.8%, according to the survey in 2022 - 65% and in 2023 - 53%.

The Commission found that the graduates' training meets the requirements of qualification characteristics, graduates possess professional knowledge in the field of economics, business analysis, marketing, history, and economics of the country, possess competencies appropriate to the educational program, have an understanding of the processes and phenomena occurring in the modern world. To track the interaction of theory and practice of education, students of the accredited educational institution attended training courses, introductory seminars, master classes, webinars, and guest lectures on specialized subjects by representatives of business structures and higher education.

The EEC experts confirm the AHEU's practice of recognizing higher education qualifications, periods of study and previous studies, including the recognition of non-formal and informal education, which are based on ensuring actions by the Lisbon Convention on the Recognition of Qualifications Related to Higher Education in the European Region (Lisbon, 1997), as well as the Ministry of Education of the Republic of Kazakhstan (Order Minister of Education and Science of the Republic of Kazakhstan dated January 10, 2008 No. 8).

The Career and Business Partnership Sector provides assistance in the employment of graduates and their professional support at the university. According to independent research by the National Chamber of Entrepreneurs Atameken, the employment rate of EP Marketing graduates in 2023 was 53%.

To create conditions for young people's effective career growth and professional adaptation to the labor market, AHEU systematically expands its network of strategic partners. Currently, the University has about 170 permanent business contacts with leading public and private institutions, organizations, companies, banks, and firms.

Analytical part

During the visit, the Commission of the Higher Economic Commission had the opportunity to make sure that to solve the employment problems of graduates after graduation, the Business School establishes cooperation with various industry enterprises and organizations. Conducts purposeful work on organizing high-quality internships at the enterprises and organizations of the city. To this end, the management of the EP is constantly working to expand production internships with leading industry companies and institutions of the city.

Monitoring students' opinions on issues related to learning allows for continuous improvement of the educational process at the university. Reasonable student comments and suggestions are discussed and examined at the Business School. The current feedback system between the administration and the staff, systematic actions that include students, and control by the student government make it possible to avoid bribery and corruption.

An analysis of the dynamics of the marketing survey's student population shows that there has been a positive trend over the past three years of study. The academic performance of students in the field of Marketing for the last three years of study is: in 2021-2022 academic year – 91% (61 students), in 2022-2023 academic year - 88% (65 students), in 2023-2024 academic year - 100% (75 students). Academic performance is at a good level, which indicates the effectiveness of selecting students for advanced placement.

During the meeting with the graduates, the experts noted that they carry out marketing activities and occupy such positions as sales manager, brand manager, PR manager, etc. However, they do not actively participate in the activities of the Alumni Association. Experts note that there are no EP Marketing graduates in the Alumni Council, even though graduation has been completed since 2007. In addition, graduates intend to continue their studies in the master's program.

During the EEC visit and the survey, 93.8% of the surveyed students answered "completely satisfied," 6.3% answered "I find it difficult to answer," and 100% (16 students) answered "Are you satisfied with the quality of teaching in general?" We are delighted.

Strengths/Best practices:

Not identified by this standard

Recommendations:

It is recommended that AHEU graduates be included in the Association of EP Marketing graduates to strengthen communication and organize active interaction with the university, which would promote the university's corporate brand.

Conclusions of the EEC according to the criteria:

According to the "Students" standard, 12 criteria have been revealed with a "satisfactory" rating.

6.7. The "Teaching Staff" Standard

• *The university should have an objective and transparent HR policy in the context of the educational program, including hiring (including invited teaching staff), professional growth and staff development, and ensuring the entire staff's professional competence.*

• *The university must demonstrate that the quality of the teaching staff meets the established qualification requirements, the university's strategy, and the goals of the educational program.*

• *The management of the educational institution should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning and teaching.*

• *The university should provide opportunities for career growth and professional development of teaching staff, including young teachers.*

• *The university should involve specialists from relevant industries with professional competencies that meet the requirements of the educational standard.*

• *The university must demonstrate the existence of a mechanism for motivating the professional and personal development of teaching staff.*

• *The university should demonstrate the widespread use of information and communication technologies and software tools in the educational process (for example, online learning, e-portfolio, MOCC, etc.).*

• *The university should focus on developing academic mobility and attracting the best foreign and domestic teachers.*

The university must demonstrate each teacher's involvement in promoting a culture of quality and academic integrity and determine the contribution of teaching staff, including invited ones, to achieving CERTAIN goals.

• *An essential factor is the involvement of teaching staff in developing the region's and the country's economies, education, science, and culture.*

The evidentiary part

During the visit, the Higher School of Economics had the opportunity to make sure that personnel policy is one of the strategic priorities of the university's development. It is aimed at ensuring the qualification requirements for the implementation of educational programs, preserving the professional potential of the teaching staff, creating conditions for increasing teachers' professional motivation and career growth, and creating a favorable moral and psychological climate in the team. The teaching staff of the Business School meets the qualification requirements for basic education (100%) and academic degrees and titles.

The procedure in force at the university ensures transparency of personnel policy.

When applying for a teaching staff position, a prerequisite is that the applicant has a higher professional education, an academic master's degree, a PhD degree, a PhD degree in the specialty, the correspondence of education to the profile of the department's specialties, etc.

Recruitment based on the recruitment system is implemented in the following order:

- the staffing table of the teaching staff is being formed;
- the number of vacant positions for the training of students in various educational programs is determined;
- Competition for filling vacant positions is announced through the media, indicating the qualification requirements;
- Competition is being held to fill vacant positions, and recommendations on hiring teaching staff are being submitted to the university's rector.

