REPORT

On the results of the work of the external expert
commission for the evaluation
of compliance with the standards of specialized
accreditation (Ex-ante) of educational programs
6B03201 JOURNALISM (TV AND MULTIMEDIA),
6B04105 DIGITAL MARKETING, 6B04201 APPLIED LAW
OF "SULEIMAN DEMIREL UNIVERSITY" INSTITUTION
Date of on-line visit using the hybrid model:
December "13" to December "15" 2021

INDEPENDENT ACCREDITATION AND RATING AGENCY
External Expert Commission

Addressed to
IAAR
Accreditation Council

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Kaskelen   **"15" December 2021**

CONTENTS

(I)   LIST OF SYMBOLS AND ABBREVIATIONS

HEI - higher educational institution
EEC - external expert commission
SCSE RK - State Compulsory Standards of Education of the Republic of Kazakhstan
ICT - Information and Communication Technologies
IEP - Individual Educational Plan
CCSES - Committee for Control in the Sphere of Education and Science
CED - Catalogue of elective disciplines
MES RK - Ministry of Education and Science of the Republic of Kazakhstan
MOOCs - Massive open online courses
MEP - Modular Educational Programs
MC - Modular Curriculum
IAAR - Independent Accreditation and Rating Agency
NLA - regulatory legal acts
NQF - National Qualifications Framework
RP - Research paper
NIRO - scientific research work of the learner
NRS - Student Research Paper
NSC - National Qualification System
NTS - Scientific and Technical Council
EMB - Educational and Methodical Bureau
EMC - Educational and Methodical Council
ECTS - European Credit Transfer System
ESG - Standards and Guidelines for Quality Assurance in the European Higher Education Area
QF-EHEA - Qualifications Framework for the European Higher Education Area
PhD - Doctor of Philosophy

(II) INTRODUCTION

The External Expert Commission conducted an evaluation of compliance of the educational programs 6B03201 "Journalism (TV and Multimedia)", 6B04105 "Digital Marketing", 6B04201 "Applied Law" of the Institution "Suleyman Demirel University" to the standards of specialized accreditation by the IAAR in the period from 13 to 15 December 2021, in accordance with the Order #175-21-od dated November 15, 2021 of the Director General of Independent Accreditation and Rating Agency.

The report of the External Expert Commission (EEC) contains an evaluation of the presented educational program by the NAAR criteria, EEC recommendations for further improvement of the educational program and parameters of the profile of the educational program of K.Zhubanov Aktobe Regional State University.

Members of EEC of IAAR:

Chairman of EEC - Palkin Evgeny Alekseyevich, CoS in Physics and Mathematics, Professor, Laureate of the USSR State Prize, Vice-Rector for Science of the Russian New University, (Moscow, Russian Federation).

Foreign expert - Li Chong Ku, CoS in Economics, Associate Professor at Yanka Kupala State University of Grodno (Grodno, Republic of Belarus) Evaluation of EP 6B04105 Digital Marketing.

Foreign expert - Belousov Alexander Valeryevich, CoS in technologies, Deputy Head of Educational and Methodological Department, Gubkin Russian State University of Oil and Gas (National Research University) (Moscow, Russian Federation). Evaluation of EP 6B06101 Information Systems.

IAAR expert - Lushchik Alexander Cheslavovich, Ph.D. in Physics and Mathematics, Professor, Head of Ion Crystal Physics Laboratory, Institute of Physics, University of Tartu (Tartu, Estonia). Evaluation of EP 8D01501 Mathematics.

IAAR expert - Shunkeyev Kuanyshbek Shunkeyevich, Ph.D. in Physics and Mathematics, professor of Aktobe Regional University named after K. Zhubanov (Aktobe, Republic of Kazakhstan). Evaluation of EP 6B01503 Physics-Informatics.

IAAR expert - Akibayeva Gulvira Sovbekovna, CoS in Economy., Category I IAAR expert (Karaganda, Republic of Kazakhstan). Evaluation of EP 6B04104 Finance, 6B04103 Accounting and Audit.

IAAR expert - Beisenkulov Ayazbi Akhbergenovich, professor of Media-communication department, International University of Information Technologies (Almaty, the Republic of Kazakhstan). Evaluation of EP 6B03201 Journalism (TV and Multimedia).

IAAR expert - Yensebayeva Marzhan ZaitovnaCoS in Economy, Associate Professor, Director of Corporate Development at K.I. Satpayev Kazakh National Research Technical University (Almaty, Republic of Kazakhstan). Evaluation of EP 6B05401 Mathematics, 7M05401 Mathematics.

IAAR expert - Kushebina Gulnara Malikovna, CoS in Economics, Vice-Rector for Academic Development of Kostanai Engineering and Economic University named after M. Dulatov (Kostanai, Kazaskhatan Republic). Evaluation of EP 6B04101 Economics.

IAAR expert - Karimova Gulmira Sarsemkhanovna, PhD, Senior Lecturer, Department of the Kazakh language and literature, Kazakh National Pedagogical University named after Abay (Almaty, Republic of Kazakhstan). 6B01701 Kazakh Language and Literature, 7M01701 Kazakh Language and Literature.

IAAR expert - Kulakhmetova Mergul Sabitovna, CoS in Philology, Associate Professor, Pavlodar Pedagogical University (Pavlodar, Republic of Kazakhstan). Evaluation of EP 6B02302 Translation Studies.

IAAR expert - Kulzhumieva Aiman Amangeldievna, CoS in Physics and Mathematics, Associate Professor of Mathematics Department, West Kazakhstan University named after M. Utemisov (Uralsk, Republic of Kazakhstan). EP 6B01501 Mathematics, 7M01501 Mathematics.

IAAR expert - Kusanova Bibigul Khakimovna, Ph.D. in Philology, professor of L.N. Gumilev Eurasian National University (Nur-Sultan, Republic of Kazakhstan). Evaluation of EP 8D01702 Foreign Language: Two Foreign Languages.

IAAR expert - Mustafina Akkyz Kurakovna, CoS in technologies, Associate Professor, Vice-Rector for Academic and Educational Activities of the International University of Information Technologies (Almaty, Republic of Kazakhstan). Evaluation of EP 6B06102 Computer Science, 7M06102 Computer Science.

National Expert - Arzaeva Maya Zhetkergenna, CoS in economy., Associate Professor of Academy of Logistics and Transport (Almaty, Republic of Kazakhstan) Evaluation of EP 6B04102 Management, 7M04102 Management.

IAAR expert - Ordabaeva Maigul Aitkazievna, PhD, Head of Economics and Management Department of S. Amanzholov East Kazakhstan University (Ust-Kamenogorsk, Republic of Kazakhstan). Evaluation of EP 8D04101 Management.

IAAR expert - Safarov Ruslan Zairovich, Candidate of Chemical Sciences, Associate Professor at L.N. Gumilev Eurasian National University (Nur-Sultan, Republic of Kazakhstan). Evaluation of EP 6B01502 Chemistry-Biology.

IAAR expert - Tatarinova Lola Furkatovna, CoS in Law, Associate Professor at UIB International Business University (Almaty, Republic of Kazakhstan). Evaluation of EP 6B042001 Applied Law.

IAAR expert - Tuyakbaev Gabit Aneshovich, CoS in Philology, Korkyt Ata Kyzylorda University (Kyzylorda, Republic of Kazakhstan). Evaluation of EP 8D01701 Kazakh language and literature.

IAAR expert - Urmashev Baidaulet Amantayevich, CoS in Physics and Mathematics, Associate Professor at Al-Farabi Kazakh National University (Almaty, Republic of Kazakhstan). Evaluation of EP 8D06102 Computer Science.

IAAR expert - Shevyakova Tatiana Vasilyevna, CoS in Philology, professor of International communications Department of Kazakh University of International Relations and World Languages named after Abylai Khan (Almaty, Republic of Kazakhstan). Evaluation of EP 6B01702 Foreign language: two foreign languages, 7M01702 Foreign language: two foreign languages.

IAAR expert - Chukubaev Ermek Samarovich, Head of the Department of International Relations and World Economy, Al-Farabi Kazakh National University (Almaty, Republic of Kazakhstan). Evaluation of EP 6B03101 International Relations, 6B04202 International Law.

IAAR expert, employer - Safullin Yeldos Nabiullievich, Deputy Director for Educational and Methodological Work of the Institute of Professional Development of Pedagogical Workers of the NCPK "Өrleu" in West Kazakhstan region (Uralsk, Republic of Kazakhstan).

IAAR expert, employer - Pitrakov Vladimir Yurievich, director of Pavlodar regional branch of JSC "ENPF" (Pavlodar, Republic of Kazakhstan).

IAAR expert, student - Sarabek Nazerke Erikkyzy, 3rd year student of elementary school teacher of Humanitarian college (Aktobe, Republic of Kazakhstan). Evaluation of EP 6B05401 Mathematics.

IAAR expert, student - Batyrova Akmaral Meirkhankyzy, 2nd year student of Educational Program 6B04132 State and Local Administration at K. Zhubanov Aktobe Regional University (Aktobe, Republic of Kazakhstan). EP 6B04102 Management, 7M04102 Management.

IAAR expert, student - Yegizbaeva Asylzat Erkinkyzy, 1st year student of EP 7M06149 Information Systems at Korkyt Ata Kyzylorda University (Kyzylorda, Republic of Kazakhstan). OP 6B06102 Computer Science, 7M06102 Computer Science.

IAAR expert, student - Ersayyn Saya Zhastalapkyzy, 3rd year student of EP 6B03201 Journalism, Turan University, member of the Alliance of Students of Kazakhstan (Almaty, Republic of Kazakhstan). Evaluation of EP 6B03201 Journalism (TV and Multimedia).

IAAR expert, student - Kendengulova Sholpan Erbulatovna, 1st year student of EP 6B01702 Foreign language: two foreign languages of K. Zhubanov Aktobe Regional University (Aktobe, Republic of Kazakhstan). On-line participation

IAAR expert, student - Oktyabr Akiyk, 3rd year student of educational program 6B01513 Physics-Informatics of S. Amanzholov East Kazakhstan University (Ust-Kamenogorsk, Republic of Kazakhstan). Evaluation of EP 6B01503 Physics-Informatics.

Expert IAAR, student - Sailaubekova Alina Zharkynkyzy, 2nd year student of educational program 7M01701 Kazakh language and literature of Shakarim University in Semey (Semey, Republic of Kazakhstan). 6B01701 Kazakh Language and Literature, 7M01701 Kazakh Language and Literature.

IAAR expert, student - Seyit Rabiya Kalmakhankyzy, 4-year student of the educational program 6B06101 Information Systems of S. Amanzholov East Kazakhstan University (Ust-Kamenogorsk, Republic of Kazakhstan). Evaluation of OP 6B06101 Information Systems.

IAAR Coordinator - Niyazova Guliyash Balkenovna, Project Manager on institutional and specialized accreditation of universities (Nur-Sultan, Republic of Kazakhstan).

(III) PRESENTATION OF THE EDUCATIONAL ORGANIZATION

Suleiman Demirel University is a private institution of higher education which is a non-profit, trust-funded organization. SDU strives to become a leader in the international higher education arena through English language instruction, and to produce highly qualified professionals with all the necessary skills, knowledge and mobility to strengthen its position in the global labor market.

Suleyman Demirel University carries out educational activities on the basis of the relevant license (No. KZ68LAA00003730, issued by the CCSON MES RK, 02.12.2014) within the national educational system in accordance with the legislation of the Republic of Kazakhstan.

Suleyman Demirel University is a private institution of higher education, which is a non-profit organization with a trust form of management. The founders, also the owners of the University are: International Public Foundation "Bilim Orda" and the Public Foundation "OQU-BLLIM BYLAFY".

Suleyman Demirel University was opened in 1996 with the participation of the First President of Kazakhstan - Elbas Nursultan Abishevich Nazarbayev and the 9th President of Turkey - Suleyman Demirel. SDU began its educational activity with a small building in the microdistrict of Orbit in Almaty, then the university settled in Kaskelen, where a modern campus of 40,000 square meters was established and a dormitory of 20,000 square meters, which meets all modern requirements.

The mission of SDU is reflected in the document "Strategic Plan 2018-2023. The mission of the institution "Suleyman Demirel University", which emphasizes the goal - to achieve outstanding results in the development and provision of scientific knowledge; to train qualified specialists, world citizens, whose outlook is formed on the basis of humanistic education and who are ready to contribute to the development and improvement of the quality of life of fellow citizens, raising the economy of the country and the nation, the development of innovative knowledge. The vision is "to become Central Asia's leading international university, with graduates excelling in their careers and excelling in teaching, innovations, research and discovery.

The structure of the University includes: Rector's Office, 3 faculties, 1 business school, Center for Multidisciplinary Education, 8 departments, 12 research laboratories, 22 departments and structural subdivisions.

The university provides training of specialists in 55 educational programs, including 28 educational programs of Bachelor's degree, 20 educational programs of Master's degree, 7 educational programs of PhD doctoral studies.

The University has a Multidisciplinary Center, as well as 4 faculties: - Faculty of Engineering and Natural Sciences; - Faculty of Law and Social Sciences; - Faculty of Pedagogy and Humanities; - School of Business.

There are 1 scientific-research institute, 7 scientific-research centers and 4 scientific laboratories at the university. They implement projects on the basis of targeted and grant funding. In 2020, 59 researchers participated in research projects, resulting in 33 and 19 scientific papers published in journals indexed in the international databases Scopus and Web of Science, respectively. The scientific department of the university publishes 4 scientific journals.

SDU has a trilingual education system, according to which 62% of its educational programs are taught in English, 20% are taught in Kazakh, and 18% are available in English, Kazakh, or Russian.

Instruction is conducted according to the ECTS system.

The teaching staff consists of professionals who graduated from prestigious educational institutions of the country and abroad.

The University employs graduates of the world's leading foreign universities, including: Cambridge University (Great Britain), Harvard University (USA), University of Southern California (USA), Columbia University (USA), Boston University (USA), University of Illinois (USA), Universite de Montreal (Canada), Jacobs University (Germany), Carnegie Mellon University (USA), Pennsylvania State University (USA), University of Pittsburgh (USA), etc.

EPs realized at SRU, as well as SRU itself, take an active part in various national and international ratings.

Participation in national ratings

Name of rating/ Agency	Year	Place	Link
General rating of higher educational institutions of Kazakhstan "TOP-20+"/ IAAR	2018	13	ссылка
	2019	10	ссылка
	2020	14	ссылка
National rating of the best multi-profile universities of Kazakhstan / Independent Agency for Quality Assurance in Education (IAQA)	2016	14 (44,16%)	ссылка
	2017	11 (42,65%)	ссылка
	2018	12 (42,60%)	ссылка
	2019	10 (37,39%)	ссылка
	2020	7 (59,17%)	ссылка
Rating of National Chamber of Entrepreneurs "Atameken	2019	4	ссылка
	2020	6	ссылка
	2021	*result in processing*	

Participation in international ratings

Name of rating/ Agency	Year	Place	Link
QS Emerging Europe & Central	2021	351-400	link

Asia University Ranking			
Round University Ranking	2020	731	link
	2021	696	link
THE Impact Ranking: Quality Education	2021	301-400	link
Webometrics Ranking of World Universities	2021	5950	link

In 2017, the University passed the certification of quality management system in relation to educational activities for compliance with the requirements of ST RK ISO 9001-2016. In 2018 the Quality Assurance Manual was approved, Annex 2 (1) to the Manual is the Quality Policy, Annex 2(2) is the Quality Objectives. Quality Objectives are reviewed and approved on an annual basis.

The University's 2018-2023 Strategic Plan was approved in 2018. The strategy reflects key priorities for the University and also contains key performance indicators (KPIs) for different areas of the University.

Library Resources. The total area of the library is 785 sq.m., library seating - 162, additional electronic resource centers - 100.

SDU Scientific Library is transitioning from the Library-Bibliographic Classification System (BCS) to the Library of Congress Classification System (LCC). The library fund is universal and consists of 404173 copies, of which: in the state language -113481 copies (27.5%). (27,5%), in Russian - 31858 copies (4,5%), in English - 256180 copies (5,5%), in Russian - 1958 copies (3,5%), in Russian - 1958 copies (4,6%). - 256180 copies (67.2%) in the Russian language -113481 copies (27.5%). (67.2%), in other languages - 2,654 copies (0.7%). (0,70%). Educational literature on digital media - 3627322 units.

Official website of the University: www.sdu.edu.kz.

On the basis of the Minutes of the Administrative Council of SDU №47 of 21.06.2021 the list of EP subject to accreditation was determined, the plan of preparation for accreditation and the Working Group approved by the Minutes №53 of 31.08.2021.

Contingent of students of the University as of 01.12.2021. The contingent of students at the beginning of academic year 2021-2022 is 7356 students, namely 6706 students enrolled in bachelor programs, 583 students enrolled in master programs, 67 students enrolled in doctoral programs.

During the last five years a stable increase of enrollment is observed, namely undergraduate programs from 2065 to 6706 students, graduate programs from 138 to 583 students, doctoral programs from 2 to 67 students.

The staff of the University on 01.12.2021. The total number of teachers - 325, including 42 PhDs, 13 doctors of sciences, 50 PhDs.