The Commission notes that distance learning seminars are being held at AHEU for teaching staff concerning the transition to student-oriented education. During the workshop, the issues of online work on the Adobe Connect platform and in the Prometheus system were considered. Such seminars are held regularly according to the University's schedule.

Modern conditions actualize the importance of the teacher's role as a highly qualified specialist capable of achieving and navigating the traditional educational space and newly emerging innovative processes. Therefore, each faculty member's task and goal is to achieve high results in their professional activities based on the continuous improvement of professional potential.

The Commission found that academic mobility of teaching staff is developed at AHEU, and foreign scientists are involved in giving lectures, which is an essential factor in faculty development.

The results of a sociological survey of students using the questionnaire "Teacher through the eyes of a student" assess the pedagogical skills and professionalism of the teacher. The purpose of the survey is to improve the quality and level of the educational process by improving the effectiveness of teachers while identifying students' subjective opinions about their professional skills and personal qualities.

The "Clean Session" campaign is also held annually at AHEU. The purpose of this campaign is to clarify anti-corruption legislation and the concept of corruption, improve anti-corruption measures, establish legality and anti-corruption discipline among students, and educate students in the spirit of countering corruption.

The Commission notes that teaching staff are actively involved in the life of society and the development of the city's education system and the republic. Thus, the First Vice-rector of AHEU, Professor of the Bekenova L.M. Business School, is an active member of the city branch of the Amanat Party, the Almaty Youth Policy Committee, the G-38 Alliance of Universities, and the Association of Businesswomen of Kazakhstan. The staff of the Business School includes experienced teachers who are members of the Council of the Educational and Methodological section in the field of Social Sciences and Business at the Republican Educational and Methodological Council of the Ministry of Education and Science of the Republic of Kazakhstan, experts from the Independent Agency for Accreditation and Rating.

Analytical part

Based on an interview with the faculty, the EEC ensured that the university management created all the prerequisites for the manifestation of creative potential, increasing the level of competence and initiative of the faculty and stimulating the effectiveness of daily work. By supporting educational initiatives, university professors are actively involved in developing a regulatory framework, conducting an external assessment of the educational activities of universities, and preparing expert opinions on the quality of dissertation research, textbooks, and scientific monographs.

EEC made sure that AHEU provides good opportunities for professional development. Every year, it is planned to enroll young teachers in the master's program and the targeted doctoral program. Requests are being formed for admission to the targeted doctoral program for young teachers. For the development of young teachers of the accredited educational institution, the following are provided: visits by young teachers to open classes of professors and associate professors; attendance at classes of young teachers with subsequent analysis and recommendations; taking advanced training courses; participation in scientific and practical conferences (national, international); participation in international scientific schools; participation in scientific round tables.

During the visit of the EEC and the survey, 80% (8 people) of the surveyed faculty answered "very well", 20.0% (2 people) answered "well", and the question "How do you assess the opportunities provided by the University for the professional development of teaching staff", for the career growth of teaching staff" - 50% (5 people) of the respondents answered "very well", 50% (5 people) - "good". The results of a survey of teaching staff on the possibility of combining with scientific research showed that 70% (7 people) rated it "very good", 30% (3 people) rated it "good". 70% (7 people) are fully satisfied with the payment terms, and 30% (3) are partially satisfied.

However, the educational institution's management has not considered the possibility of training and advanced training teachers at practice bases through employers' associations to integrate effectively into the production process, considering changes in the foreign market. It has also not organized training seminars with AHEU faculty on forming a competence approach. There is also a need to improve the issues of attracting leading specialists, relevant industries, and foreign and domestic teachers to the educational process and facilitating the participation of teachers accredited by the International Academic Mobility Foundation.

The Higher School of Economics members were shown the university's educational portal on the Prometheus 4.3 SDO platform, where distance learning modules are located. However, the open online

courses developed by the teaching staff of the accredited EP and the digital learning platforms used in the training were not demonstrated.

In addition, during the survey of teaching staff, 50% (5 people) noted that they experienced the unavailability of necessary literature.

Strengths/Best practices:

- A high-quality staff of the Business School faculty with a high degree of settling down and extensive experience in scientific, pedagogical, industrial, and practical activities.
- Motivation system for professional and personal development of teaching staff of accredited educational institution Marketing

Recommendations:

- Development of open online courses and digital training platforms on EP Marketing in 2024-2025.

Conclusions of the EEC according to the criteria:

According to the "Teaching staff" standard, 10 criteria are disclosed, of which 2 are strong, 7 are "satisfactory", and 1 implies improvement.

6.8. The standard "Educational Resources and Student Support Systems"

- *The university must ensure that educational resources, including material and technical resources and infrastructure, meet the objectives of the educational program.*
- *The management of the EP should demonstrate the presence of classrooms, laboratories, and other facilities equipped with modern equipment and ensure the achievement of the EP goals.*
- The university must demonstrate the compliance of information resources with the needs of the university and the implemented educational programs, including in the following areas:*
 - *technological support for students and teaching staff through educational programs (for example, online learning, modeling, databases, and data analysis programs);*
 - *library resources, including the collection of educational, methodological, and scientific literature on general education, basic and specialized disciplines on paper and electronic media, periodicals, and access to scientific databases;*
 - *examination of research results, graduation papers, and dissertations for plagiarism;*
 - *Access to educational Internet resources;*
 - *The operation of WI-FI on your territory.*
 - *The university must demonstrate that it creates conditions for conducting scientific research, integrating science and education, and publishing the results of the research work of teaching staff, staff, and students.*
 - *The university should strive to ensure that the educational equipment and software used to develop educational programs are similar to those used in the relevant sectors of the economy.*
 - *The management of the educational institution should demonstrate the availability of support procedures for various groups of students, including information and counseling.*
 - *The management of the educational institution should show the availability of conditions for the student's advancement along an individual educational trajectory.*
 - *The university should consider the needs of different groups of students (adults, working people, foreign students, and students with special educational needs).*
 - *The university must ensure that the infrastructure meets the security requirements.*

The evidentiary part

The Commission notes that AHEU has the necessary material and technical base to achieve its goals and solve problems of educational, scientific, socio-cultural, sports, and recreational nature. The University has a well-developed network of information and communication equipment.