The contingent of students of the accredited EP as of 01.12.2021:

EP	Academic year	Students total	scholarship students	students on a paid basis
6B04201- Applied Law	2021-2022	302	22 state grant+4 SDU grant	275
	2020–2021	241	16 state grant +3 SDU grant	222
	2019–2020	168	8 state grant +3 SDU grant	157

	2018-2019	111	2 state grant -2 SDU grant	107
6B04105 - Digital Marketing	2021-2022	163	61 state grant	102
	2020–2021	177	90 state grant	87
	2019–2020	149	81 state grant	68
	2018-2019	85	35 state grant	50
6B03201- Journalism (TV and Multimedia)	2021-2022	173	81 state grant + 5 SDU grant	87
	2020-2021	146	63 state grant + 5 SDU grant	78
	2019-2020	144	57 state grant + 5 SDU grant	82

Qualitative and quantitative composition of the faculty of EP:
22 faculty members work on the EP 6B03201 "Journalism (TV and multimedia)" in 2021-2022 , including 20 full-time employees, the percentage of tenure 40%, including: PhD - 2, PhD - 6, Masters - 7.
29 faculty members work in 2021-2022 on the EP 6B044201-"Applied Law" , including 21 full-time employees, the retention rate of 71%, including: Doctor of Sciences - 1, PhD - 11, PhD - 7, Master - 10.
Teaching staff of the program 6B04105 "Digital Marketing" in 2021-2022 consists of 32 faculty members, including 26 full-time employees, retention rate 46%, including: PhD - 3, PhD - 9, Master - 14.

Employment of graduates of the last three years in the accredited EPs of the cluster:
The evaluated EPs 6B03201 "Journalism (TV and Multimedia)", 6B04201- "Applied Law" and 6B04105 "Digital Marketing" are new EPs and have not yet graduated.

Academic mobility on EPs of the cluster:
Information on outbound academic mobility of students on EPs 6B04105 Digital Marketing, 6B03201 Journalism (TV and Multimedia)

	2019–2020 ac.year	2020–2021 ac.year	2021–2022 ac.year
6B04105 «Digital Marketing»			
outbound	5		3
6B03201 Journalism (TV and Multimedia)			
outbound	4	2	1
inbound	-	1	-

Research, contractual projects in the context of EP cluster:
Research and development projects funded from the state budget:
For the EP 6B04201 "Applied Law" there are no research projects funded from the state budget. However, the teaching staff of the assessed EPs participate in initiative projects in the research groups of the following research units at the Suleyman Demirel University: "Institute for Multidisciplinary Research", "Center for Interdisciplinary Research", "Center for Anthropological Research", Research Center for Discrete Mathematics and Mathematical Logic", "Research Center for Information Technology Research", "Research Center for Economic, Social and Business Research". The Visiting Scholar program is in operation.

(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION PROCEDURE

Educational programs 6B03201 "Journalism (TV and Multimedia)", 6B04105 "Digital Marketing", 6B04201 "Applied Law" of the Institution "Suleyman Demirel University" pass external evaluation for compliance with the standards of primary specialized accreditation for the first time.

(V) DESCRIPTION OF THE EEC VISIT

The work of EEC was carried out on the basis of the Program of online visit of the expert commission on specialized accreditation of educational programs at Suleyman Demirel University in the period from December 13 to 15, 2021.

In order to coordinate the work of the EEC, a kick-off meeting was held on 10.12.2021, during which the members of the commission were allocated powers, the schedule of the visit was clarified, agreement was reached on the choice of examination methods.

In accordance with the standards the program of the visit included meetings with the Rector, Vice Rectors, heads of departments, deans, heads of departments of the University, teachers, students, graduates, employers and employees from various departments, interviewing and questioning teachers and students.

During the tour members of EEC saw the state of the material and technical base of the university, visited the library, conference areas, dean's office, departments, the office of international relations, classrooms, specialized rooms, computer labs, teaching chemistry, forensics, simultaneous interpretation, DistributingsystemsandComputing, HalykAcademy, UnitedNations.

The activities planned during the visit of EEC IAAR, helped to familiarize the experts with the educational infrastructure of the University, the material and technical resources in the context of educational programs 6B01503 Physics-Informatics; 8D01501 Mathematics; 6B01501 Mathematics; 7M01501 Mathematics; 6B01502 Chemistry-Biology; 6B06101 Information Systems; 6B05401 Mathematics;7M05401 Mathematics; 6B04104 Finance; 6B04103 Accounting and Auditing; 6B04101 Economics; 6B04102 Management; 7M04102 Management; 8D04101 Management; 6B03101 International Relations; 6B04202 International Law; 6B02302 Translation; 6B01702 Foreign Language: two foreign languages;7M01702 Foreign Language: two foreign languages;8D01702 Foreign Language: two foreign languages;6B01701 Kazakh Language and Literature: 7M01701 Kazakh Language and Literature;8D01701 Kazakh Language and Literature;6B06102 Computer Science;7M06102 Computer Science;8D06102 Computer Science;6B04105 Digital Marketing;6B03201 Journalism (TV and Multimedia);6B042001 Applied Law; faculty members; representatives of employer organizations; students and graduates. A total of 136 representatives participated in the meetings (Table 1).

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

Category of participants	Number of participants
Rector	1
Vice-Rectors	5
Heads of departments	20

Deans	4
Interviews with the heads of EPs, heads of departments	31
Teachers	6
Students, undergraduates, doctoral candidates (who participated in the survey)	69
Graduates	0
Employers	0
Representatives of internship base	6
Total	136

In order to confirm the information presented in the self-assessment report, external experts requested and analyzed the working documentation of the university. At the same time, the experts studied the Internet positioning of the university through the official website of the university www.http://sdu.edu.kz.

All conditions were created for the work of the EEC, access to all necessary information resources was organized. On the part of the SRU team, the presence of all persons specified in the program of the visit was ensured in compliance with the established timeframe.

Members of EEC in a combined format visited the bases of practices assessed OP:

- EP 6B04201-"Applied Law": Karasai District Court of Almaty region; Synergy Partners Law Firm; Unicase Law Firm; MG Partners Law Company.

EEC members attended on-line training sessions:

- EP 6B04201-"Applied Law": 14.12. 2021:

1) 11.00-11.50 - Азаматтық құқық негіздер (instructor Aydın Amankozhaev) (https://sdu.webex.com/sdu-ru/j.php?MTID=m2399f2ef92770e7307c6a71e901ed9d4);

2) 12.00-12.50 - Азаматтық құқық негіздер (teacher Aydyn Amankozhaev) (https://sdu.webex.com/sdu-ru/j.php?MTID=m2399f2ef92770e7307c6a71e901ed9d4).

- OP 6B03201 "Journalism (TV and multimedia)": 14.12. 2021:

- 1) 11:00-11:50 a.m. Attended lecture "Theory of Mass Communication" by lecturer Asel Kamza in group JUR 352;

- 2) 12.00-12.50 lecturer Ayan Gizzatov gave a lecture in English "Photojournalism" for group JUR 135. Lecturer Elnur Alimova held a practical lesson "Art of Writing" in group JUR358.

In accordance with the accreditation procedure, a survey of ___ teachers and students in the cluster was conducted - 20 teachers; 69 students. The results of the survey are shown in Appendix № 4.

In order to confirm the information presented in the self-assessment report, the external experts requested and analyzed the working documentation of the university. At the same time, the experts studied the Internet positioning of the university through the official website of the university https://caiu.edu.kz/.

The activities planned during the visit of the EEC of the NAAR contributed to the experts' detailed acquaintance with the educational infrastructure of the University, material and technical resources, teaching staff and employees, students, undergraduates, representatives of employers, graduates. This allowed the members of the EEC of the NAAR to conduct an independent assessment of the compliance of the data presented in the self-assessment reports of the university's educational programs with the criteria of specialized accreditation standards.

As part of the planned program, the recommendations to improve the accredited educational programs of SDU, developed by the EEC as a result of the examination, were presented at the online meeting with the management on 15.12.2021.

(VI) COMPLIANCE WITH STANDARDS OF SPECIALIZED ACCREDITATION

6.1. Standard «Management of Educational Program»

✔ *The university must demonstrate the development of the goal and development strategy of the EP based on the analysis of external and internal factors with the wide involvement of various stakeholders*
✔ *The quality assurance policy should reflect the relationship between research, teaching and learning*
✔ *The university demonstrates the development of a culture of quality assurance*
✔ *Commitment to quality assurance should apply to any activity performed by contractors and partners (outsourcing), including the implementation of joint / double degree education and academic mobility*
✔ *The management of the EP ensures the transparency of the development plan for the development of the EP based on an analysis of its functioning, the real positioning of the university and the focus of its activities on meeting the needs of students, the state, employers and other stakeholders*
✔ *The EP management demonstrates the functioning of the mechanisms for the formation and regular revision of the EP development plan and monitoring its implementation, assessing the achievement of learning goals, meeting the needs of students, employers and society, making decisions aimed at continuous improvement of the EP*
✔ *The management of the EP should involve representatives of stakeholder groups, including employers, students and teaching staff in the formation of the EP development plan*
✔ *The EP management must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national development priorities and the development strategy of the educational organization*
✔ *The university must demonstrate a clear definition of those responsible for business processes within the EP, the distribution of staff duties, and the delimitation of the functions of collegial bodies*
✔ *The management of the EP ensures the coordination of the activities of all persons involved in the development and management of the EP, and its continuous implementation, and also involves all interested parties in this process*
✔ *The management of the EP must ensure the transparency of the management system, the functioning of the internal quality assurance system, including its design, management and monitoring, and the adoption of appropriate decisions*
✔ *The management of the EP must carry out risk management*
✔ *The management of the EP should ensure the participation of representatives of interested parties (employers, teaching staff, students) in the collegiate 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 EP, including the analysis and implementation of innovative proposals*
✔ *The management of the EP must demonstrate its openness and accessibility for students, teaching staff, employers and other interested parties*
✔ *The management of the EP confirms the completion of training in education management programs.*
✔ *The management of the EP should strive to ensure that the progress made since the last external quality assurance procedure is taken into account in preparation for the next procedure*

The proving part

The accredited EPs 6B03201 Journalism (TV and Multimedia), 6B04201 Applied Law, 6B04105 Digital Marketing of the 9th cluster were designed and introduced instead of the former 5B051100 Marketing, 5B050400 Journalism, 5B030100 Law and were presented for initial accreditation.   All programs are new EPs, with new names and updated content in accordance with the modern requirements of the labor market and the latest developments in the field of specialization.

In the university, the training of specialists in educational programs 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law" (bachelor's degree) are carried out in accordance with the State License № KZ68LAA00003730, issued by the CCSON MES RK from 02.12.2014 to engage in educational activities.

There is a Plan of development of educational programs 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law". The EP development plan is a document defining the strategy and tactics of improvement on the basis of systematic, purposeful and effective implementation of the intended EP goals.

Educational programs are developed in accordance with the National Qualifications Framework and professional standards, harmonized with the Dublin Descriptors and the European Qualifications Framework, based on the State Compulsory Standard, approved by the

MES RK on October 31, 2018 (№ 604) and the Classifier of training areas with higher and postgraduate education (approved by the Order of the Minister of Education and Science of Kazakhstan on October 13, 2018 № 569).

The development plan and objectives of the EP are designed in accordance with the educational policy of the Republic of Kazakhstan and the Academic Policy of the University. The purpose of EP are high-quality educational services that meet the needs of the state, stakeholders and learners. The circle of stakeholders includes all participants in the implementation of EP, as well as employers - large companies and enterprises, the profile of which corresponds to the areas of training.

Suleyman Demirel University developed and approved the Quality Policy and Quality Objectives, as well as the Guidelines for Quality Assurance, which reflect the general approaches, key principles and basic mechanisms established in SDU for quality assurance and development of a culture of continuous quality improvement. The policy is part of the strategic management and is considered together with other documents: the mission, strategic plan, academic policy and internal regulatory documents of the University.

The quality assurance and improvement system is synchronized with the University strategy, defines the concept of quality shared by all stakeholders, and provides a conceptual framework for procedures to ensure and improve the quality of education.

The interrelation of teaching and research is one of the main principles of quality management of EP "6B041005 - Digital Marketing". For example, in the academic year 2020-2021 on the basis of a memorandum between SDU and AlmaU universities, a joint project was organized, where students of these universities conducted a scientific experiment using i-tracking (eye-tracking). Today, eye-tracking is available in the scientific laboratory at AlmaU, and so far has no analogues in the country. Within the framework of cooperation of universities, in 2020-2021 a rather interesting scientific experiment was conducted for students using this i-tracker, where they monitored the actions of users of the website and evaluated the effectiveness of the web site. The students of the 4th year of the specialty Marketing of SDU took part in this project: Karina Sarsebaeva, Kamila Bolatova, Diana Kambarova. Students included the results of this experiment in their diploma project (link), which they defended with honors.

Students took part in the formation of the development plan of EP for 2021-2025 of specialty "Marketing" - Yeldos Alimkul, Alisher Nurmukhamedov, Abylaihan Amangeldi, from graduates of specialty "Marketing" - Meruert Zhumagulova (Graphic Designer in Laduken. kz), Madina Karimova (Individual Entrepreneur with work experience in marketing), from experts in marketing - Aisere Shynat (Digital Marketer, Channel 31), Araylym Tulebekova (Brand Manager, Danone Berkut LLP), Maria Datchenko (Founder of marketing agency GEMME. kz), as well as lecturers of the business school - PhD Ramiz Akhmedov, Altynay Omirzakova, Guldana Rustemkyzy. As a result 9 old and irrelevant disciplines were excluded from the educational program, and instead 11 new disciplines were added, such as MAR 317 - Fundamentals of Digital Marketing, MAR 409 - Marketing Communications, MAR 419 - Research and Development, MAR 308 - Content Marketing, MAR 402 - Advanced Marketing Analytics, MAR 417 - Customer Relationship Management, MAR 411 - Strategic Marketing, MAR 310 - Creativity and Media Skills, ECO 315 - Introduction to Python, ECO 318 - Introduction to Machine Learning.

The long-term plans of the SDU Business School have created a plan to open a lab that will allow students to conduct various marketing research and experiments with modern technology and software to fully master the acquired knowledge in disciplines such as Research and Development, Neuromarketing, Digital Marketing, and Consumer Behavior,

Paying great importance to practical significance of research results, heads of EP lead the work on organization of effective passing of industrial practice strictly according to the theme of diploma project. All companies that have a marketing department are considered to be the bases of internship. These companies are not only local and national, but also international companies,

including Advertising Agency "Etalon", Advertising Agency "Smart Digital Consulting", JSC "Kaspi Bank", LLP "SprintAquads", LLP Motor Company "Astana Motors". There are agreements on EP 6B04105 Digital Marketing with companies such as SB Sberbank JSC, Kaspi Bank JSC. At the moment SDU Business School is planning to make a list of the most prioritized companies where students can have an internship, as well as the possibility of launching a Beta Career platform with the provision of internships in these companies is being considered.

In order to enrich the research experience, EP students attend research seminars conducted by PhD students. Master classes/guest lectures by reputable business coaches and industry representatives are also offered to students. Another thing that stimulates quality research is the plagiarism check (Turnitin), which has become a mandatory stage of research work at all levels.

For the purpose of interaction between the business community, the scientific community, faculty and students, the MPower project was created in the fall of 2019, which appeared as a result of a joint initiative of the EP head, faculty and students of EP "6B041005 - Digital Marketing". This project is financed from the budget of the Business School of SDU, and is successfully implemented in the format of various events. The main goal of the project "MPower" is to create and maintain networking with the participation of students and specialists in the field of digital marketing and teaching staff, where you can discuss interesting topics, solve cases, and be part of the marketing community.

For example, in the course "MAR 317 - Fundamentals of Digital Marketing" students work with Canva, Figma, Tilda, Wordpress, Facebook Ad Manager, Google Adwords, Yandex Direct, in the course "MAR 308 - Content Marketing" they master technical skills with Adobe Photoshop, Adobe After Effects, Snapseed as well as make content in social networks like Instagram, Tik-tok, Youtube, Linkedin, in the course "MAR 402 - Advanced Marketing Analytics" they use in practice Google Analytics, Yandex Metrics, in the course "MAR 417 - Customer Relationship Management" they work with AMO CRM, in the course "MAR 306 - Artificial Intelligence in Marketing" they work with Microsoft Azure. Some of the above programs are paid, so they are budgeted for in the SDU Business School budget and are purchased during the academic year according to the students. Thus, students better absorb the material covered, in addition, they can include their projects and work in their professional portfolio of existing work.

The uniqueness of the implementation of the EP 9 cluster: 6B03201 Journalism (TV and Multimedia) 6B04201- Applied Law, 6B04105 Digital Marketing is based on the strategy of learning and teaching (L&T) in SDU, which is built on five principles: intellectual freedom; continuous improvement; teaching place; learning in English (Digital Marketing, Journalism (TV and Multimedia); quality control.

Development, approval and monitoring of EP of cluster 9 is based on the Regulations on the development, approval and monitoring of EP, approved by the Rector of the University on 03.09.2020 and is available to all stakeholders of the educational process: students, administrative and managerial staff, teaching staff and educational support staff; applicants, employers, educational authorities, legislative and executive authorities; interested public in general through the portal, website and social

To strengthen the link between education and scientific researches, the University encourages the scientific activities of the teaching staff and doctoral students by implementing a system of motivation of scientific activities, which is reflected in the "Regulations on the incentives for teaching staff and the system of remuneration for scientific research achievements" (23.12.2020); holding an annual competition "The best researcher of SDU". (Regulations dated 27.01.2020); constant informing the teaching staff and students about scientific events at the University on the website and outside it, by sending newsletters by the Department of Science to the corporate mail of employees; promotion of research work, development of entrepreneurial skills, commercialization of research results of students and

employees: "Regulations on fundraising" (16.09.2019), creation of Technopark (Order №05.2.2.11-67/1 dated 25.08.2017).

The faculty and students of EP 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" and 6B04105 "Digital Marketing" are given the opportunity to use international scientific databases, electronic scientific journals as, Cambridge OA eBooks, EBSCO, Harvard Dataverse, IEEE, JSTOR, Oxford University Press, Scopus, Taylor & Francis, Web of Science, Wiley Online Library, etc. (link to library portal). The fund of the Scientific Library of the SDU (hereinafter - the Library) is formed in accordance with the working programs of academic disciplines on EP, implemented at the University. To get information resources online, the Library provides access to the electronic database EBSCOhost. E-books, resources of Elsevier, Thomson Reuters, SpringerLink are available as part of national subscription. In addition to the available electronic materials the Library regularly collects requests from teachers to purchase trial and permanent subscriptions to databases such as SAGE Business Cases, SAGE Journals, SAGE Knowledge corresponding to the areas of Study Program 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law", 6B04105 "Digital Marketing". The Library's online portal is constantly being supplemented with new functionality and refined through the joint efforts of the Library and the SDU Automation Department.

Analytical part

In general, for the evaluated EPs of the cluster certain work has been done to strengthen the documentation of all the main business processes regulating the management of EPs; the strategic development plans of the departments implementing the evaluated EPs are analyzed, including by considering these issues at the meetings of the departments and other collegial bodies of SDU.

In addition to the professional practice outsourcing academic mobility, double degree education, and for this purpose, the Department of International Relations of the SDU has signed memoranda with 25 countries, has already sent by exchange programs more than 200 students to such countries as the U.S., England, Poland, Germany, Turkey, Portugal, Korea, China, Malaysia, Lithuania, Latvia, etc., When choosing universities partners, the University pays special attention to the comparability of the quality of educational services provided by other higher educational institutions of the Republic of Kazakhstan. For the accredited EP 6B041005 - Digital Marketing there is no specific information to assess the degree of participation of students of this EP in akademic mobility.

Management of EP 6B04105-Digital Marketing is carried out by the Department Chair, Program Coordinators, developers and experts from among the teaching staff, as well as the students themselves. Responsibility for the management, development, implementation, monitoring and evaluation of business processes within the EP is assigned to the Dean, Head of the Department and Program Coordinators in accordance with the adopted Regulations on the job descriptions of persons.

Student surveys are conducted twice a year before final exams for all courses through the internal student portal. During the survey students noted such parameters as the organization and preparation of teachers for the courses. Given the current trends in Kazakhstan and abroad, the field of digital marketing is changing rapidly, that the traditional methods and marketing tools are gradually losing relevance. Accordingly, one of the key criteria as a mastery of theoretical as well as practical skills in marketing by the teaching staff was taken into account when creating EP 6B04105 Digital Marketing. Thus, teachers of digital marketing disciplines have not only knowledge of specific theories and strategies in marketing, but also train students to use modern tools and programs of digital direction, immersing them in a comprehensive study of strategy and marketing and working on real cases.

EP 6B04105 Digital Marketing uses innovative teaching methods using the latest digital platforms and tools. In turn, the improvement of the EP 6B04105 Digital Marketing program is highly appreciated by the students of the Business School. Thus, the quality of courses provided

by faculty and their performance was also rated in the December 2020 survey. According to the results of the survey, Altynai Ɵmirzakova, a qualified senior lecturer - marketing practitioner, was among the top 5 best teachers in the entire Business School. It is worth noting that the use of innovative approaches in the implementation of the educational program, the introduction of digital technologies in the teaching of digital marketing provides the quality of content and implementation of EP. This approach in education, in turn, contributes to the preparation of leaders with managerial competencies and technical skills in the field of marketing and business. Thus, the management of EP is focused on ensuring the quality of the content and implementation of EP, the integration of scientific research into teaching.

Students and employers, teaching staff, as well as experts in this area are involved in the formation of the development plan of EP every year for participation in the discussions.

However, the Commission notes that the following issues related to this standard are not fully reflected in the self-report and were not confirmed during the EEC visit.

The EEC notes that the uniqueness and advantage of each of the EPs submitted for accreditation is confirmed: EP 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" and 6B04105 "Digital Marketing" before similar educational programs of other universities.

During the analysis of the content of the self-evaluation report, interviews with the management of the university and heads of structural divisions, familiarity with internal documents were not documented analysis and practical implementation of innovative proposals for the development of EP.

The Commission testifies to the absence of innovative developments of the teachers of EP 6B04105 Digital Marketing and, accordingly, the lack of their implementation in the educational process within the framework of the accredited EP.

Analysis of the actual situation in the context of the accredited programs shows that there are no double-degree programs with partner universities; there is no positive dynamics of academic mobility.

In accordance with the policy of quality assurance the plans for development of EPs of cluster 9 were designed and approved, but the plans do not always have specific quantitative indicators, there are no real terms to achieve the indicators.

Despite the ongoing work to motivate the teaching staff and encourage their research activities, there is a lack of ongoing research projects at the expense of grant funding of the Ministry of Education and Science of the Republic of Kazakhstan.

Despite the fact that the university signed agreements on cooperation in the implementation of programs of external academic mobility of teaching staff and students, at the time of the EEC visit there were no joint educational programs with foreign partners or double degree education. Moreover, on the program of academic mobility - incoming academic mobility of students on EP 6B04201 "Applied Law" in 2020-2021 academic year, there are only 9 students. As for the outbound academic mobility on EP 6B04201 "Applied Law" students did not go to foreign universities.

The management of EP 6B04201 "Applied Law" should constantly carry out risk management activities based on the results of the analysis of the external and internal environment, compliance with the resources, taking into account the needs of the labor market and the characteristics of the market of educational services in the region. However, the interview and analysis of the submitted documents did not confirm the systematic work on risk management in relation to the EP 6B04201 "Applied Law". At the same time, the GS has a documented procedure for Risk and Opportunity Management, approved by the Rector of the University of 20.11.2017g.

At the same time, the fact that during the analysis of self-assessment reports and documents provided to the members of the EEC, the fact of implementation of the results of external assessment activities was confirmed is imposing. Moreover, the management of EP 6B04201 "Applied Law" indicates the work done to improve the evaluated EP according to the

results of surveys and questionnaires, various stakeholders and interested parties, which is confirmed by the protocol of EP review.

In the process of online visit of EEC and familiarization with the model of the graduate, it was noted that the available Model displays certain competencies, which indicates the possibility of understanding by students of all competencies acquired by them at the end of training on EP 6B04201 "Applied Law".

During the study of the presented Development Plan of EP 6B04201 "Applied Law", the individuality and uniqueness of the Plan is confirmed, which indicates a systematic work on the analysis of the labor market.

The system of participation of employers and other stakeholders (except for teaching staff and students) in collegial bodies of the university and the presence of feedback system is demonstrated insufficiently. At the same time, the participation of students and teaching staff in the development of EP "Applied Law" is confirmed by interviews and protocols of the department meetings. The management of EP 6B04201 "Applied Law" in the Self-Assessment Report and in interviews indicated the participation of employers, students and their stakeholders in the development and updating of EP.

The management of EP 6B04105 Digital Marketing manages the risks in the EP in accordance with the requirements of the documented procedure of Risk and Opportunity Management, approved by the Rector of the University dated 20.11.2017. Assessment of risks and identification of ways to reduce them is carried out at all levels of planning in the university. The risks of the accredited EP are presented in the Program Development Plan.

The Commission notes that:

The mission, main objectives, strategic directions of development, quality assurance policy of the University and objectives of the EP are fully developed, spelled out in the documents and implemented in all spheres of activity.

The submitted documents as evidence comply with the standards of the IAAR.

Analysis of information on the implementation of EP by considering these issues at the meetings of the Academic Council is carried out.

Presented documents that the management of EP organizes the participation of employers, teaching staff and students in the collegial management bodies of EP.

In the process of the development plan (EP) is involved not only the coordinator of one EP, but also the coordinators of other EPs, teaching staff, students, members of youth organizations and student government. AlmatyTV, Internews, etc. were involved as stakeholders on the part of employers, partners.

In the development of EP and in the analysis of its functioning there is an analysis and introduction of innovative proposals for improving the quality of EP, this is reflected in the modernization of the modular curriculum of all levels of training, the inclusion in the curriculum of new disciplines related to the preparation of students in journalism and this serves as the basis for the creation of a unique EP and its alignment with the national priorities of the country and the development strategy of the university.

The university ensures the transparency of the educational program management system. Thus, the university website in the sections "About Us", "Rector's Page", "Teaching Staff", "Dean" provides information on the management and structural divisions of the university (Rector, Vice Rectors of the relevant areas, Dean, OP coordinators).

The results of external and internal audit of EPs are taken into account in the work of existing EPs by making changes in the educational process: IUP, RUP, passport EP and CED, as well as in the development of future EPs.

But for high-quality implementation of the stated priorities it is necessary to improve the staff and provide opportunities for training and internships for leading experts in education management programs, to implement a plan of double-diploma education and academic mobility of both students and teaching staff. During visits to the university, as well as meetings with faculty and trainees could not be sure about the organized seminars or internships in

management. The development of academic mobility is limited to isolated official correspondence. So far there are no approved agreements on cooperation and detailed elaboration of all issues.

An important factor is the presence of joint EPs with foreign educational organizations. During a visit to the university we were able to see that there are correspondence of this nature. All correspondence is at the initial stage and there is no data on harmonization of the accredited EP of a bachelor degree with higher education institutions of Kazakhstan and foreign universities.

The EEC notes that the university pays insufficient attention to the passage of training by the management of EP programs of education management, of the leadership and coordinators of the EP only the Dean of the Faculty of Law and Social Sciences M.H. Saudbaev had advanced training in education management. Joint/double degree education, internal and external academic mobility of students and teaching staff are implemented insufficiently.

The EEC members drew attention to the fact that the plans for the development of EP do not have a systematic and thoughtful nature, in some ways repeating the annual plans of the departments. The development plans of EPs should have a strategic status for at least 3-5 years, clearly outlining indicative, quantitative and qualitative indicators, specific goals and objectives, indicating the resources for implementation. Therefore, it is recommended to the management of EP to consider the possibility of revising the EP development plans reflecting the best domestic and foreign experience.

SDU has developed documented procedures, defined criteria and methods necessary to ensure the performance, implementation and management of these processes. The head of the unit is responsible for the implementation of business processes, including the processes of: management commitment; development of quality policy; planning of quality goals and planning; distribution of responsibility and authority; ensuring information sharing processes. Performance evaluation is a continuous process and is analyzed at the meetings of collegial bodies: Academic Council, Academic Council, Scientific and Technical Council, etc., is formalized in the form of protocols.

It was found that the university is not sufficiently developed practice of training of HEI managers on OO educational management programs, as the certificates submitted by the EP did not confirm the existence of systematic training of heads of EPs on educational management programs.

Strengths/Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- SDU demonstrated clear identification of those responsible for the business processes within the EPs evaluated, confirmed documented processes for assigning job responsibilities to faculty, officers, and all business units.
- EP management demonstrated evidence of willingness to be open and accessible to students, faculty, employers, and other stakeholders;
- Confirmed open interaction between the business community, academia, faculty and students;
- Active use and implementation of digital technologies in teaching digital marketing.

Recommendations of EEC on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- On an ongoing basis, involve employers and representatives of the practice bases for the evaluated EPs in the work of the collective bodies of the university to develop, discuss and update EPs and CED, as well as SRIs to develop and discuss the evaluated EPs. Deadline: September 1, 2022.
- In the process of signing agreements on cooperation with foreign universities to provide for the possibility of implementing double-diploma education and academic mobility, in light of

the commitment to quality assurance. Management 6B04201 "Applied Law" must conduct preliminary work on networking partnerships with leading universities in Kazakhstan and foreign countries. Deadline: September 1, 2022.

- To develop and implement in the educational process clear mechanisms and links between research, teaching and learning in order to ensure the quality policy of the EP, through the development of new courses based on the initiative of the scientific theme of the department, to include in the existing courses ROS (research-oriented study), the inclusion of scientific publications, monographs faculty, implementing the EP "Jurisprudence", etc. in syllabuses (in the list of references). Deadline: September 1, 2022.

- To develop and approve an action plan which includes the analysis and implementation of innovative proposals, including from the teaching staff implementing the 6B04201 "Applied Law" (holding the methodological seminars, publications of its own methodological developments tested when teaching the disciplines 6B04201 "Applied Law"). Deadline: September 1, 2022.

- It is recommended to the EP management to revise the EP development plans in order to reflect the strategic vision of EP development with specific indicative goals and objectives for a period of at least 5 years. Deadline: September 1, 2022.

Conclusions of the EEC on the criteria: According to the standard "Management of the educational program" the educational programs EP 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" and 6B04105 "Digital Marketing" have 2 strong, 13 satisfactory positions.

6.2. Standard "Information Management and Reporting"

✔ *The university must ensure the functioning of the system for collecting, analyzing and managing information based on modern information and communication technologies and software*
✔ *The EP Guide demonstrates the systematic use of processed, adequate information to improve the internal quality assurance system*
✔ *The management of the EP demonstrates the existence of a reporting system that reflects the activities of all structural units and departments within the EP, including an assessment of their performance*
✔ *The university must determine the frequency, forms and methods for assessing the management of the EP, the activities of collegial bodies and structural divisions, top management*
✔ *The university must demonstrate a mechanism for ensuring the protection of information, including determining the persons responsible for the reliability and timeliness of information analysis and data provision*
✔ *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*
✔ *The management of the EP must demonstrate the existence of mechanisms for communication with students, employees and other interested parties, including conflict resolution*
✔ *The university must ensure the measurement of the degree of satisfaction with the needs of students, teaching staff and staff within the framework of the EP and demonstrate evidence of the elimination of identified shortcomings*
✔ *The university must evaluate the effectiveness and efficiency of activities in the context of the 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 contingent of students in the context of forms and types;–
level of progress, students' 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 growth of graduates
✔ *Students, teaching staff and staff must document their consent to the processing of personal data*
✔ *The management of the EP should contribute to the provision of the necessary information in the relevant fields of science*

The proving part

The university has developed a number of internal documents relating to information policy: Regulation on the information policy of the SDU from 03.09.2020.

The main channels of information transmission in the EP: 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" and 6B04105 "Digital Marketing" are the official website of the University, the University portal UniPort, Enroll (online registration), SIS (Student Information System), SR (Student Registration), social networks (personal account of EP in Instagram and Telegram channel) and media. All specialties of the University, including EP 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" and 6B04105 "Digital Marketing" have separate pages at the official University website, for familiarization with EP, publication of news and changes in EP for teaching staff, students, employees, stakeholders, applicants and all interested persons.

Along with this, each EP has its own (personal Instagram account and Telegram channel), so, for example, there is an Instagram account of SDU Business School @sdu.bs, which is curated directly by marketing professors Guldana Rustemkyzy and Altynai Omirzakova. This Instagram page serves as the information field of the Business School, includes all news of the department and also holds live broadcasts with the Dean of Faculty. Students can reach out directly through Instagram, as they can get the necessary response from the faculty in personal messages, or some questions can be redirected to the dean's office if necessary.

Also, for any questions, students in the OP 6B041005 "Digital Marketing" specialty can contact via email: bs@sdu.edu.kz. Also, students can reach out with various questions on Instagram @sdu.bs. In turn, the administration of the SDU Business School brings these issues for discussion at the weekly meetings of the Faculty Council and decisions are made collegially, which are sent via the corporate e-mail info.bs@sdu.edu.kz,всему to the teaching staff of the Faculty for review.

Data is collected through an online portal and begins as soon as students arrive. All information necessary for future analysis is entered into the portal. The university has developed online registration, which is filled out by applicants upon admission. Online registration allows to automate the processes of registration and accounting of applicants, significantly increasing the efficiency of technical secretaries of the admission committee. The platform is designed in two versions: for foreigners and for citizens of Kazakhstan. After registration is completed, the information is checked by the admission committee experts. After checking the data goes to the program SR (Student Registration). It stores personal information of each student, their data on education, age, etc.