All buildings are connected in a single communication network. Fiber-optic communication channels between buildings enable fast and uninterrupted access to all resources. The information transfer rate within the corporate network is 45 Mbit/s.

Wi-Fi is available on the University grounds. Students can access online educational resources, including various external personalized interactive resources for professional development and career advancement.

The Commission determined that the university has its own library. The library's collection includes printed and electronic educational, methodological, scientific, official, reference, bibliographic, and specialized periodicals on all subjects, courses, and disciplines included in the implemented basic educational programs.

The total area of the library is 485.4 sq.m. Its structure includes 2 reading rooms with 40 seats, a periodicals room, and an electronic room, 1 reading room at the Institute of Pedagogy, Business, and Law with 20 seats, and a subscription. The total book collection of the library is 581,999 copies, including 17,7066 in the state language, 773 in English, 50,546 in electronic media, 14,388 in Kazakh, and 36,158 in Russian. The book collection includes 528153 copies of educational literature and 28798 copies of scientific literature. The library's logistical base includes 10 computers in the electronic library, 5 computers in the reading room, 1 3-in-one printer, 2 computers, and one printer for staff.

Free Internet access and Wi-Fi exist so all readers can access the necessary information. Video cameras are installed in the library premises. The educational equipment and software tools used in teaching students at AHEU are similar to those used in economic sectors. For example, the Licensed program 1-C Accounting was purchased for student education, and the educational platform for learning English, "REALLY ENGLISH," was purchased.

The Commission notes that all works are checked for plagiarism through the StrikePlagiarism and Anti-Plagiarism licensing systems to improve the quality of the organization and effectiveness of the educational process, control the degree of independence of students in completing their theses, and increase their self-discipline and respect for intellectual property rights.

The graduating departments, together with the Department of Academic Work and the Department of Graduate Studies, check the graduation papers for borrowings (plagiarism). The student is responsible for timely submitting the final work for verification by the Anti-Plagiarism system.

The Commission determined that the information support meets the program's requirements and contains all the materials necessary for training: educational, technical, reference, and general literature, as well as various periodicals. Students enrolled in this educational program have access to computer classrooms and AHEU electronic resource halls equipped with modern computer technology and connected to the Internet. A single corporate network unites all structural divisions of the University.

The Commission found that the university's infrastructure fully meets the security requirements. The training facilities generally comply with sanitary and fire safety standards. The training building has a security service, each unit has an evacuation plan in case of fire, employees are systematically instructed on safety, there are tactile paths for the visually impaired, and parking is available onsite for vehicles.

The Commission observes that AHEU has developed a comprehensive suite of services designed to assist students in meeting their educational, personal, and professional objectives. These services include the Academic Work Department, Student Service Center, career and Business Partnership sector, Registration and Mobility Department, educational process organization sector, electronic registration and student knowledge assessment sector, library, reading room, and electronic library.

To maintain a stable, healthy moral and psychological climate among students and the ASUE teaching staff, the University has established a psychological service, which includes the Senim Circle and the Young Psychologist Research Section, headed by J.A. Abisheva. https://www.aesa.kz/about_the_university/news/1247/

Students actively participate as speakers at the annual international scientific and practical conferences held at AHEU (December and April), which characterize the formation of students' leadership, communicative competencies, and the ability to present the results of scientific research.

Analytical part

After the visual inspection by the members of the EEC of the facilities of the material base, it should be noted that the university has all the necessary educational and material assets to ensure the educational process of the accredited educational institution. The classroom and laboratory facilities and classrooms comply with established standards and regulations.

However, the university should improve its technical capabilities for people with disabilities and replenish the number of specialized literature in training areas, especially in electronic format.

The information provided by the university on the specified logistics and information resources shows an improvement trend.

As a result of the analysis of the accredited EP's activities according to this standard, it can be concluded that an assessment has been made of the completeness and accessibility of the material, technical, and information resources specified by the EP. There is a dynamic of resources and the learning environment, library support for the educational process, and the activities aimed by the management of the EP at improving the resource support for the implementation of the EP are highlighted.

When carrying out educational activities, the university is guided by regulatory documents regulating mandatory regulatory requirements for the material, technical, and educational laboratory facilities of educational organizations. There is a fairly good level of information support for educational and scientific-educational activities with access to full-text electronic resources of educational and scientific importance, which satisfies the needs of students and teaching staff.

The Commission notes the need to continue purposeful work to ensure conditions for the education of people with disabilities, including the development of a version of the university's website for people with visual disabilities. In addition, it is necessary to take into account the needs of different groups of students in educational institutions (adults, working people, foreign students).

The Commission notes the need to systematically implement a set of measures to improve the adaptation conditions of students with disabilities.

The university as a whole is focused on educating children from the middle strata of the population and on supporting low-income students. The cost of studying at AHEU is significantly lower than that of most universities in Almaty. To provide social support to students from vulnerable segments of the population, the Rector's Office, together with the CMCYP, based on the developed Regulations, regularly review applications from low-income students and orphaned students for financial assistance, tuition discounts, and, in some cases, tuition waivers.