EP provides information management within the information systems:

-The University's official website - https://sdu.edu.kz/ ;

- Information system for managing the educational process - SRU portal for employees - https://pms.sdu.edu.kz; for students - https://my.sdu.edu.kz ;

- Document Management System (DMS) - https://dms.sdu.edu.kz ;

- Single point of contact within the University for servicing internal technical queries of users (Helpdesk) - https://helpdesk.sdu.edu.kz ;

- University electronic search system - http://elibrary.sdu/ ;

- Automated information system of accounting "1C Accounting";

- Personnel Department - 1C ZUP - Salary and Personnel Management, pms.sdu.edu.kz - HRModule, NOBD - National Educational Database, ESUTD - Unified System of Labour Contract Accounting, ALTYN-KADRY - System of Employee Accounting;

- SDU Social Networks - http://vk.com/sdukz , https://www.facebook.com/sdu.edu.kz , https://www.youtube.com/channel/UCcNKcO02Ob8tg3s5amHBQoSg/feed ,

https://twitter.com/sdukz/ , http://instagram.com/sdu_kz/ , https://t.me/sdukz

- Educational resources - Moodle https://moodle.sdu.edu.kz/; Webex https://sdu.webex.com .

Students have the right to complain about the level of quality of the educational process and social, creative development, as well as to ask for the resolution of the conflict.

There is a system of consideration of students' complaints by the management of the university in SDU. The grievance procedure is implemented according to the schemes:

- editors/curators → dean's office → UMC → rector.
- student → CSS (Center for Student Services).
- student→ rector. This scheme is implemented through the rector's direct mail, the rector's blog, or an appointment for personal matters.

A number of complaints, such as appeals on interim control and appeals on the current (rating) control, are regulated by the Rules of types of control of progress of students of SDU.

Reports of all structures of the University are maintained through a local document management system DMS. Employees and teaching staff shall document their consent to the processing of personal data when executing their employment contract, with the relevant clause in the contract form of the DMS. Students document their consent to the processing of personal data when applying for enrollment in the first year.

The University has a UniPort portal. This system provides complete information on the learning process of each student for the entire period of study. Records of academic progress in all disciplines are kept, GPA (general and by subject) is indicated, and all orders are posted. In the portal the schedule is created, registration for the disciplines is held, the academic calendar is displayed. Students have access to their grades, transcript and attendance. The portal provides individual access for faculty, Accounting staff, the Student Services Center, and the Library. The University uses modern information systems, information and communication technologies, and software tools to adequately manage information. Access to the resources of the local network is carried out by the access matrix.

To manage information and reporting for decision-making purposes, the SDU corporate software system has been implemented and is used in 5 different countries (Azerbaijan, Romania, Kazakhstan, Kyrgyzstan and Nigeria). The system consists of 7 main applications with many sub-modules inside and 2 web portals that provide all academic processes. All applications and web portals use the same platform. The university introduces innovative products that optimize processes. Thus, for example, the university is constantly improving its automated document management system, which affects the efficiency of business processes. Currently 62 processes are fully automated for the departments of HR (12), Teaching and Learning Center (9), Accounting (6), Student Services Center (8), International Relations Department (3), Chancery (4), Marketing and Recruiting (3), Project (5), Continuing Education Center (3), Science Department (2), Legal Department (1), CMC (1), Distance Learning Center (1), Event Management (3), Facilities Department (1), Information Technology Support Department (1).

The Commission notes that the analysis of information is carried out by methods of comparison of indicators, the criteria for evaluation of which are set out in the provisions of internal and departmental regulations. The processes of collecting and analyzing information involve both students and teaching staff and university employees. Faculty members provide information about their achievements by posting research articles, posting personal information on scientific research in the teacher's portfolio as part of the use of the information system.

The results of the analysis are reflected in the certificates, reports of structural divisions of the university and are provided to the responsible persons for making decisions to improve the process. To assess the effectiveness of EP development, mechanisms of internal and external audits are used, within which discrepancies are identified, corrective actions with deadlines and performers are developed to eliminate them. Teaching staff, students, employers are involved in the processes of collecting and analyzing information through questionnaires, interviews and decision-making based on them.

In general, the EEC notes that the university uses modern information systems, information and communication technologies and software for adequate information management. The current system of information collection and analysis provides an objective view of the state of EP, allows to make an objective assessment of EP development and to take the necessary corrective measures for further development of EP.

Analytical part

Analyzing EPs according to the content and semantic load of the standard "Information Management and Reporting" on the evaluated EPs, EEC notes that the university has a system of information management and reporting on the enrollment of students, academic performance, the movement of the contingent, etc., which is presented in regular reports at the meeting of the collegial bodies of the university. Regular sociological surveys of teaching staff and students for satisfaction with the services provided (questionnaires and questionnaires are presented).

The analysis of the submitted documents confirmed that the functioning of information systems of collection, analysis and management of information are regulated by the regulatory documents of the university. The main information flows are formed to manage educational, training, and other processes. Databases that are collected as part of the activities of the university allow it to form a variety of analytical reports based on the analysis and processing of information received.

The EEC confirms that in order to automate the process of collection, analysis and management of information at Suleyman Demirel University the systems of collection, analysis and management of information based on the use of modern ICT and software tools - information management as part of the official website of the university are implemented and operate. The University applies a systematic presentation of information at the level of structural units, both classical processes of management and transfer of information face-to-face, and processes implemented with the help of IT are fine-tuned. The main channels of information transfer in the EP: 6B03201 Journalism (TV and Multimedia), 6B04201-Applied Law and 6B04105 Digital Marketing are the official website of the University, University portal UniPort, Enroll (online registration), SIS (Student Information System), SR (Student Registration), social networks (personal account of OP in Instagram and Telegram channel) and media.

All specialties of the University, including EP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing have separate pages on the official University website to familiarize with EP, publishing news and changes in EP for teaching staff, students, employees, stakeholders, applicants and all interested persons.

Along with this, each department has its own (personal Instagram account and Telegram channel), so, for example, there is an Instagram account of the Business School of SDU @sdu.bs, which is curated directly by marketing professors Guldana Rustemkyzy and Altynai Omirzakova. This Instagram page serves as the information field of the Business School, includes all news of the department and also holds live broadcasts with the Dean of Faculty. Students can reach out directly through Instagram, as they can get the necessary response from the faculty in personal messages, or some questions can be redirected to the dean's office if necessary.

Also, for any questions, students in the EP specialty "6B041005 - Digital Marketing" can contact via email: bs@sdu.edu.kz. Also, students can address various questions on Instagram @sdu.bs. In turn, the administration of the SRU Business School brings these issues for discussion at the weekly meetings of the Faculty Council and decisions are made collegially, which are sent via the corporate e-mail info.bs@sdu.edu.kz,всему to the teaching staff of the EP for review.

As for EP 6B04201 "Applied Law", this program also has its own instagram account of the specialty @sdu.law, the corporate email of the faculty lss@sdu.edu.kz, the corporate email of the department juris.dep@sdu.edu.kz, Telegram account- @law_ss.

We made sure that the management of the EP considers all opportunities to inform about their work by all means of modern communication. For example, EP "6B03201 - Journalism (TV and Multimedia)" distributes information about the development, formation, approval and implementation of the plan using the information distribution platform through the corporate e-mail info.journalism@sdu.edu.kz, Instagram account of the specialty @journalism_sdu which is curated by coordinators and assistants each year, as well as chats and channels in the messengers WhatsApp and Telegram.

The strong side of this standard was the employment and career growth of graduates of all accredited EPs.

At the same time, there are a number of issues related to this standard, not fully reflected in the self-report and not confirmed in the EEC process.

So, the EEC notes that a number of sections of the website concerning its structural divisions and accredited EPs are not updated. A number of indicators cannot be found on the website, even if the report states that the data are posted on the website. When studying the information indicated in the self-evaluation report, the EEC members determined that the website of the SDU (https://sdu.edu.kz/ru/suleyman-demirel-university-ru/) should act as a means of generating information about the facility. However, the site lacks the necessary information, in particular, information concerning the teaching staff, including in the context of personalities (the merits of the teaching staff, a complete list of works, work experience and personal achievements are not presented).

In order to improve the efficiency of information management, it is necessary to use modern information tools for awareness and feedback from the teaching staff, students and other stakeholders, but when interviewing employers and representatives of the bases of practice, information on the active use of these mechanisms was not fully confirmed.

During the EEC online visit the management of the accredited EPs did not fully demonstrate how to develop preventive and corrective measures based on the analysis of information and assessment of control indicators, as well as evaluation of their effectiveness, did not provide examples of how the collected information affects the improvement of internal quality assurance system, specific facts of students participation in the processes of information collection and analysis, as well as decision-making based on them.

Strengths/best practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The presence of mechanisms for the involvement of students, employees and faculty in the processes of collecting and analyzing information, as well as making decisions based on them, has been confirmed.
- There is a mechanism of communication with students, employees and other stakeholders to make management decisions based on the information obtained.

Recommendations of EEC on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- To develop and implement systematic mechanisms to ensure feedback from all stakeholders, and reflect them in the local normative acts of the university and publish the procedure on the official website to inform employers, representatives of practice bases, students and other stakeholders about the expected process of revision, development and/or updating of evaluated EPs. Deadline: June 1, 2022.
- To update the pages of the departments implementing the assessed EP on the website of the University, make it informative in relation to the activities of the department, the development of EP. Deadline: until May 1, 2022.

Conclusions of the EEC on the criteria:
According to the standard "Information Management and Reporting" educational programs 6B04105 "Digital Marketing", 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" have 1 strong, 15 satisfactory positions.

6.3. Standard «Development and Approval of the Education Program»

✔ *The HEI must demonstrate the existence of a documented procedure for the development of the EP and its approval at the institutional level*

✔ *The HEI must demonstrate the compliance of the developed EP with the established goals and planned learning outcomes*
✔ *The management of the EP should determine the influence of disciplines and professional practices on the formation of learning outcomes*
✔ *The HEI demonstrates the existence of a EP graduate model that describes learning outcomes and personal qualities*
✔ *The qualification awarded upon completion of the EP must be clearly defined, explained and correspond to a certain level of the NSC, QF-EHEA*
✔ *The management of the EP must demonstrate the modular structure of the program based on ECTS, ensure that the structure of the content of the EP corresponds to the goals set, with a focus on achieving the planned learning outcomes for each graduate*
✔ *The management of the EP must ensure that the content of academic disciplines and learning outcomes correspond to each other and the level of education (bachelor's, master's, doctoral studies)*
✔ *The management of the EP must demonstrate the conduct of external reviews of the EP*
✔ *The management of the EP must provide evidence of the participation of students, teaching staff and other stakeholders in the development and quality assurance of the EP*
✔ *The EP management must demonstrate the uniqueness of the educational programme, its positioning in the educational market (regional/national/international)*
✔ *An important factor is the possibility of preparing students for professional certification*
✔ *An important factor is the presence of a joint (s) and/or two-degree EP with foreign HEI*

Proving part

Educational programs 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing at the University are developed on the basis of the state regulatory documents.

The development of EP cluster in order to achieve the planned learning outcomes involves the teaching staff of the EP, students

Development of the educational program is conducted in the language of instruction. For example, the teaching of EP 6B03201 "Journalism (TV and Multimedia)" is in two languages (Kazakh and English); 6B04201- Applied Law, also in two languages (Kazakh and Russian); 6B04105 Digital Marketing entirely in English, hence all supporting documentation, RUPs, QEDs, etc. in the language of instruction. In case of stakeholder's request documentation in a particular language, it is presented at their request.

Development of working curricula is based on the SES, the catalog of elective disciplines CEC, developed by the graduating department of the university and the individual study plans of students (IEP). Working curricula for required disciplines (syllabuses) are developed on the basis of model curricula approved by the MES RK. In the absence of these, the teaching staff independently develop working curricula (syllabuses), teaching materials are developed on the basis of the internal regulatory document - the Rules of development and design of the curriculum (2018).

The content of EP is established by the relevant professional standards and is implemented through curricula and programs. Students, with the help of eduizers, are formed IUPUI in accordance with the UE and CEC, on the basis of which annually compiled semester RUP for one academic year.

Matching the content of academic disciplines and learning outcomes is carried out on the basis of RUP and CEC . The channel of access of students to the content of disciplines - syllabus.

EP 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing are designed in accordance with the profile, representing the learning outcomes, the main types of professional activity, are subject to constant quality improvement. If necessary, changes and adjustments are made in the EP. The structure, the order of development, revision, amendments and adjustments, examination of EP are determined by the Regulations on the development, approval and monitoring of EP. The final content of the EP is submitted for consideration by the Commission for Quality Assurance within the Faculty and Business School,

the University's UMC and is approved by the Rector of the University on the basis of a positive decision of the Academic Council.

Immediately at the stage of development of educational programs, members of the working group determine the objectives, set of competencies and learning outcomes for the educational program, as well as in accordance with the Dublin descriptors is compiled Program Profile (EP Passport) for each EP: 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing. This document is regulated by the Regulations on the development, approval and monitoring of EPs in SDU from 03.09.2020 and contains the approved format of the Program Profile (EP Passport) in the appendix. Passport of EP is posted in the AMF https://dms.sdu.edu.kz/ and on the website of the university in the section of EP.

During the development of EP 6B04201- "Applied Law", also take into account the needs for the formation of soft skills with analytical thinking, able to work in a team and have a set of competences in legal entrepreneurship are provided by such disciplines as "Methodology and basics of legal thinking", "Selected cases from the practice of international law firms", "Research methods and access to legal information resources", etc.

Influence of disciplines on the formation of professional competences of EP. The table on the example of the course "Land and Property Law" indicates what tasks are provided to achieve the learning outcomes specified in EP.

Consequently, the "graduate model" EP 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing is developed on the basis of the Regulation on the graduate model of SDU. The development of the graduate model is carried out in accordance with the European, National and Sectoral Qualification Frameworks, and Professional Standards, as well as taking into account the views of students, faculty programs, external experts in the relevant field.

Models of EP graduates have been developed, which describe the learning outcomes and personal qualities. The qualification received upon completion of the EP is clearly defined and corresponds to the NSC level. An external expertise of EP is conducted. For example, the formation of the EP "Journalism (TV and Multimedia)" in addition to the teaching staff was attended by representatives of the media market, graduates of the "Journalism" program. In particular, journalists, editors and directors of media organizations - Əbdilda J. (Factcheck.kz), Abramov S. (Vlast.kz), Karipov B. (Almaty TV), Mursalim B. (Channel 31), Biyarov G. (OYLA), as well as students and graduates of the previous PG - Ozer Y., Eres N., Amirova U. and others.

Graduate model, key professional competencies and requirements for graduates are repeatedly discussed during round tables and meetings with employers held at the University within the framework of the Job Fair, Advisory Board meetings, as well as during professional practice of students at the workplace. In addition to the discussion, there are surveys of employers, consultations on the modernization of the content of EP.

EP 6B03201 "Journalism (TV and Multimedia)" has differences from the classical journalism education. It is unique in the practice of Kazakhstan and has a clearly defined interdisciplinary and highly specialized nature, taking into account the development of modern media communication. Throughout the world, the media landscape is changing rapidly under the influence of digital technology. Media consumption, ways of obtaining information are changing, and channels of content delivery are evolving. EP 6B03201 Journalism (TV and Multimedia) takes into account these features and labor market trends.

The uniqueness of the accredited educational programs is that the programs reflect trends in education. Accredited EPs are clearly practice-oriented and closely integrated with computer information technologies.

At the design stage of the EP, the program coordinators define graduate models. The graduate model of the cluster 9 EP is a set of knowledge, abilities, skills and experience of their application in practice, integrated into professional and universal competencies, which graduates should possess at the moment of graduation from the program.

Based on the planned enrollment of students, the conditions for hiring the teaching staff and announcing the competition for vacant positions have been prepared.

On the whole, the cluster's educational programs have been developed, coordinated and approved according to the regulatory documents and correspond to the set objectives, including the intended learning outcomes.

During the development of EP, work is organized to ensure consultation on the development of the educational program with foreign experts and employers: for example, the exclusion of obsolete disciplines from the curriculum on the recommendation of employers and the inclusion of current disciplines. The expertise of foreign experts and representatives of industry of the Republic of Kazakhstan, as well as representatives of universities of the Republic of Kazakhstan is organized on the draft EP. During the formation of the MEP and the development plan of the accredited EP, internal and external review from RTRK "Kazakhstan", TV Company "AlmatyTV", etc. is carried out.

The passport of the EP fully describes the graduate's competencies for the educational program and reflects the impact of disciplines and professional practices on the formation of learning outcomes.

Graduates who have completed the educational program of higher education and successfully passed the final certification are awarded the degree of "bachelor" and assigned the appropriate qualification. Upon completion, a diploma of higher education is issued, and a transcript in three languages with the results of each individual discipline.

In the cluster EP the content of academic disciplines and learning outcomes correspond to the level of Bachelor's degree, which is reflected in the modular curricula, passports, CEC, RUP, work programs and syllabuses, teaching materials.

Types of activities envisaged in the educational process are given in the modular curricula, in syllabuses and working programs of disciplines, in the educational and methodological complexes of disciplines, in the plans of educational work.

Analytical part

It is indicated in the Self-evaluation Report that along with taking into account all external and internal normative documents, the University, represented by the developers of EP, pays great attention to the study of modern labor market requirements to the graduated specialists through a survey of employers, university graduates and representatives of the business community, which was confirmed by reviews and the protocol of the review of EP "Applied Law".