An Electronic Student Service Center has been established, where students can apply for academic services (issuing certificates, transcripts, etc.) in person or via the Internet.

The External Attestation Commission experts note that the technological support of students and teaching staff of the accredited EP in studying digital marketing and artificial intelligence needs to be strengthened. Within the framework of cooperation with CMA, there is an opportunity to study at the Apple training center with a teaching staff certification.

Strengths/Best practices:

- Large infrastructure and logistical base allow for the development of accredited EP Marketing.
- The presence of a large volume of classroom facilities, laboratories, and other facilities equipped with modern equipment that ensure the achievement of the objectives of the accredited educational program.

Recommendations:

- To include in the disciplines of EP Marketing the study of software products that will contribute to the development of digital competencies in the 2024-2025 academic year in the fields of digital marketing, artificial intelligence, etc.
- To include in the disciplines of EP Marketing the study of software products that will contribute to the development of digital competencies in 2024-2025.

Conclusions of the EEC according to the criteria:

According to the standard "Educational Resources and Student Support Systems," 13 criteria are disclosed, of which 2 are strong, 10 are "satisfactory," and 1 implies improvement.

6.9. The "Public Information" Standard

• *The information published by the university must be accurate, objective, relevant, and reflect all areas of the university's activities within the framework of the educational program.*

• *Public awareness should include support and explanation of the national development programs of the country and the system of higher and postgraduate education.*

• *University management should use a variety of ways to disseminate information (including mass media, web resources, information networks, etc.) to inform the general public and interested parties.*

The information published by the university about the educational program should be objective and relevant and include:

• *the purpose and planned results of the EP, the assigned qualification;*

• *information about the assessment system for students' academic achievements;*

• *information about academic mobility programs and other forms of cooperation with partner universities and employers;*

• *information about the opportunities for the development of personal and professional competencies of students and employment;*

• *Data reflecting the EP's positioning in the educational services market (at the regional, national, and international levels).*

• *An essential factor is the publication of open resources of reliable information about the teaching staff regarding personalities.*

• *The university must publish audited financial statements on its own web resource.*

• *The university should post information and links to external resources based on the results of external assessment procedures.*

• *An essential factor is posting information about cooperation and interaction with partners, including scientific/consulting organizations, business partners, social partners, and educational organizations.*

The evidentiary part

AHEU publishes information about its mission, goals, objectives, and activities of all structural divisions of the University on all possible media: on the University's official website and in various electronic and printed publications on a national and domestic scale. The university also organizes various marketing, career guidance, other promotions, job fairs, scientific seminars, and conferences where the general public can get acquainted with the university's activities, policies, and strategies. AHEU official website - <https://ageu.edu.kz/ru> It is its calling card. It acts as an essential tool for forming and maintaining an attractive image of the university as a modern high-tech university based on long-standing traditions focused on the needs of students and employers. The information on the website is constantly updated. <https://ageu.edu.kz/ru> – The university's main information page on the Internet contains information about the educational institution, licenses and accreditation, the mission and structure of the university, its activities, regulatory documents, information about the staff, and its achievements. New scientific, educational, cultural, social, and current announcements are published as dynamic information.

The Commission notes that the website has sections titled "About the University," "Applicants," "Institutes," "Science," and "Staff," which contain information about the university's activities that are necessary for applicants, students, graduates, parents, and the general public.

Institutes, business schools, and departments involved in implementing educational programs have sections on the website with materials on disciplines and the learning process.

The EP's management uses various methods to disseminate information, including the university's website, briefings conducted by management, open days, job fairs, and meetings with graduates. They also make suggestions when drawing up work programs for specialties. Round tables with heads of enterprises and organizations, exhibitions of achievements, demonstrations of introduced new technologies and equipment, and career guidance are held.

The university's website, <https://www.ageu.edu.kz/>, has archives of the journal Statistics, Accounting and Audit and materials from scientific conferences.

Analytical part

During the visit, the EEC had the opportunity to ensure that the information published by AHEU

is objective, relevant, and reflects all areas of the university's activities within the EP framework.

The website's primary pages contain information in the official, Russian and English languages.

The transparency of the educational program assessment and revision system is ensured by the availability of information on all areas of the University's activities to interested parties on the University's website; the functioning of a feedback system, the participation of teaching staff and students in collegial bodies of the university; the formation of a regulatory documentation base and its accessibility to teaching staff and students; the introduction of information systems supporting the implementation of educational programs; the functioning of a quality management system that ensures transparency of planning and reporting processes.

However, when analyzing the university's website, the commission found that information about cooperation and interaction with partners was poorly covered. Also, information about EP Marketing has not been published. In particular, there is no description of the EP, its expected development results, and the qualification awarded. The information about teaching staff on the university's website does not fully reflect their scientific and pedagogical activities.

The AHEU's audited financial statements are not available on the university's website, which is intended to inform the general public about the university's financial situation and performance.

The EEC notes the widespread use of social networks: Instagram – ageu_kdm, ageu_businessschool, and Facebook – Almaty University of Humanities and Economics). However, the website has no link to these social media pages.

Strengths/Best practices:

Not identified by this standard

Recommendations: Substantiation of recommendations in the analytical part

- To post the audited financial statements by September 1, 2024.
- Post external links to the university's social networks on the website, including through OP Marketing.

Conclusions of the EEC according to the criteria:

According to the "Informing the Public" standard, there are 11 satisfactory and 1 – suggests improvement.