It is worth to emphasize the active participation of teaching staff and students in the development of the curriculum "Applied Law". So, when drawing up an educational program organized by the working group headed by the coordinator of the EP, which includes the most experienced teaching staff with extensive scientific and practical experience, so for the development of EP 6B04201 "Applied Law": PhD, Assistant Professor Ahmadi MA, Amankozhaev A.A., PhD, assistant professor Kopbaeva A.B. On the part of the students, during the development of EP, the working group included students (students) on "6B04201- Applied Law" Imangalieva Rinata (3rd year), Kim Karina (2nd year) and others, who gather all the information from their fellow students about the content of EP.

As for reviewing the assessed EP "Applied Law", the information stated in the Self-Assessment Report also found its confirmation during the EEC visit, reviews were presented by: M. Koshikbaev, Chairman of the Karasai District Court, K. Bayzhanova, Chairman of the Chamber of Legal Advisors "Higher School of Law "Әdilet" Moroz S.P., Deputy Head of Almaty Police Department - S. Adilov and others.

The SDU provides students with the opportunity to continue their education on the EP "Applied Law" and in the master's degree program. As part of the prerequisite and post-requisite educational trajectory logical sequence and continuity of knowledge within the EP 6B04201 "Applied Law" is characterized by the distribution of disciplines for the courses of study.

Disciplines that are studied in the bachelor's programs find their logical continuation in the master's program. For example, for EP 6B04201 "Applied Law" the logical continuation of the bachelor's discipline "Intellectual Property Law" is the discipline of EP 7M04201- Private Law (Master's) "Copyright in the Digital Age".

The industrial and pre-graduation practices take place at the bases of practices on the basis of contracts. So, the bases of practice of EP 6B04201-"Applied law" are the companies and enterprises in the sphere of legal industry, such as "Synergy Partners", INTEGRITES, GRATA, Karasai district court, etc.

During the EEC visit the work on professional certification of graduates on the evaluated EP was not confirmed, although there is such an opportunity for 6B04201 "Applied Law", under the NLCP (National Certification Program for Lawyers), entered into the register of certification centers in the NPC "Atameken" or certified courses for mediators or MFCA "Astana".

The development of the educational program provides for various activities that correspond to the learning outcomes of both the discipline and the module in which the discipline is included. Both classroom activities (lectures, seminars, practical and laboratory classes) and extracurricular activities are provided, divided into independent work of the learner and independent work under the guidance of a teacher. For example, EP 6B04201 "Applied Law" provides for various types of activities: solving cases, projects, writing articles, etc., on EP 6B03201 "Journalism (TV and multimedia)": projects, writing articles of different genres and types, solving cases, etc., on EP 6B04105 "Digital marketing": projects, presentations.

Assessment of the quality of EP, conducted by NPP "Atameken" is very important, because it evaluates not only the quality of educational services, but also the employment of graduates, their demand in the modern labor market. For example, EP 6B03201 Journalism (TV and Multimedia) (formerly Journalism) ranked 10th in 2019, and 11th in 2020 out of 23. Despite the loss of position, in 2020 graduate salaries were 167060, 56 percent higher than the previous year, employment rates increased by 10 percent (76.19 percent in 2020), and job search time decreased from 4 months to 1 month.

A global trend is the highly specialized nature of personnel training. The study of the experience of the Humanitarian Institute of Television and Radio Broadcasting - GITR (Moscow, Russian Federation, https://gitr.ru/faculty/televidenie/), which sets the goal of "preparing professionals in the direction of "Television" - universal specialists who are ready to shoot audiovisual projects quickly, independently and with high quality" is recommended as a deep specialization of journalism training for the television industry. The Moscow university, among other things, trains TV reporters, scriptwriters for TV and film, and sports TV commentators. Another factor to draw attention from the positive experience of GITR is the encouragement of professional certificates from teachers. Global giants of computer industry, such as Microsoft, Apple, Adobe and others, train masters and trainers of their specialized programs and issue professional certificates.

A certified specialist in individual software products opens up the possibility for trainees to take special courses as well, receiving certificates from leading computer companies.

It is not wrong to study the experience of foreign and domestic universities once again. Multimedia journalism also has good foreign experience. For example, Germany's experience is interesting. In 2003, the literary, technical, sociological, and pedagogical faculties of the University of Bielefeld (Universität Bielefeld) decided to combine their courses into one special curriculum. Students from all over the world have since then been able to master media theory and 3D computer graphics, sociology and applied computer science, pedagogy and virtual interface design simultaneously. Depending on the modules completed, a graduate is eligible for the Master of Arts or Master of Science degree. The institution's management notes that it strives to provide students with the greatest choice of specialties to their liking and with an eye on the future, so every year it increases the number of related academic disciplines. Graduates of the program work not only in journalism, PR, marketing and advertising, but also create Internet applications for smartphones and run IT companies.

There are inaccuracies in the contents of the EPs uploaded to the ECHE registry and approved by documentation. For example, for the EP 6B03201 "Journalism (TV and Multimedia)" in the registry many disciplines are listed as elective, although the working curriculum status is different.

There are shortcomings in the definition of the sequence of study of some disciplines - from simple basic skills transition to more complex and professional competencies. For example, in EP 6B03201 "Journalism (TV and Multimedia)" the subject "Audiojournalism" is studied in the 4th year, although the skills of working with audio materials are the basis for TV journalism in general.

Another example, a "Media Design" course is envisioned, with the goal that "students will learn a creative approach to design genres, their theory and methodology. The course will teach the basics of information visualization, methods and tools of infographics as a visualization of information." And also the course: "In-depth Media Design", with the objectives: "The discipline is aimed at mastering the graphic editor and the theory of design, to create their own printed publication. During the course, students will be introduced to Adobe Photoshop, Adobe InDesign, and Adobe Illustrator, which are part of the Adobe CC collection of design programs, as well as the basics of the Corel Draw graphics editor." This is more of a print design rather than media design. The distinction of levels is not clearly defined! The main advantage of modern Media Design is the scalability, interactivity and online nature of the interaction! And the subjects provided cover only the basic part or classic graphic design. The study of web design and the basics of programming, web interface design and other skills becomes relevant.

It is recommended to finalize the content and sequence of basic and core disciplines, for this purpose to involve students, faculty and other stakeholders in the development of the program, thereby creating a basis for quality learning. The core and major disciplines must form the basic skills and competencies of the future journalist. The student should have a clear understanding of the trajectory of learning, the sequence of courses from the simple to the complex, from basic skills to complex and related interdisciplinary knowledge. And the major elective disciplines can be combined into certain modules. Here we can consider such disciplines as Web Design, Digital Photography, Motion Design, Data Journalism, Fundamentals of Programming and Mobile Application Development, Web Analytics, SEO promotion, and so on. The structure of EP should provide for various activities corresponding to the learning outcomes, clearly defining the impact of disciplines and professional practices on the formation of the quality of learning.

As a competitive advantages of the SDU Business School's Digital Marketing program, it includes disciplines that focus on teaching digital marketing tactics, such as MAR 317 - Fundamentals of Digital Marketing, MAR 409 - Marketing Communications, MAR 419 - Research and Development, MAR 308 - Content Marketing, MAR 402 - Advanced Marketing Analytics, MAR 417 - Customer Relationship Management, MAR 411 - Strategic Marketing, MAR 310 - Creativity and Media Skills, ECO 315 - Introduction to Python, ECO 318 - Introduction to Machine Learning. The above disciplines form the competencies necessary for marketers who plan to work as a digital marketer, SMM-specialist, content manager, e-mail marketer, marketing analyst, marketer-economist, PR specialist, CRM specialist, target marketer in the field of digital marketing.

On OP 6B041005 - Digital Marketing the content of CED includes disciplines aimed at preparing students for professional certification. A number of subjects like Marketing Research, Content Marketing, Neuromarketing, Service Marketing, Brand Management, Strategic Marketing and others allow students to prepare for professional certifications like Certificate in Professional Marketing from CIM (the Chartered Institute of Marketing), PCM (Professional Certified Marketer) and others. Also, students can take related courses and prepare for certification as a CIMA (Certified Investment Management Analyst) in the Microeconomics and Macroeconomics courses taught in the 2nd year. As part of the disciplines aimed at preparing for professional certification, the student gets enough knowledge to pass the certification exam, thus

getting more opportunities for employment in prestigious companies and institutions after graduation.

Thus, the created graduate models of EP of cluster 9 are a set of relevant professional competencies and learning outcomes, based on which the matrix of correlation of learning outcomes and formed competencies is built, which implies graduate's readiness to independently lead and make decisions on organization and process management. Graduate models are developed in the design of accredited EP with regard to the interests of key stakeholders. It can also be noted that the content of the EP CED disciplines has a significant impact on the formation of the graduate's professional competencies.

The EP management should accelerate the work on the development of joint/two-diploma EP educational programs with the universities of near and far abroad, as well as strengthen the work on students' preparation for professional certification.

Strengths/Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":

- EP management demonstrated the existence of mechanisms for reviewing the content and structure of the EP with regard to changes in the labor market, employers' requirements and social demand of the society.

- The university demonstrated the existence of a documented procedure for the development of EP and its approval at the institutional level.

- The developed model of the graduate EP 6B04105 Digital Marketing is a set of components of professional competence, each of which reflects the specifics of its implementation in professional activity.

- EP provides employment of graduates of OP "Applied Law" in state bodies and private law firms (Karasai District Court; "Synergy Partners"; INTEGRITES; GRATA, etc.).

Recommendations of EEC EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":

- To develop a plan for the implementation of existing opportunities for the organization of dual education on senior courses, as well as to develop and approve a work plan for the implementation of joint / double degree education and academic mobility, on a systematic basis, indicating the necessary measures to harmonize the content of educational programs with the educational programs of leading Kazakh and foreign universities, and the timing of their implementation. Deadline: September 1, 2023.

- To develop an action plan identifying key partner universities (domestic and foreign) to prepare students to participate in academic mobility programs. Deadline: until 2022-2023 academic year.

- For 6B04201 "Applied Law", it is necessary to conclude the agreement for realization of professional certification of lawyers within NLCP (National Certification Program for Lawyers), entered into the register of Certification Centers in NPC "Atameken" or certification of mediators or MFCA "Astana", etc. Deadline: September 1, 2022.

- To develop a program to encourage (with the criteria) the development by teaching staff of author's syllabuses with unique teaching methods, taking into account modern information assessments for students, as well as further promote the best author's syllabuses of the University in the academic space of Kazakhstan. Deadline: September 1, 2022.

- To the management of EP 6B04105 Digital marketing to develop a plan to promote the training of students for professional certification. Deadline: 2022-2023 academic year.

EEC Conclusions on Criteria: According to the standard "Development and approval of the educational program" educational programs 6B04105 "Digital Marketing", 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" have 1 strong position, 10 - satisfactory, suggests improvement - 1.

6.4. Standard «On-Going Monitoring and Periodic Review of Educational Program»

✔ *The HEI must ensure the revision of the structure and content of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of societyThe HEI must demonstrate the existence of a documented procedure for monitoring and periodic evaluation in order to achieve the goal of the EP and continuously improve the EP*
✔ *Monitoring and periodic evaluation of the SP should consider:*
✔ *the content of the program in the context of the latest achievements of science and technology in a particular discipline*
✔ *changes in the needs of society and the professional environment*
✔ *load, progress and graduation of students*
✔ *effectiveness of student assessment procedures*
✔ *needs and degree of satisfaction of students*
✔ *compliance of the educational environment and the activities of support services with the goals of the EP*
✔ *The management of the EP should publish information about changes to the EP, inform interested parties about any planned or undertaken actions within the EP*
✔ *Support services should identify the needs of various groups of students and the degree of their satisfaction with the organization of training, teaching, assessment, mastering the EP as a whole*

Proving Part

Monitoring and periodical evaluation of educational programs are aimed at achieving the objectives of EP 6B03201- Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing and full formation of the planned learning outcomes.

In order to improve and ensure the quality of the EP, the developed EP 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing is monitored with the participation of employers for compliance with the needs of the labor market, the use of educational technologies, including methods of assessment of student achievements, as well as taking into account the relevance of this program. For example, on EP "6B04201- Applied Law" the questionnaire of the employer's satisfaction with the quality of training of graduates of universities (KPMG, INTEGRITES, Synergy Partners, LLP Korkem Telecom) is formed.

During the monitoring of EP the relevance of EP, fulfillment of the goal and objectives set by EP, the logic of EP development, students' achievement of learning outcomes and their compliance with the requirements of professional standards, etc. are evaluated.

According to the requirements of clause 9 of the Regulation on development, approval and monitoring of EP at the University two types of EP monitoring are carried out: internal and external.

The mechanism of internal monitoring and quality assessment of EP provides continuous monitoring of the quality of educational programs, educational and methodological support, implementation of innovative teaching methods in the educational process, improvement of methods of assessing students' learning achievements.

External monitoring is carried out within the accreditation of educational programs, participation in ratings and other events.

When monitoring the program, the relevance of the program is assessed, the implementation of the goal and objectives set by the program, the logic of the program, students' achievement of learning outcomes and their compliance with the requirements of professional standards, etc.

The results of the monitoring are discussed at the collegial bodies of the University and written conclusions are issued to the relevant departments.

The content of existing EPs is reviewed and adjusted annually, taking into account changes in the labor market, the requirements of employers and social demand of society, as well as the results of monitoring.

At the department level, monitoring and periodic assessment of EP is carried out in several ways:

a) by conducting open classes:

b) by means of mutual visits of the teaching staff classes:

In the Department of Jurisprudence in the academic year 2020-2021 12 mutual visits were conducted. In EP 6B03201 Journalism (TV and Multimedia) since the beginning of this academic year, 2 peer-visits have already been conducted.

In September 2019, Sophia Butt briefed the leadership team of each department. Each faculty had to edit Part 3 of the report form to fit the specifics of the EP. Pilot/practical observations were made with Sophia Butt and the Learning Resource Center. Structure of this method: Each faculty member undergoes an observation procedure once a year. Observers are faculty/school leadership (Dean, Head of Department), Program Coordinator. The observation date and class [at all levels] are assigned by the faculty member (indicating choice and autonomy). The observer already chooses one of these classes. The Reflective Teaching Observation process itself has three parts.

A "Reflective Teaching Observation Policy" (link) has been developed that outlines all of the criteria and the observation process itself. For example, in the 2020-2021 academic year, reflective observation was conducted in:
- Department of Law - 12;
- Department "Social Science" - 9;
- Department "Economics and Business" - 12

Self-control of the faculty is carried out through the timely provision of requested information, completion of necessary documentation and adequate, focused, integrated professional activities of each faculty member. In 2020-2021, the Department of Business School in the subject "Fundamentals of Marketing" created a telegram channel and telegram group in which all students could receive additional information, ask questions to the instructor openly, as well as offer their ideas and opinions at any time. The instructor answered questions as openly as possible and also took into account all the students' wishes. One of the suggested options for 2020-2021 was to use Webex meeting instead of Webex training. The difference between the two tools of one product for distance learning was that Webex training is more interactive for distance education, but Webex meeting is more practical and easy to use. In this regard, an online survey was conducted among students, and the link for online lessons was changed to Webex meeting according to the results of the online survey.

At the request of employers, new elective courses are introduced into educational programs, for example, in the light of global digitalization, which is undoubtedly reflected in the increased competitiveness and competence of university graduates. So in 2018-2019, 2019 -2020 academic years were introduced disciplines on OP 6B04105 Digital Marketing - MAR 317 - Fundamentals of Digital Marketing, MAR 409 - Marketing Communications.

Also SDU actively apply questionnaires to students as a monitoring mechanism, which makes it possible to determine the top 5 teachers in the EP and in individual disciplines. This type of student survey is aimed at stimulating the professional activities of teaching staff and identifying cases of non-professionalism, which is an important condition for the improvement of EP.

Also, for the purpose of monitoring at the faculty level, periodic assessment of EP is carried out, after which the meetings discussed such key topics as the content of EP, analysis of teaching methods, examination of syllabuses, conducting and discussion of the results of practice, interim and final control, the results of mutual visits to classes, topics of theses and their supervisors, etc.

Since 2018 the University has adopted a new format of filling the syllabuses, which focuses not only on the description of the purpose, content and teaching methods, but also to a greater extent the definition of competencies (academic and professional), expected results (learning outcomes) within the taught discipline and types of activities to achieve these results, according to Bloom's taxonomy, as well as assignments for the CDS and methods of evaluation.

At the University level, monitoring is carried out through the following specialized services: Educational and Methodological Center and the Department of Quality Monitoring.

The EEC notes that the OP is reviewed twice a year. At the beginning and end of each academic year, the Faculty organizes a meeting with industry representatives, leading professors, students and alumni as part of the Advisory Board. At the beginning of the year there is a presentation of the developed educational program, collection of opinions and analysis of the educational program. Industry representatives make proposals to introduce new disciplines or change the content of existing disciplines based on market demands.

At the end of the year there is a presentation of additions and adjustments made to the EP based on the suggestions of the first Advisory Board. Responsible for the realization of the Advisory Board is appointed by the head of the department, as in the preparation of actively participate the coordinators of the EP of 9 cluster (6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing)

After the Advisory Board, the final version of the program is discussed at the department, a collegial decision is made on the basis of which a service letter through the system dms.sdu.edu.kz is prepared for approval of changes.

The initial enrollment of students for EP 6B04105 Digital Marketing took place in 2019, with a newly developed program in line with current trends and realities. The program on EP 6B04105 Digital Marketing includes such courses as "Neuromarketing", "Artificial Intelligence in Marketing", "Designing User Experience and Web Analytics", "Data Analysis in Business and Economics", "Programming in Business" and others. The presence of practice-oriented disciplines in the EP also ensures quick adaptation of students in the professional environment. Therefore, the university pays special attention to various types of internships. The University guarantees that the activity performed by the students during the internship corresponds to the forthcoming professional activity. This is ensured by an extensive practice base for each EP of the cluster, as well as elaborate documentation filled in by both parties during the practice.

In EP 6B041005 - Digital Marketing, professionals with international work and/or training experience, as well as experience in national and international companies, have been invited to improve the quality of teaching marketing subjects, as well as the integration of theory and practice as an innovative approach to learning. In 2019, A.T. Omirzakova, a marketing and corporate communications practitioner and graduate of Leeds University (UK), joined the faculty of the Business School.

The Commission notes the lack of information that would confirm how stakeholders are informed about the planned or taken actions in relation to EP 6B041005 - Digital Marketing and where the changes made to the EP are published.

The survey of students showed the general satisfaction of students with the quality of educational services and the available conditions in the university.

EEC confirms that the university carries out continuous monitoring, periodic evaluation and revision of educational programs for the effective implementation of the educational process and carries out work in order to create a favorable learning environment for students.

In order to improve and ensure the quality of the EP, the developed EP 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing are monitored with the participation of employers for compliance with the needs of the labor market, use of educational technologies, including methods of assessment of student achievements, as well as taking into account the relevance of this program. For example, on EP "6B04201- Applied Law" the questionnaire of the employer's satisfaction with the quality of training of graduates of universities (KPMG, INTEGRITES, Synergy Partners, LLP Korkem Telecom) is formed.

Employers, strategic partners are involved in the monitoring, which assess the EP for compliance of the planned learning outcomes with the requirements of professional standards and industry qualification frameworks. Thus, to review the content of OP 6B04201- Applied Law were involved representatives of law companies GRATA represented by the managing partner T. Baigabylova, MIZAN LAW FIRM represented by the director N. Kabden, Karasai District Court represented by the Chairman of the Court M. Koshikbaev. For OP 6B03201

Journalism (TV and Multimedia) were involved representatives of media, as Vlast.kz represented by Vyacheslav Abramov, International Journalism Center represented by Adil Jalilov, etc.

The heads of OPs on a systematic level carry out a survey of employers through questionnaires and surveys, So, at the request of employers in the educational programs in 2018-2019, 2019 -2020 academic years were introduced disciplines on:

- EP 6B03201 Journalism (TV and Multimedia) - JUR 301 Digital Journalism, JUR 227 - Media Design, etc.

- Program 6B04201 Applied Law - LAW Selected cases from international law firms, Discipline Civil Procedure Law of RK is studied for 2 semesters LAW 385-Civil Procedure Law of RK 1, LAW 388 Civil Procedure Law of RK 2.

- EP 6B04105 - Digital Marketing - MAR 317 - Fundamentals of Digital Marketing, MAR 409 - Marketing Communications, etc.

EPs are reviewed twice a year. At the beginning and end of each academic year, the Faculty organizes a meeting with industry representatives, leading faculty members, students and alumni as part of the Advisory Board.

However, when interviewed by the EEC members, it was determined that there is no systematic mechanism for informing all stakeholders about the development/revision or updating of evaluated EPs, as well as the lack of approved criteria for determining the stakeholders who are invited to discuss EPs. Also, despite the ongoing monitoring of evaluated EPs, the university does not inform the general public about it, does not publish information related to the discussion of EPs and does not publish the EP itself on its official website, which does not comply with NAAR standards.

In general, the results of monitoring and periodic evaluation of EP show a systematic work aimed at achieving the objectives of EP, meeting the needs of students and continuous improvement of EP, but some provisions for compliance with this standard need to be improved. Thus, the Commission notes the need to publish the results of the revision of the content and structure of educational programs in the context of market changes, employers' requirements, social demands of society on an ongoing basis.

The strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Not identified.

Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Existence of developed regulations and forms of questioning and interviewing of students, as well as the system of their consideration in the design and updating of the EP development plan.
- Annual renewal of EP taking into account the recommendations of employers with the introduction of their proposed disciplines in CED.
- Availability of feedback between students and teaching staff on the evaluation of satisfaction with the quality of EP implementation.

Recommendations of EEC on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Establish and implement regulations to systematically inform all stakeholders of any actions planned or taken with respect to the evaluated EPs offline and online, followed by publication of all changes made to the evaluated EPs on the university website. Deadline: June 1, 2022.
- To develop criteria for selecting stakeholders and expand the subject composition of persons involved as stakeholders for revising the evaluated EPs from among students, research staff of research institutes and representatives of state bodies with a mandatory reflection of their

participation and the result of their participation in the minutes of meetings of collective bodies (for example, in the minutes of meetings of the departments implementing the evaluated EPs). Deadline: May 1, 2022.

- To hold a seminar to improve the skills of teaching staff in the development and implementation of evaluation criteria for the subsequent inclusion of such criteria in syllabuses for the subjects, courses for training of teaching staff in interactive methods of teaching. Deadline: June 1, 2022.

- On an ongoing basis to post on the website all changes made to the evaluated EPs. Accordingly, to ensure that the updated development plans of all educational programs of the accredited EPs are posted on the website. The deadline is 2022-2023 academic year.

Conclusions of the EEC on the criteria: According to the standard "Continuous Monitoring and Periodic Assessment of Educational Programs", the educational programs 6B04105 "Digital Marketing", 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" have 8 - satisfactory and suggests improvement -2 positions.

6.5. Standard «Student-Centered Learning, Teaching and Performance Evaluation»

✔ *The management of the EP should ensure respect and attention to various groups of students and their needs, providing them with flexible learning paths*
✔ *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 methods of teaching and evaluating learning outcomes that ensure the achievement of the goals of the EP, including competencies, skills to perform scientific work at the required level*
✔ *The management of the EP should determine the mechanisms for distributing the teaching load of students between theory and practice within the framework of the EP, ensuring the mastery of the content and achievement of the objectives of the EP by each graduate of a procedure for responding to complaints from students.*
✔ *An important factor is the availability of own research in the field of teaching methods for the disciplines of the EP*
✔ *The HEI must ensure that the procedures for evaluating learning outcomes are in line with the planned results and goals of the EP*
✔ *The HEI must ensure the consistency, transparency and objectivity of the mechanism for assessing the learning outcomes of the EP, the publication of criteria and assessment methods in advance*
✔ *Assessors should be proficient in modern methods for assessing learning outcomes and regularly improve their skills in this area*
✔ *The EP management must demonstrate the existence of a feedback system on the use of various teaching methods and the assessment of learning outcomes*
✔ *The management of the EP must demonstrate support for the autonomy of learners while providing guidance and assistance from the teacher*
✔ *EP management must demonstrate the existence of a procedure for responding to student complaints.*

Proving part

To implement the principles of student-centered learning, the University has developed an Academic Policy, which regulates the rights and responsibilities of students. The academic policy of SDU is based on the principles of academic integrity, internal quality assurance, innovation and internationalization.The Academic Policy is mandatory for all structural units of the university, teaching staff, employees and students. Training in the accredited EP is conducted in Russian, Kazakh and English languages of instruction. With regard to all students there is a principle of gender equality.

Active involvement of competent, active and constructive learners as a partner effectively affects the organization and content of the educational process, taking into account their needs and the formation of flexible learning paths. The Faculty practices the involvement of students in

the management processes of the University. For example, students of EP of cluster 9 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law (Renata Imangalieva, a 3rd year student of 6B04201- Applied Law (Minutes #7 from 07.09.2021g.) and 6B04105 Digital Marketing (Nurai Akhmetova - 3rd year student 6B04105 - Digital Marketing) are members of the Faculty Council, Quality Commission - a collegial body where topical issues concerning the activities of the Faculty, the improvement of educational programs, updating of educational content are discussed. Participation of students in the collegial bodies of the Faculty allows them to be involved in decision-making and coordination of problematic issues.

Students of EP have full information about the list of module disciplines and their codes, prerequisites, goals and content, the form of control and the necessary learning tools. On the basis of TUPL and CED students develop FTI with the help of Advisors and implement it in accordance with the academic calendar. FTI determines the individual educational trajectory of each student individually. The learner independently builds his educational trajectory in the form of an individual curriculum. To master the appropriate level of education, the student must fulfill his FTI, scoring the required number of credits on the EP. FTI is formed by the student for the entire period of training for semesters with the advice of the adviser, in the role of the head of FTP.

For the students of PG 6B04105 Digital Marketing and 6B04201- Applied Law guest lectures with internships were organized to get acquainted with the specifics of the field of business and marketing, to gain practical experience by solving business cases, as well as possible future internships in companies. Rustem Omarov - the head of marketing and business development department in Caspian group - gave a guest lecture at the discipline "Marketing basics" in 2020-2021. The Department of Business School organized the MPower project to expand and support the networking of students with digital marketing specialists, where they can discuss interesting topics, solve cases, and be part of the marketing community. Thus, being involved in the process of organizing the event, starting from the strategic plan of the event, searching for interesting speakers, developing creative visuals and promoting the event in social networks, students are fully involved in the practical implementation of the event and improve their soft, hard skills.

It is planned to organize a more extensive SDU Marketon event in 2021-2022, in which the participation of marketing students from all Kazakhstan is planned. In the organization of the planned event also take part the students of the 3rd year of EP 6B041005 - Digital Marketing together with the teaching staff.

Teaching the EP disciplines of cluster 9 takes place with application of various teaching methods aimed at development of professional critical thinking on the basis of deep fundamental knowledge, possession of digital technologies and quantitative tools of analysis and forecasting. The teaching staff of the accredited educational programs widely applies information and communication, interactive, video-lectures, seminars-conferences, project-based and research-based teaching methods in the educational process. In addition, the practice of each EP uses its own innovative teaching methods, corresponding to the specifics of EP, increasing the interest and motivation of students.

For the EP 6B04105 Digital Marketing and 6B04201- Applied Law the application of different approaches in training is foreseen, including the case-method of training, using the description of real economic, marketing and business situations, where students lead their own solutions and answers to the problems, presented in the business case; Practical Training (Project-Based Learning) is an integral part of many subjects of EP 6B04105 Digital Marketing. Using the latest digital tools like Tilda, Wordpress, Facebook Power Editor, Adobe products - After Effects, Lightroom, Premier Pro, Google Adwords, Google Analytics, also Canva, Figma and others, students design and implement real projects during the course. For example, in the discipline "MAR 317 - Introduction to Digital Marketing" many of the above-mentioned tools are applied during the training, as well as students in group and individual works develop and submit projects under the supervision of the teacher, where there is a practical element.

At the same time, the EEC notes the lack of information on the presence of its own research in the field of teaching methodology of academic disciplines of EP 6B04105 Digital Marketing, no information is provided on how the evaluators have knowledge of modern methods of assessment of learning outcomes and regularly improve their qualifications in this area.

The principle of student-centered learning determines the differentiation of different types of classes, which are held in the format of lectures, seminars, practical and laboratory classes, SROP. In the framework of these types of classes, students receive educational information, form practical skills, contribute to the reduction of difficulties in mastering the academic discipline. A great attention in the academic policy of the university is paid to additional assistance to students who have the opportunity to receive regular consultations on the discipline in the framework of classes SROP and summer semester.

University policy allows students to recover or transfer from one program to another, to study at another university under the program of academic mobility.

In journalism training, practical training conditions and the availability of internship bases are important. Visiting the Media laboratory and computer labs, we were convinced that there are all opportunities to work on computer programs, for video filming and editing, to create radio broadcasts and podcasts, the most complex digital content. They got acquainted with the cooperation agreements with the organizations. Bilateral agreements and memoranda were concluded.

Analytical part

One of the criteria of this standard is that the university ensures consistency, transparency and objectivity of mechanisms for evaluation of EP learning outcomes. Criteria and methods of assessment of learning outcomes should be published in advance. In the syllabuses of EP 6B04201 "Applied Law", provided by the EEC, the grading policy, which includes a point-rating system of knowledge assessment, is placed, but there is no indication and disclosure of the grading criteria for each discipline. The lack of criteria, reduces the degree of understanding of students for what and how many points they get. During the EEC visit, it was noted that there is no own research in the field of teaching methodology and evaluation of the disciplines of the EP 6B04201 "Applied Law".

Also, it seems very important that the teaching staff who implements EP 6B04201 "Applied Law" have knowledge of modern methods of assessment of learning outcomes and regularly improve their qualifications in this area. No supporting documents were presented and published on the website of the University, specifically on the page of the department.

Analysis of the standard "Student-centered learning, teaching and assessment of learning outcomes" showed that the accredited EP 6B04105 Digital Marketing, insufficiently used own research in the field of teaching methodology of academic disciplines. The EEC indicates the lack of publication by the teaching staff of their own teaching aids in the core disciplines.

The work on identifying the level of student satisfaction with the places and organization of internships is shown.

EEC, notes that it was difficult to appreciate the methodology of teaching interdisciplinary subjects during the visit to the university. The world is changing, the changes over the past few decades are exciting, but at the same time they also make us anxious. With the invention of all these new things comes many new problems that people have never faced before. Every day there are new types of jobs and even entire professional fields, which is why you should think about whether your knowledge and skills, meet the demands of the times. Knowledge will help you come up with your own idea, but real work will turn that idea into reality. If we say that the main goal of traditional education is to teach knowledge and use that knowledge to think and create, then the STEAM approach teaches how to combine acquired knowledge with real skills. Especially where technical education is intertwined with the

humanities. Teachers need to be proficient in modern methods of assessing learning outcomes and to upgrade their skills in this area on a regular basis. Therefore, it is recommended to conduct own research in the field of teaching methodology of special disciplines within the framework of EP, as well as to organize the professional development of the teaching staff in pedagogy of higher education and teaching methodology of interdisciplinary disciplines.

Strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Not identified.

Best Practice EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Organization of interaction between the EP management and the bases of internships through the conclusion of collective agreements. In particular, various government agencies of the Republic of Kazakhstan act as internship bases.
- The presence of mechanisms to support the autonomy of students with simultaneous guidance and assistance from the teacher.

Recommendations of EEC on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Introduce a culture of in-house research in the area of teaching methodology of EP curriculum disciplines and their evaluation. The results of research in the field of methodology of teaching academic disciplines EP 6B04201 "Applied Law" must be published in the open press, make them out as educational and methodological materials recommended by the UMC of the University. Deadline: September 1, 2022.
- To carry out its own research in the field of teaching methodology of the 9th cluster disciplines 6B04105 Digital Marketing, 6B03201 Journalism (TV and Multimedia), 6B04201 Applied Law with the implementation of the results of research in the educational process. Deadline to 2022-2023 academic year.
- To train the teaching staff of the department in modern methods of assessment of learning outcomes, preferably informational, as well as regularly improve their qualifications in this area. Deadline: May 1, 2022.
- To develop and implement a procedure for assessing the learning outcomes of students in accordance with the planned learning outcomes, graduate competency model and the goals of the modern educational program. Provide publication of criteria and methods of assessment in advance. Deadline: September 1, 2022.
- Post syllabuses for the disciplines of all courses (1-4 courses) for all assessed EPs on the website. Deadline: by the beginning of the 2022-2023 academic year.

EEC Conclusions *on Criteria: According to the standard "Student-centered learning, teaching and assessment of learning" educational programs 6B04105 "Digital Marketing", 6B03201 "Journalism (TV and Multimedia)", 6B04201 "Applied Law" have no strong positions, but have 7 - satisfactory, suggests improvement -3 positions.*

6.6. Standard «Students»

✔ *The HEI must demonstrate the policy of forming a contingent of students and ensure transparency, publicity of the procedures governing the life cycle of students (from admission to completion)*
✔ *The management of the EP should provide for special adaptation and support programs for newly enrolled and foreign students*
✔ *The HEI must demonstrate the 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*

- ✔ *The HEI must provide an opportunity for external and internal academic mobility of students, as well as assist them in obtaining external grants for study*
- ✔ *The university should encourage students to self-education and development outside the main program (extracurricular activities)*
- ✔ *An important factor is the existence of a mechanism to support gifted students*
- ✔ *The HEI must 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 in order to ensure comparable recognition of qualifications*
- ✔ *The HEI must provide students with internship places, demonstrate the procedure for facilitating the employment of graduates, maintaining contact with them*
- ✔ *The HEI must demonstrate the procedure for issuing documents to graduates confirming the qualifications received, including the achieved learning outcomes*
- ✔ *The EP management must demonstrate that program graduates have skills that are in demand in the labor market and that these skills are really relevant*
- ✔ *The management of the EP must demonstrate the existence of a mechanism for monitoring the employment and professional activities of graduates*
- ✔ *An important factor is the presence of an active alumni association/union*

Proving part

The full cycle of education from admission to completion is regulated in the University. With regard to the formation of the contingent of students, the University policy is aimed at admitting the most prepared applicants who are able to successfully master the program of study, which directly determines the quality of the EP and contributes to the achievement of strategic goals and objectives of the University.