(VII) OVERVIEW OF STRENGTHS/BEST PRACTICES FOR EACH STANDARD

According to the Educational Program Management standard:

Not identified by this standard

According to the Information Management and Reporting standard:

Not identified by this standard

According to the standard "Development and approval of educational programs":

Not identified by this standard

According to the standard "Continuous monitoring and periodic evaluation of educational programs":

Not identified by this standard

According to the standard "Student-centered learning, teaching and assessment of academic performance":

Not identified by this standard

According to the "Students" standard:

Not identified by this standard

According to the "Teaching staff" standard:

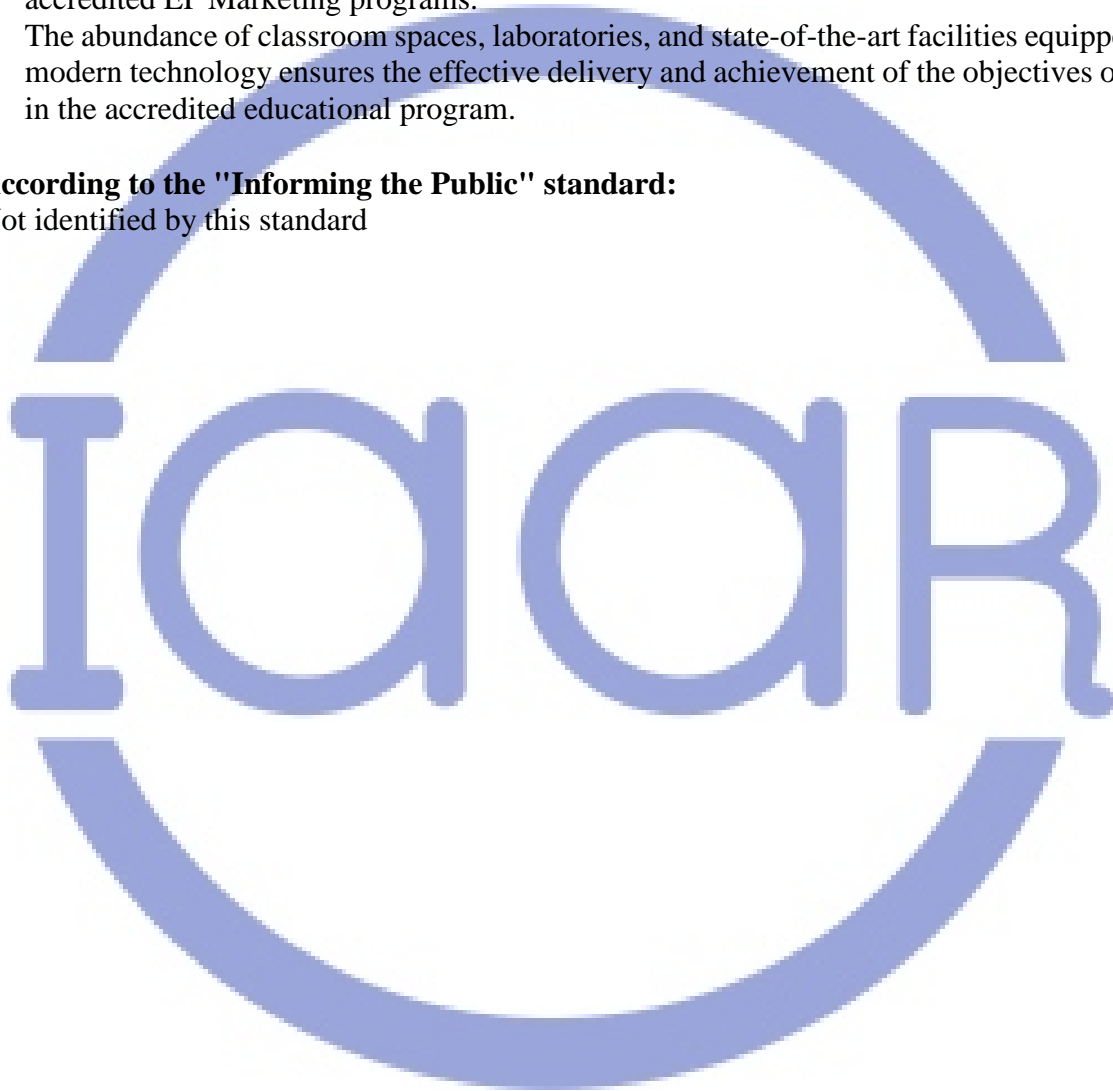
- The Business School faculty comprises highly qualified professionals with substantial expertise in scientific research, pedagogy, industry experience, and practical application.
- An integrated motivation system is in place to foster the professional and personal development of the teaching staff within this accredited educational institution specializing in Marketing.

According to the standard "Educational resources and student support systems":

- AHEU's extensive infrastructure and logistical capabilities facilitate the establishment of accredited EP Marketing programs.
- The abundance of classroom spaces, laboratories, and state-of-the-art facilities equipped with modern technology ensures the effective delivery and achievement of the objectives outlined in the accredited educational program.

According to the "Informing the Public" standard:

Not identified by this standard



(VIII) REVIEW RECOMMENDATIONS FOR QUALITY IMPROVEMENT FOR EACH STANDARD

According to the standard "Educational Program Management"

- to include measurable indicators in the development plan of EP Marketing for 2025-2028 in the following areas of this area of development:
 - development of external academic mobility with universities abroad;
 - providing a systematic analysis and implementation of innovative proposals from employers and the business community in the management of business education in terms of providing business education to students in business education.