The formation of the contingent of EP 6B03201 Journalism (TV and multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing is based on the analysis of the available material and technical, information resources, human resources and the provision of potential social conditions for students, including the provision of places in the dormitory, available at the University. At the same time it takes into account the maximum group size for seminars, practical, laboratory and studio classes in classrooms, according to the requirements of SESU of higher education.

Management demonstrates the policy of forming the contingent of EP students from admission to graduation and ensures the transparency of its procedures. In this case, the University is interested in attracting applicants with good training in the major subjects, those or other areas and specialties. During the admission of applicants to the ranks of students wishing to study in English, they take a level test in English. For applicants who want to enter the English department to fill gaps in language knowledge, skills and abilities the University offers intensive English courses before the academic year, or a preparatory course in the Foundation (duration of 1 year).

The Adaptation and Support Program for newly admitted students was completely transformed in 2020, meeting with students through Instagram, Webex, and live streaming of YouTube. It is very important to note that the induction program was designed and conducted in two languages (English and Kazakh), which is important for international students. Since next academic year it is planned to introduce in the adaptation program presentations about features of life in Almaty and Kaskelen, where international students can find answers to questions about socialization.

The statistics of students' contingent of RP 6B03201 Journalism (TV and Multimedia) and 6B04201 "Applied Law" shows the tendency of growth of students' contingent. The statistics of the contingent of students for the EP 6B03201 "Journalism (TV and Multimedia)", 6B0420 "Applied Law" and 6B04105 "Digital Marketing" is reflected in the table below.

EP	Academic year	Students total	scholarship students	students on a paid basis

6B04201- Applied Law	2021-2022	302	22 state grant+4 SDU Grant	275
	2020–2021	241	16 state grant +3 SDU Grant	222
	2019–2020	168	8 state grant +3 SDU Grant	157
	2018-2019	111	2 state grant -2 SDU Grant	107
6B04105- Digital Marketing	2021-2022	163	61 state grant	102
	2020–2021	177	90 state grant	87
	2019–2020	149	81 state grant	68
	2018-2019	85	35 state grant	50
6B03201- Journalism (TV and Multimedia)	2021-2022	173	81 state grant + 5 SDU Grant	87
	2020-2021	146	63 state grant + 5 SDU Grant	78
	2019-2020	144	57 state grant + 5 SDU Grant	82

In the pandemic environment of the 2020-2021 academic year, the University management has decided to send mentors to each region of Kazakhstan to organize meetings with the incoming students. This approach makes for a milder adaptation to the learning process, as the task of mentors is not only to socialize students, but also to solve academic problems

On all issues relating to expulsion, transfer, reinstatement, the learner can get advice in the Center for Learner Services. On questions of academic mobility the student can address to the Coordinator in the faculty and/or to the Office of International Relations.

As a priority directions of academic mobility EP can be allocated external mobility in high schools of foreign countries. For example, on EP 6B04105 Digital Marketing in 2021-2022 academic year, in the first semester on the external outbound academic mobility study Moldir Shamshidenova (a student of the 3rd year), Ayaulym Abraimova (a student of the 3rd year) in SolBridge International School of Business, South Korea. In 2021-2022 academic year Alima Maratova (3rd year student) is studying in the first semester of external outbound academic mobility at the University of Economics and Human Science, Poland. Alima on a competitive basis, demonstrating a high GPA, high level of English, received full funding from the MES RK for academic mobility training, including accommodation, meals, airfare for the entire period of stay abroad.

During the academic year there are events on employment of students, such as Career Day, Job Fair, master classes by employers and Career Department. Career Day is held 5 times a year in the format of interviewing trainees directly with representatives of companies, focused on gaining experience by trainees in going through real interviews, getting feedback from HR specialists and the opportunity to receive job offers from employers. This format of the event is a synthesized version of the old job fairs, which has a more specialized approach to trainees. Employers and students leave positive feedback on the event, as this approach better reveals the interests of employers and personal qualities of students, at the same time explaining the real situation of the student in the labor market.

There is also a volunteer group, Career Counsellors, supervised by the Department of Career and Professional Development. This group also assists in advising students on creating resumes, writing motivation letters, methods for finding internships and jobs, and assists in conducting workshops. The group mostly works through social media, Instagram profile: @cc.sdu.

The department has a Career Beta program for graduate students, which covers elective courses in the penultimate semester for a certain number of students and contributes to the goal of mastering professional and social skills, gaining the necessary basic industry knowledge and creating a network of students among employers. The list of employers is created and approved by the Department of Career and Professional Development by accepting applications on the University website.

In addition, the University has a Career Development and Alumni Relations Center, which organizes internships and job placements with the University's partner companies at the request of the departments. Monitoring of employment and professional activities is also the responsibility of the Center for Career Development and Alumni Relations.

Analytical part

The EEC evidences a lack of interest among the students of the accredited EP to the activities on self-education and development outside the main program in the framework of extracurricular activities, as well as to scientific research.

At the same time, the external commission notes that, as shown by interviews with students, not all of them are aware that the university has the opportunity to participate in academic mobility programs.

SPT (General Subjects Test among 10th and 11th forms students), Infomatrix (International Olympiad aimed at development of IT-projects). In 2020, according to the results of the SPT Olympiad, 264 applicants became certificate holders. Among them 18 participants won 100% full tuition fee, another 18 won 50% discount, also 18 were granted 30% discount, the remaining 210 were granted 15% discount.

The university actively supports and promotes the development of student self-government.

There are 25 universities in Kazakhstan that train journalistic personnel. In 2021, there were about 300 grants for journalism and reporter training. The SDU ranked third in the republic in terms of state grants, following the leading national universities like KazNU and ENU. The preference of applicants and their parents for the SDU as a higher education institution is a clear demonstration of the recognition and popularity of Suleyman Demirel University.

The upward trend in the number of students confirms the high prestige of the SDU and its prominent place in the educational space.

The academic mobility of students wants to improve. On EP 6B03201 Journalism (TV and Multimedia) for the 2019-2020 academic year only 7 students were able to study in foreign universities in Poland and South Korea (Sookmyung University, Multimedia University, Vistula University, Sookmyung Women's University, Eastern Mediterranean University, Civitas Collegium), and 1 student realized this opportunity in KIMEP.

During meetings with students and faculty, it was found that creative circles, clubs and other communities are poorly involved and not fully formed. Management of EP needs to implement a set of measures to encourage students to self-education and development outside of EP by creating circles/sections/laboratories in the areas and to develop a system of support for gifted students.

Employment of graduates of the University is carried out through the activities of the Department of Career and Professional Development, namely, consultations for senior students to identify interests and help them implement them, assistance in drafting resumes, motivational, cover letters and letters of recommendation, forms of job search and use of different platforms. Employment issues are addressed as applications are received from employers.

For this purpose, EP expands practice bases and partners each year. For OP 6B04201-Applied law concluded contracts with law firms such as INTEGRITES Law Firm, Synergy Partners, Muratov Partners, "Artyushenko and partners" LLP, Unicase Law Firm, "MG Partners Almaty" LLP, Department of police of Karasai district. The internship supervisor informs students about requirements and criteria of internship and implements the process of monitoring

of current internship processes. Internship guidelines are approved by the decision of the department and are available to students every year through the internal learning platform

During the academic year there are events on employment of students, such as Career Day, Job Fair, master classes by employers and Career Department. Career Day is held 5 times a year in the format of interviewing students directly with representatives of companies, focused on gaining experience by students in going through real interviews, getting feedback from HR specialists and the opportunity to receive job offers from employers.

The strong points of the EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The university provides students with internship places, demonstrates the procedure for facilitating the employment of graduates, maintaining communication with the stakeholders.

Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- EP guidelines demonstrate that graduates of the program have skills that are truly in demand in the job market.

Recommendations of the EEC for EPs 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The management of the assessed EPs needs to develop an action plan to encourage students to educate themselves and develop outside of the core program. The deadline is 2022-2023 academic year.

Conclusions of the EEC *on the criteria: According to the standard "Trainees" educational programs EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law" disclosed 12 criteria, of which 1 has a strong position, 11 - satisfactory.*

6.7. Standard «Teaching Staff»

✔ *The HEI must have an objective and transparent personnel policy in the context of the EP, including recruitment (including invited teaching staff), professional growth and development of staff, ensuring the professional competence of the entire staff*
✔ *The HEI must demonstrate the compliance of the qualitative composition of the teaching staff with the established qualification requirements, the strategy of the university, and the goals of the EP*
✔ *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*
✔ *The HEI should provide opportunities for career growth and professional development of teaching staff, including young teachers*
✔ *The HEI must involve in the teaching of specialists from relevant industries with professional competencies that meet the requirements of the EP*
✔ *The HEI must demonstrate the existence of a motivation mechanism for the professional and personal development of teaching staff*
✔ *The HEI must demonstrate the widespread use of information and communication technologies and software in the educational process by the teaching staff (for example, on-line training, e-portfolio, MEPs, etc.)*
✔ *The HEI must demonstrate the focus on the development of academic mobility, attracting the best foreign and domestic teachers*
✔ *The HEI must demonstrate the involvement of each teacher in promoting a culture of quality and academic integrity at the university, determine the contribution of the teaching staff, including those invited, to achieving the goals of the EP*
✔ *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*

Proving part

Personnel policy is a holistic long-term strategy of personnel management, presented as a set of goals in the field of personnel management, related to the general concept of development of the University. The purpose of personnel policy is to ensure the academic attractiveness of Narkhoz University to attract the best academic staff to work in the educational and research areas of the University.

Personnel policy of Suleyman Demirel University is focused on effective human resources support for the implementation of the strategy of the university with a strong corporate culture, providing for unified approaches to work with staff within the best corporate practices throughout the university.

SDU's human resources policy is governed by the VND: "Regulations on Hiring of SDU Employees", "Regulations on Salaries of SDU Employees", "Regulations on Training and Professional Development of SDU Employees", "Regulations on Probation and Adaptation of SDU Employees", "Internal Labor Rules of SDU", "Methodology of Grading Positions in SDU", "Regulations on Procedures of SDU Human Resources", "Performance Management and Professional Development System of SDU Employees (PMDS)".

All the above-mentioned rules are freely accessible in the electronic portal PMS (Personnel information system), where every employee of the University has access.

Management of the EP plans to attract to teaching practitioners on a competitive basis, including young faculty.

The selection and formation of the teaching staff on the EP of cluster 9 (6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing) occurs in several ways:

- training of own personnel under the program "Training of young specialists ("Zhas maman dayarlau" badgdarlamasy)": stimulation and training of graduates of the University and other Universities. Candidates who have passed the competition on the program "Training of young specialists ("Zhas maman dayarlau" badgdarlamasy)" is provided with internal grants for training in master and doctoral programs, with the obligatory further work in accordance with the Rules of the program "Training of young specialists";

- Involvement of foreign employees under the programs of academic mobility, or in accordance with the laws of the Republic of Kazakhstan and the Regulations for the recruitment of foreign labor

- Involvement of local teachers, inviting renowned teachers from other universities on a part-time basis, attracting specialists from the proposed industry to conduct seminars conducted in accordance with the "Rules of hiring employees".

Decision-making transparency in the formation of the teaching staff of SP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing is regulated by the rules of employment of the SDU staff.

The competency model of the University teacher is presented in the system "Teaching Position, Teaching and Research Position", where depending on the level of education, experience and competencies, the requirements for the professional competencies of the teacher may differ, while the requirements for personal and general cultural competencies remain the same for all.

The competency model of the teacher for teaching EP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing is based on the "Typical Qualification Characteristics of Positions of Teachers and Persons Equivalent to Them" (Order of the Ministry of Education and Science of the Republic of Kazakhstan No.131616). (MES Order RK dated 13.07.2009), which defines the basic standards for the Regulations of the structural units, defining their role and place in educational organizations; the development of job descriptions of workers, setting out their duties, rights and responsibilities; the selection and placement of staff, monitor the correctness of their use, the certification of workers of educational organizations. It is also worth noting that the University is constantly taking measures in the form of timely updating internal regulatory documents and certification of

teachers, as well as competitive commissions in the selection of teachers to ensure compliance with the standards and qualification frameworks defined by the MES RK.

In order to implement the strategy of the University for each educational program a plan of development of EP together with the teachers and coordinators of EP and the chairmen of the committees is made. In accordance with the development plan of EP 9 cluster an individual plan of work of each teacher is compiled and semi-annual, annual report on the work done, which reflects the contribution of each EP teacher to the implementation of the main directions of the University development plan "Internationalization", "Teaching and learning", "Research".

Teaching on EP 6B03201 Journalism (TV and Multimedia) and 6B04105 Digital Marketing is conducted in English. In this regard, an important criterion in the selection of teachers is the appropriate level of their knowledge of English. Since 2020, the University has officially regulated the minimum English language requirements for each position, both academic and administrative by Administrative Council Decision No. 6 of 07.10.2019. According to these regulations, the HR Department keeps a permanent record of the availability of certificates confirming the level of English language proficiency (IELTS, TOEFL).

At the same time, it should be noted that in the educational institution it is not mandatory to have international certificates, the level of foreign language skills can be confirmed by taking a test at the Center for Continuing Education at the University. In order to stimulate teachers to constant improvement of their level of English, the university policy provides an additional payment to their salary from 15000 to 900000 tenge. Conditions are also created for continuous learning and improvement of language proficiency by taking courses at the Center for Continuing Education at the University, for this purpose all employees of the educational institution are given discounts of up to 50% for the courses.

The educational program of EP 6B04105 Digital Marketing is provided by highly qualified teaching staff, of 26 full-time teaching staff - 3 PhDs, 9 with a PhD degree and 14 Masters. It should be noted that their average age is 35 years. The EP attracts faculty practitioners from industry as guest lecturers, full-time faculty, part-time or hourly. The main criteria for recruitment are relevant education and sufficient work experience in a particular field. This criterion is enshrined in the "Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education".

There is no information in the report about attracting teachers with international experience in OP 6B04105 Digital Marketing. Although SDU Business School became a member of the Network of International Business Schools (NIBS) in 2020 (link), an association of business schools at the world's leading universities, there is no example yet of inviting foreign professors. Members of the network collaborate to provide an internationally oriented business education that prepares students for success in the global economy. The network promotes cooperation and exchange of best practices among member institutions, especially with respect to international business education. Each year, the Network of International Business Schools (NIBS) organizes a business case competition. Only one team of 4 students from each university can participate, thus, the participation of the team from SDU Business School is planned for 2022-2023 and will consist of the strongest students from different specialties, which will include students studying in EP 6B04105 Digital Marketing.

On EP 6B04105 Digital Marketing the participation of teaching staff in the project "500 scientists" from the International Organization "Bolashak" is planned. Teachers Choban U., Omirzakova A.T., Azimbekova A.K., Tleubaev A.T., Seitzhapparuly M. are among those planning to undergo training in the world's leading educational institutions in 2022, but there is no information on professional development of teaching staff for the previous period. There is no information about teaching staff of SP SP 6B04105 Digital Marketing, who and when went to international internships and practicums, in order to exchange scientific experience, showing the researcher's skills, the high level of professional competence.

Below is the table with the qualitative composition of teaching staff within the EP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing.

EP	Average age	Total teachers	Full-time	ППС с учеными степенями			
				Full-time teachers with a degree	DoS	CoS/ PhD	% with a Degree
EP "EP 6B03201 Journalism (TV and Multimedia)"		22	20	8		8	40%
EP 6B04201- Applied Law		29	21	15	-	15	71%
EP 6B04105 Digital Marketing	35	32	26	12		12	46 %

The tenure of the teaching staff serving EP is more than 40%. In the period from 2016-2021 defended PhD theses and received the degree of Doctor of Philosophy, teachers Kopbaeva A.B., Serim G. Kamza A. and others.

The EP 6B03201 Journalism (TV and Multimedia) study program is ensured by highly-qualified teaching staff, represented by Candidates of Sciences - 2, PhD - 6, Masters - 7.

EP6B04201-Applied Law" provides highly qualified staff, consisting of 1 PhD - 11, PhD - 7 Masters - 10.

The educational program "SP 6B04105-Digital Marketing" ensures a highly qualified staff, PhD - 3, PhD - 9, Master's - 14.

The teaching staff of EP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing includes teachers who have state awards, honorary titles, diplomas for services in the field of education of RK, among them: PhD Kopbaeva A.B. Teachers who received diplomas of foreign universities, graduates of "Bolashak" program, who have international experience in education and professional sphere such as ұсайупқызы A., Өmirzakova A., Shokanova G. Әlzhan A., Aizharyқov N., DrPh Ergaliev K., etc. successfully work.

The current composition of teaching staff of EP cluster 9 ensures the strategic development of accredited programs, which consists in providing quality practice-oriented education that meets the demands of the labor market.

Analytical part
Members of the EEC note the sufficient work of the university to attract and professional development of young teachers. The Commission found a high level of competence of the teaching staff, the use of innovative methods and forms of learning. Also the active use of information and communication technologies in the educational process is noted. On all the assessed EP 6B03201 Journalism (TV and Multimedia), 6B04201- Applied Law and 6B04105 Digital Marketing are taught by sufficiently young teachers from the academic and business environment, with whom contracts for the provision of compensatory services are signed.

When assigning guest instructors to the cluster 9 EP disciplines, their professional/academic experience and reputation, the teaching methodology offered, their emotional intelligence and empathy are prioritized.