According to the Information Management and Reporting standard

- To ensure the participation of students in the analysis of information and decision-making on the inclusion of elective subjects in EP Marketing. The deadline is December 1, 2024.
- To ensure that students have access to educational resources on learning and using digital tools in marketing in the 2024-2025 academic year.
- To issue a documentary consent to the processing of personal data of students and teaching staff by September 1, 2024.

According to the standard "Development and approval of the educational program"

- The management of the accredited educational institution should harmonize the content of the accredited educational institution with foreign partner universities for the implementation of double-degree / joint educational institutions and include indicators in the development plan of the educational program Marketing for 2025-2027.

According to the standard "Continuous monitoring and periodic evaluation of educational programs"

- To include disciplines on the use of AI technology, blockchain, and Big Data in marketing activities in EP Marketing for the 2024-2025 academic years
- Specific it in the syllabuses of EP marketing disciplines to ensure the transparency of the learning outcomes assessment system regarding students' independent work.
- To develop and approve a regulation regulating the process of planned or undertaken actions in relation to social Marketing on the university's website and social networks. The deadline is September 1, 2024.

According to the standard "Student-centered learning, teaching and assessment of academic performance"

- To train teaching staff on the use of innovative teaching methods and assessment of learning outcomes in September-November 2024.
- To conduct their own research in the field of teaching methods of the disciplines EP Marketing 2024-2025.

According to the "Students" standard

- to strengthen the composition of the AHEU Alumni Association by graduates of the EP Marketing to strengthen communication and organize active interaction with the university to promote the corporate brand of the university.

According to the "Teaching staff" standard

- Development of open online courses and digital training platforms on EP Marketing in 2024-2025.

According to the standard "Educational resources and student support systems"

- To include in the disciplines of EP Marketing the study of software products that will contribute

to the development of digital competencies in the 2024-2025 academic year in the fields of digital marketing, artificial intelligence, etc.

According to the "Informing the Public" standard

- to post the audited financial statements by September 1, 2024.
- to post external links to the university's social networks on the website, including through EP Marketing.



(IX) RECOMMENDATION TO THE ACCREDITATION COUNCIL



Appendix 1: Evaluation Framework - Findings from the External Expert Commission**Final Assessment by the External Expert Commission on the Quality Evaluation of the Educational Program 6B04105 in Marketing****The institution “Almaty Humanitarian and Economics University”**

№ п/п	№ п/п	Evaluation criteria	The position of the educational organization			
			Strong	Satisfactory	Implies improvement	Unsatisfactory
"Educational Program Management" Standard						
1	1.	The university should demonstrate the development of a goal and strategy for the development of the EP based on an analysis of external and internal factors with the broad involvement of a variety of stakeholders		+		
2	2.	The quality assurance policy should reflect the relationship between scientific research, teaching, and learning		+		
3	3.	The university demonstrates the development of a culture of quality assurance		+		
4	4.	Commitment to quality assurance should apply to any activity performed by contractors and partners (outsourcing), including in the implementation of joint/double degree education and academic mobility			+	
5	5.	The management of the EP ensures transparency in the development of the EP development plan based on an analysis of its functioning, the real positioning of the university, and the orientation of its activities to meet the needs of the state, employers, stakeholders, and students		+		
6	6.	The management of the EP demonstrates the functioning of mechanisms for the formation and regular revision of the EP development plan and monitoring its implementation, evaluating the achievement of training goals, meeting the needs of students, employers, and society, and making decisions aimed at continuous improvement of the EP		+		
7	7.	The management of the EP should involve representatives of groups of interested persons, including employers, students, and teaching staff in the formation of a development plan for the EP		+		
8	8.	The management of the educational program should demonstrate the individuality and uniqueness of the educational institution's development plan, its consistency with national development priorities, and the development strategy of the educational organization		+		
9	9.	The university must demonstrate a clear definition of those responsible for business processes within the framework of the EP, the distribution of staff responsibilities, and the differentiation of functions of collegial bodies		+		
10	10.	The management of the EP ensures coordination of the activities of all persons involved in the development and management of the EP, and its continuous implementation, as well as involves all stakeholders in this process		+		

11	11.	The management of the EP should ensure the transparency of the management system, and the functioning of the internal quality assurance system, including its design, management and monitoring, and appropriate decision-making		+		
12	12.	The management of the EP should carry out risk management		+		
13	13.	The management of the educational program should ensure the participation of representatives of interested persons (employers, teaching staff, students) in the collegial management bodies of the educational program, as well as their representativeness in making decisions on the management of the educational program		+		
14	14.	The university must demonstrate innovation management within the framework of the EP, including the analysis and implementation of innovative proposals			+	
15	15.	The management of the educational program should demonstrate its openness and accessibility to students of teaching staff, employers and other interested persons		+		
16	16.	The management of the EP confirms the completion of training in educational management programs		+		
17	17.	The management of the EP should strive to ensure that the progress made since the last external quality assurance procedure is taken into account when preparing for the next procedure		+		
Total according to the standard				15	2	
The Information Management and Reporting Standard						
18	1.	The university must ensure the functioning of the information collection, analysis, and management system based on modern information and communication technologies and software		+		
19	2.	The management of the EP demonstrates the systematic use of processed, adequate information to improve the internal quality assurance system		+		
20	3.	The management of the EP demonstrates the existence of a reporting system reflecting the activities of all structural divisions and departments within the framework of the EP, including an assessment of their effectiveness		+		
21	4.	The university should determine the frequency, forms, and methods of evaluating the management of the EP, the activities of collegial bodies and structural units, and senior management		+		
22	5.	The university must demonstrate a mechanism to ensure the protection of information, including the identification of responsible persons for the reliability and timeliness of information analysis and data provision		+		
23	6.	The university demonstrates the involvement of students, employees, and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them			+	
24	7.	The management of the EP should demonstrate the availability of communication mechanisms with students, employees, and other stakeholders, including conflict resolution		+		
25	8.	The university must ensure the measurement of the degree of satisfaction of the needs of teaching staff, staff, and students within the framework of the EP and demonstrate evidence of the elimination of the detected shortcomings		+		
26	9.	The university should evaluate the effectiveness and efficiency of its activities, including in the context of the EP		+		
		The information collected and analyzed by the university within the framework of the EP should take into account:				
27	10.	key performance indicators		+		
28	11.	the dynamics of the student body in terms of forms and types		+		
29	12.	the level of academic achievement, student achievements, and expulsion		+		
30	13.	student satisfaction with the implementation of the EP and the quality of education at the university		+		
31	14.	the availability of educational resources and support systems for students			+	
32	15.	employment and career growth of graduates		+		

33	16.	Students, staff, and teaching staff must document their consent to the processing of personal data			+	
34	17.	The management of the EP should help to provide all necessary information in the relevant fields of science			+	
Total according to the standard					14	3
“Development and approval of the educational program” Standard						
35	1.	The university must demonstrate the existence of a documented procedure for the development of an EP and its approval at the institutional level			+	
36	2.	The university must demonstrate the compliance of the developed EP with the established goals and planned learning outcomes			+	
37	3.	The management of the educational institution should determine the impact of disciplines and professional practices on the formation of learning outcomes			+	
38	4.	The university can demonstrate the existence of a graduate model of an EP describing learning outcomes and personal qualities			+	
39	5.	The qualification awarded upon completion of the EP must be clearly defined, explained, and correspond to a certain level of the NFQ, QF-EHEA			+	
40	6.	The management of the EP should demonstrate the modular structure of the program based on the European Credit Transfer and Accumulation System (ECTS), ensure that the EP and its modules (in terms of content and structure) meet the set goals with a focus on achieving the planned learning outcomes			+	
41	7.	The management of the educational institution should ensure that the content of academic disciplines and learning outcomes correspond to each other and the level of study (bachelor's, master's, doctoral studies)			+	
42	8.	The management of the EP must demonstrate the conduct of external expertise of the EP			+	
43	9.	The management of the educational institution must provide evidence of the participation of students, teaching staff, and other stakeholders in the development of information, ensuring their quality			+	
44	10.	The management of the EP should demonstrate the positioning of the EP in the educational market (regional/national/international), its uniqueness			+	
45	11.	An important factor is the possibility of preparing students for professional certification			+	
46	12.	An important factor is the availability of a double-degree EP and/or joint EP with foreign universities				+
Total according to the standard					11	1
"Continuous monitoring and periodic evaluation of educational programs" standard						
47	1.	The university should ensure the revision of the content and structure of the EP, taking into account changes in the labor market, the requirements of employers, and the social demands of society			+	
48	2.	The university must demonstrate the existence of a documented procedure for monitoring and periodic evaluation of the EP to achieve the goal of the EP. The results of these procedures are aimed at continuous improvement of the EP			+	
		Monitoring and periodic evaluation of the educational process should consider:				
49	3.	the content of programs in the context of the latest achievements of science and technology in a particular discipline				+
50	4.	changes in the needs of society and the professional environment			+	
51	5.	the workload, academic performance, and graduation of students			+	

52	6.	the effectiveness of procedures for evaluating students			+	
53	7.	the needs and degree of satisfaction of students			+	
54	8.	the compliance of the educational environment and the activities of support services with the goals of the educational process			+	
55	9.	All interested parties should be informed of any planned or undertaken actions regarding the EP. All changes made to the EP must be published				+
56	10.	Support services should identify the needs of different groups of students and their degree of satisfaction with the organization of training, teaching, assessment, and mastering of the EP in general			+	
Total according to the standard					7	3
“Student-centered learning, teaching, and assessment of academic performance” standard						
57	1.	The management of the educational institution should ensure respect and attention to different groups of students and their needs, providing them with flexible learning paths			+	
58	2.	The management of the EP should ensure teaching based on modern achievements of world science and practice in the field of training, the use of various modern teaching methods, and evaluation of learning outcomes that ensure the achievement of the goals of the EP, including competencies, skills to perform scientific work at the required level				+
59	3.	The management of the EP should determine the mechanisms for distributing the educational load of students between theory and practice within the framework of the EP, ensuring the development of the content and achievement of the goals of the EP by each graduate			+	
60	4.	An important factor is the availability of own research in the field of teaching methods of the disciplines of the EP				+
61	5.	The university must ensure that the procedures for evaluating learning outcomes are consistent with the planned results and goals of the EP			+	
62	6.	The university must ensure the consistency, transparency, and objectivity of the mechanism for evaluating the results of EP training. Criteria and methods for evaluating learning outcomes should be published in advance				+
63	7.	Evaluators should be familiar with modern methods of evaluating learning outcomes and regularly improve their skills in this area				+
64	8.	The management of the EP should demonstrate the existence of a feedback system for the use of various teaching methods and evaluation of learning outcomes			+	
65	9.	The management of the EP should demonstrate support for the autonomy of students with simultaneous guidance and assistance from the teacher			+	
66	10.	The management of the educational institution must demonstrate the existence of a procedure for responding to student complaints			+	
Total according to the standard					6	4
“Students/Learners” standard						
67	1.	The university must demonstrate the policy of forming a contingent of students and ensure transparency of its procedures. The procedures governing the life cycle of students (from admission to completion) must be defined, approved, and published			+	
68	2.	The management of the educational institution should provide for special adaptation and support programs for newly enrolled and foreign students			+	

69	3.	The university must demonstrate compliance of its actions with the Lisbon Recognition Convention, including the existence and application of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal and non-formal education		+		
70	4.	The university should provide an opportunity for external and internal academic mobility of students, as well as assist them in obtaining external grants for training		+		
71	5.	The university should actively encourage students to self-education and development outside the main program (extracurricular activities)		+		
72	6.	An important factor is the availability of a support mechanism for gifted students		+		
73	7.	The university should demonstrate cooperation with other educational organizations and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility/National Academic Recognition Information Centers" ENNIC/NARIC to ensure comparable recognition of qualifications		+		
74	8.	The university must provide students with internship places, demonstrate the procedure for facilitating the employment of graduates, and maintain contact with them		+		
75	9.	The university must demonstrate the procedure for issuing graduates with documents confirming their qualifications, including the achieved learning outcomes		+		
76	10.	The management of the EP should demonstrate that graduates of the program have skills that are in demand in the labor market and that these skills are really in demand in the labor market		+		
77	11.	The management of the EP should demonstrate the existence of a mechanism for monitoring the employment and professional activities of graduates		+		
78	12.	An important factor is the presence of an active alumni association/association		+		
Total according to the standard			12	12		
“Teaching staff” standard						
79	1.	The university should have an objective and transparent HR policy in the context of the EP, including hiring (including invited teaching staff), professional growth and staff development, ensuring the professional competence of the entire staff		+		
80	2.	The university must demonstrate that the qualitative composition of teaching staff meets the established qualification requirements, the university's strategy, and the goals of the EP	+			
81	3.	The management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning and teaching		+		
82	4.	The university should provide opportunities for career growth and professional development of teaching staff, including young teachers		+		
83	5.	The university should involve in teaching specialists from relevant industries with professional competencies that meet the requirements of the EP		+		
84	6.	The university must demonstrate the existence of a mechanism for motivating the professional and personal development of teaching staff	+			
85	7.	The university should demonstrate the widespread use of teaching staff information and communication technologies and software in the educational process (for example, online training, u-portfolio,			+	

		MOOCs, etc.)				
86	8.	The university should demonstrate the focus of activities on the development of academic mobility, attracting the best foreign and domestic teachers		+		
87	9.	The university must demonstrate the involvement of each teacher in promoting a culture of quality and academic integrity at the university, determine the contribution of teaching staff, including invited ones, to achieving certain goals		+		
88	10.	An important factor is the involvement of teaching staff in the development of the economy, education, science, and culture of the region and the country		+		
Total according to the standard			2	7	1	
“Educational resources and student support systems” standard						
89	1.	The university must ensure that educational resources, including logistical and infrastructure, meet the objectives of the educational program	+			
90	2.	The management of the EP must demonstrate the presence of classrooms, laboratories, and other facilities equipped with modern equipment and ensure the achievement of certain goals	+			
		The university must demonstrate the compliance of information resources with the needs of the university and the implemented programs, including in the following areas:				
91	3.	technological support for students and teaching staff through educational programs (for example, online learning, modeling, databases, and data analysis programs)			+	
92	4.	library resources, including a fund of educational, methodological, and scientific literature on general education, basic and profile disciplines on paper and electronic media, periodicals, access to scientific databases		+		
93	5.	examination of research results, graduation papers, dissertations on plagiarism		+		
94	6.	access to educational Internet resources		+		
95	7.	functioning of WI-FI on its territory		+		
96	8.	The university must demonstrate that it creates conditions for conducting scientific research, integrating science and education, publishing the results of research work of teaching staff, staff and students		+		
97	9.	The university should strive to ensure that the educational equipment and software used for the development of educational programs are similar to those used in the relevant sectors of the economy		+		
98	10.	The management of the educational program should demonstrate the availability of support procedures for various groups of students, including information and counseling		+		
99	11.	The management of the educational program should show the availability of conditions for the advancement of the student along an individual educational trajectory		+		
100	12.	The university must take into account the needs of various groups of students (adults, working, foreign students, as well as students with special educational needs)		+		
101	13.	the university must ensure that the infrastructure meets safety requirements		+		
Total according to the standard			2	10	1	
“Informing the public” standard						
102	1.	The information published by the university must be accurate, objective, and relevant and reflect all areas of the university's		+		

		activities within the framework of the educational program				
103	2.	Public awareness should include support and clarification of the national development programs of the country and the system of higher and postgraduate education		+		
104	3.	The university management should use a variety of ways to disseminate information (including mass media, web resources, information networks, etc.) to inform the general public and interested persons		+		
		The information published by the university about the educational program should be objective and relevant and include:				
105	4.	the purpose and planned results of the EP, the qualification assigned		+		
106	5.	information and the system for evaluating students' academic achievements		+		
107	6.	information on academic mobility programs and other forms of cooperation with partner universities, employers		+		
108	7.	information on opportunities for the development of personal and professional competencies of students and employment		+		
109	8.	data reflecting the positioning of the EP in the educational services market (at regional, national, and international levels)		+		
110	9.	An important factor is the publication of reliable information on EP on open resources, in terms of personalities		+		
111	10.	The university must publish audited financial statements on its web resource			+	
112	11.	The university should post information and links to external resources based on the results of external assessment procedures		+		
113	12.	An important factor is the placement of information about cooperation and interaction with partners, including scientific/consulting organizations, business partners, social partners, and educational organizations		+		
Total according to the standard				11	1	
Total			4	93	16	