The issues of academic mobility of teachers assessed EP 6B04105 Digital Marketing are not disclosed in the report, are absent in the submitted documents.

The EP engages faculty practitioners from industry as guest lecturers, full-time, part-time, or hourly faculty. The main criterion for selection is specialized education and sufficient work experience in a particular field. This criterion is enshrined in the "Standard rules of activity of educational organizations implementing educational programs of higher and (or) postgraduate education".

Teachers and staff of the university take an active part in the life of society, in the development of culture and science of the city, region and the region. The main forms of such participation include: participation of teaching staff in regional and national commissions in various fields of education, industry and economy, advisory assistance to organizations and industries, organization and management of public associations, organization and participation in sports and recreational activities of various scales, coverage of the university in the media of the region and republic, participation in scientific research at the regional, national level, cultural and educational activities of the city and region.

The number of teaching staff of EP 6B04105 "Digital Marketing" is 46%, at the same time the publication activity of the teaching staff is low. The number of teaching staff of SP 6B04201 "Applied Law" is 71%, which fully meets the state standards.

The EEC notes the absence within the framework of the curriculum of published textbooks, publications of the teaching staff in journals with a non-zero impact factor, included in the Scopus database, the lack of funded research activities within the state budget grant funding, international research projects, contractual projects.

Programs and the number of faculty members participating in academic mobility should be expanded. It is also necessary to intensify the participation of professors in joint research with foreign partners and international projects. Increasing the share of foreign professors among the teaching staff is envisaged in the strategy of the university, but it is at the initial stages of implementation. Therefore, it is recommended to provide for the participation of leading foreign and domestic professors to work within the framework of accredited EP on a competitive and contractual basis.

The strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- EP leadership demonstrates career and professional development opportunities for EP faculty.

Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Implementation of practice-oriented approach in training is ensured, including the involvement of practitioners in the educational process

Recommendations of the EEC for the EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Develop a plan for faculty participation in academic mobility programs. Deadline to 2022-2023 academic year.
- Expand the practice of attracting leading foreign and domestic scientists to conduct joint research on EP profiles in the implementation of accredited educational programs. The deadline is until 2023.

Conclusions of the EEC *on the criteria: According to the standard "Faculty" the educational programs EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law" have 1 strong position, 8 - satisfactory positions.*

6.8. Standard «Education Resources and Student Support Systems»

✔ *The HEI must guarantee the compliance of the infrastructure, educational resources, including material and technical, with the goals of the educational program*

✔ *The management of the EP must demonstrate the sufficiency of classrooms, laboratories and other facilities equipped with modern equipment to ensure the achievement of the objectives of the EP*

✔ *The HEI must demonstrate the compliance of information resources with the needs of the university and the ongoing EP, including in the following areas:*
technological support for students and teaching staff in accordance with educational programs (for example, online learning, modeling, databases, data analysis programs)
library resources, including a fund of educational, methodical and scientific literature on general education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases
examination of the results of research, final works, dissertations for plagiarism
access to educational Internet resources
functioning of WI-FI on its territory

✔ *The HEI 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*

✔ *The HEI 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*

✔ *The management of the EP must demonstrate the existence of procedures for supporting various groups of students, including information and counseling*

✔ *The management of the EP must show the existence of conditions for the advancement of the student along an individual educational trajectory*

✔ *The HEI must take into account the needs of different groups of students (adults, working, foreign students, as well as students with special educational needs)*

✔ *The HEI must ensure that the infrastructure meets the safety requirements*

Proving part

During the work of the EEC, the experts made sure that the activities of the University on the implemented EP are aimed at the development and implementation of educational, research and scientific programs in such a way as to provide students with all the skills necessary for both professional growth and personal development. Respect for the intellectual potential and dignity of the student as an individual is of paramount importance. All facilities and information resources are consistent with the activities, mission, vision, and strategy of the University. The SDU ensures that educational resources and student support services are sufficient, accessible, and appropriate for the purpose. In allocating, planning, and providing educational resources, the University considers the needs of diverse student populations.

In order to implement academic processes such as grading, registering students for courses (for faculty) and receiving reports (for administration), the PMS portal was created. The University's PMS (Personal Management System) portal https://pms.sdu.edu.kz was launched in January 2015. The last update was in the summer of 2020. Course requisites and other additional features were added in the update. The portal consists of 4 parts: academic operations, information, services, and profile. The main element is the portal infrastructure, which displays channels and manages all security, personalization, and settings. For example, the portal determines who visits the portal or campus and when, provides security for grading, e-attendance and course availability. These are presented in the portal as Students Information, Curricula, Course Schedule, System Calendar, Rules and Regulations, Forms and Reports.

There is Wi-Fi coverage throughout the campus, which provides 24-hour access to all databases. The communication system at the University works uninterruptedly. The SDU has the highest Internet speed we have in Kaskelen (unstable 3 x 100 Mbit / s, 300 Mbit)

Continuous improvement characterizes all aspects of the SDU, including teaching methods, creation and modernization of the curriculum. The place of learning and the process of learning are no longer limited to the classroom, fostering a supportive environment for blended learning and the development of experiences in a variety of learning situations. Students learn new professional skills and knowledge through workshops, labs, virtual learning platforms, and

through internships and project work at various companies. There are 21 teaching laboratories at the University, 5 of them at the Faculty of Law and Social Sciences for the use of EP 6B04201-Applied Law and 6B03201 Journalism (TV and Multimedia), 6B04105 Digital Marketing.

In addition to providing academic support to other departments and the Student Department, assistance is provided by the SDU Research Library. In order to provide informational support for academic and research activities and to promote the resources and services of the library, a group of subject librarians for each department has been created by the Academic Library of the University. The subject librarians are responsible for the support and development of the library collection in their area of specialization and for liaising with the departments of the faculties. The Academic Library organizes online trainings for professors and their students to increase interest in working in the library, gain new knowledge and develop practical skills. The trainings take place on the Webex platform or in video format and are uploaded to the Library's YouTube channel. The trainings can only be accessed with a link sent by the Library.

The library's electronic resources are accessible through an intranet throughout the campus. Search and selection of necessary literature is carried out with the help of electronic search engine - https://library.sdu.edu.kz/. The teaching and laboratory facilities and classroom fund correspond to the contingent of students, implemented educational programs, sanitary and epidemiological norms and requirements, as well as SOSE RK. Fully-fledged training can be provided for 3,500 students (6,600 according to GOSS for space indicators). The contract with the database EBSCOhost, which includes 200,000 full-text academic e-books in all fields of science is signed. Open full-text databases, such as DOAJ, have been created that provide access to full-text downloads of scholarly articles in all fields of science and technology, as well as the social sciences and humanities.

The University ensures that sufficient, accessible, and appropriate educational resources and student support services are available. In the allocation, planning and provision of educational resources, the University takes into account the needs of various groups of learners.

The infrastructure of Suleiman Demirel University is an integrated educational and scientific complex.

As of today, there are 58 classrooms in the Education Building of Kaskelen Campus. Kaskelen has 58 classrooms for practical classes in various disciplines, 8 lecture halls for theoretical classes and for lectures in various disciplines; the number of different laboratories in 4 faculties - 21, computer labs - 5. The total area of the building is 39,651.6 m2. Including the faculty "Law and Social Sciences" and the Business School, on the basis of which the accredited EP functions, has an auditory fund of 31 classrooms.

The campus has a 324-seat Student Dining Hall on the first floor, a 200-seat Staff Dining Hall on the second floor, and 2 40-seat VIP Lounges designed to welcome the University's guests. The University also has 2 cafeterias, 1 café on the third floor, and a summer terrace with 186 seats in total. There are also cafeterias in the Student House.

The House of students is designed for 1280 seats, 20 rooms on each floor, no more than 4 people live in each room. The total area of the hall is 19560,6 m2.

Educational-laboratory and classroom facilities correspond to the students and the implemented educational programs, and sanitary-epidemiological norms and requirements.

All classrooms are equipped with interactive projectors, computer equipment and audio-video systems.

During a visit to the university convinced that there is a media laboratory with an innovative television and radio studio, which can serve as a good basis for the training of future journalists. There are video cameras, teleprompter, monitors of different classes, light and sound recording equipment. All of this makes it possible to broadcast live, record telecasts, record online lessons, organize podcasts, conduct interviews or guest talks, TED lectures, and small talk shows with an interactive audience. Thus, at the University there are 21 educational laboratories, 5 of them at the Faculty of Law and Social Sciences for the use of EP 6B04201- Applied Law

and 6B03201 Journalism (TV and Multimedia), 6B04105 Digital Marketing: Criminal Laboratory; Laboratory of Legal Research and Analysis in Law; Research Center IT&LAW; Courtroom; Legal Clinic SDU Media; Media Design Laboratory.

Social support for students is provided by the Department of Educational Work, a sports club, a health center, theater groups and musical associations.

There is a Student Service Center (SSC), which aims to provide fast and high-quality services for the educational process based on the principle of "one-stop-shop" on the basis of service standards.

All students are provided with access to the book fund of the library, including educational, methodical and scientific literature in Kazakh, Russian and English languages, as well as foreign and domestic periodicals.

The total area of library makes 785 sq.m., the additional area used for granting of library services makes 435,4 sq.m., the number of seats in library is 162, in the additional centers of electronic resources - 100. The area of subscriptions is 372.3 sq.m., the area of book storage is 75 sq.m., the area of the reading room is 305.8 sq.m.

In order to meet the requirements of students with disabilities, a barrier-free educational environment has been created in the campus: ramps have been installed (a gentle rise, a path to enter, replacing the stairs to move wheelchairs and baby carriages); tactile tiles for students with disabilities have also been installed. There are plans to install 2 elevators through sponsorships.

E-books, Elsevier resources (https://www.elsevier.com/), Thomson Reuters (https://www.thomsonreuters.com/en.html), SpringerLink (Home - Springer) are available as part of the national subscription.

Analytical part

The University educational portal is implemented on the basis of the Moodle modular educational environment (modular object-oriented dynamic learning environment). The main purpose of the educational portal was to provide the University students with access to online resources of academic disciplines and support of informational and educational activities of all levels and forms of education.

The University demonstrated a sufficient level of material support to ensure teaching on the basis of modern achievements of world science and practice in the field of training and performance of scientific work at the required level.

Experts note the high level of material and technical base, resources and infrastructure of the university to ensure the quality of students' training and support systems, including the competence of the staff involved. For the considered EP have a sufficient number of classrooms, equipped with modern technical means of education, including teaching and research laboratories. The Commission notes the sufficiency of the created conditions of the learning environment, reflecting the specifics of educational programs in terms of interactive resources with access to the site of Suleyman Demirel University from remote computers.

The necessary and comprehensive security conditions for students and teaching staff in the academic buildings and dormitories are created in cluster 9.

However, it is worth noting the need to expand various procedures to support learners, fully satisfy learners through counseling and informing about current and upcoming courses and events.

Also, during the interviewing and questioning, the members of the EEC noted that there is a need to create conditions for an inclusive approach to learning, not only for persons with disabilities, but also for other groups of students, in terms of technical equipment of the campus. The quality of food in the canteen is cyclical, now improving, now deteriorating. There are failures in the work of WIFI, which took place during the visit of the EEC

Strong sides of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":

- Not identified.

Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Availability of state-of-the-art infrastructure that allows for an effective learning process.
- The university infrastructure is a unified educational and scientific complex, where the sufficiency of material and technical resources, compliance of information resources with the specifics of the program, the availability of technological support for students and teaching staff is ensured.

Recommendations of the EEC for the EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The management of EPs needs to strengthen the material and technical resources and infrastructure, taking into account the needs of different groups in the context of EPs, including students with disabilities.

Conclusions of the EEC *on the criteria: According to the standard "Educational resources and student support systems" educational programs EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law" have: a strong position - 0, satisfactory - 8, suggests improvement -1.*

6.9. Standard «Public Information»

✔ *The HEI guarantees that the published information is accurate, objective, up-to-date and reflects all areas of the university's activities within the framework of the educational program*
✔ *Informing the public should include support and explanation of the national development programs of the country and the system of higher and postgraduate education*
✔ *The management of the HEI should use a variety of ways to disseminate information (including the media, web resources, information networks, etc.) to inform the general public and interested parties*
✔ *Information about the educational program is objective, up-to-date and should include:*
✔ *the purpose and planned results of the EP, the qualifications to be awarded*
✔ *information and evaluation system of educational achievements of students*
✔ *information about academic mobility programs and other forms of cooperation with partner universities, employers*
✔ *information about the opportunities for the development of personal and professional competencies of students and employment*
✔ *data reflecting the positioning of the EP in the market of educational services (at the regional, national, international levels)*
✔ *An important factor is the publication on open resources of reliable information about the teaching staff, in the context of personalities*
✔ *The university must publish audited financial statements for the EP on its own web resource*
✔ *The university must post information and links to external resources based on the results of external evaluation procedures*
✔ *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*

Proving part
The University pays great attention to informing the public through various channels and mass media. Following the principles of openness and accessibility to the public, the University openly posts complete and reliable information about its activities, the rules of admission of applicants, educational programs, terms and forms of training, feedback from graduates, contact and other information useful for applicants and students on various information media. Informing the public by Suleyman Demirel University is carried out in accordance with the

Regulation on Information Policy, as well as in accordance with the Brand Book of Suleyman Demirel University.

The implementation of the Information Policy is ensured by the Press Service of Suleyman Demirel University, whose functions include determining the priorities of information policy, the formation of plans for its implementation using all available information sources, ensuring the completeness and timeliness of information, the development of existing and search for new media, as well as media monitoring to adjust the information activities.

The University provides informing the public about its activities through the official website sdu.edu.kz The University pays special attention to the transparency and relevance of information for all audiences and stakeholders. The University's official web resource (website) undergoes a quarterly monitoring process with the participation of the Management, heads of Divisions and Deans of Faculties.

Various communication channels in social media Instagram, Facebook, VKontakte, Telegram, Youtube, as well as email distribution to external contacts are used for timely wide public awareness in addition to the official website of Suleyman Demirel University sdu.edu.kz. For example, there is an Instagram account of SRU Business School @sdu.bs, which is supervised directly by teachers of SP 6B04105 Digital Marketing Guldana Rustemkyzy and Altynai Omirzakova. This Instagram page serves as an information field of the Business School, includes all news of the department, and there are live broadcasts with the dean of the faculty. Students can contact directly through Instagram, as they can get the necessary response from the faculty in personal messages, or some questions can be redirected to the dean's office if necessary.

The official Instagram account of EP of Cluster 9 adheres to the corporate style and does not contradict the brand representation of Suleyman Demirel University. OP's official Instagram account operates in three languages: Kazakh, Russian and English. The use of a particular language and priority is considered on a case-by-case basis. Official Instagram account of EP "Applied Law" at Suleyman Demirel University has 1500+ regular followers at the moment.

Up-to-date information about passing grades and learning opportunities can be found in the main menu item "Learning". Information of interest is divided by categories of educational programs, with links to additional information, and is also presented in full in the section "Applicants".

The implementation of the information policy is ensured by the Press Service of Suleyman Demirel University, whose functions include determining the priority areas of information policy, the formation of plans for its implementation using all available information sources, ensuring the completeness and timeliness of information, the development of existing and search for new media, as well as media monitoring to adjust the information activities.

The administration of Suleyman Demirel University and the faculty work on an ongoing basis to conclude and update contracts with the bases of practice. Since 2017-2021 the number of agreements with partners for internships has increased.

Analytical part

At the same time, the Commission notes that not all issues concerning this cluster are fully reflected on the site. The site reflects the information about the structural units and departments, but there is no complete information about the teaching staff and their activities, as well as the information on the site is very brief and not always up-to-date.

The Corporate Department intends to promote Suleyman Demirel University as a leading University in Central Asia. The Department is responsible for engaging Suleyman Demirel University with external stakeholders: communities, the private sector, all areas of government, and the media to raise the profile of Suleyman Demirel University as a strategic partner for the public and private sectors.

The university has a sufficient number of sources to inform the public about its activities. At the same time, experts note that the information posted on the website is replenished regularly.

The most important direction of the Press Service of Suleyman Demirel University in informing the general public is to attract information partners in order to popularize various projects of Suleyman Demirel University. Leading national and international media such as: Tengrinews information portal, scientific and educational international magazine OYLA, Partners Media Group, Internal Policy Department of Almaty oblast Akimat, Press Service of Almaty Akimat, TV channels: "Almaty", "Khabar", "Kazakhstan", business magazine "Forbes Kazakhstan" and others were among the information partners.

Members of the EEC, having familiarized themselves with the website of EP of Cluster 9 note that the information about the composition of the faculty is difficult to access, requires certain search skills of those interested. It should be systematized and become user-friendly on the first pages of the EP.

Strengths/Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
There are no strengths noted by the EEC for this standard.

The EEC recommendations for EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Timely update information on the website about the progress of educational programs. Deadline: September 1, 2022.
- To the management of the accredited EPs to provide full and objective information, as well as to inform the public about the availability of professional staff within the accredited EPs, to update and update the personal data of the involved teaching staff. Deadline: September 1, 2022.

Conclusions of the EEC *on the criteria: According to the standard "Informing the public" educational programs EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law" disclosed 10 criteria, of which 10 has a satisfactory position.*

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

On Standard «Management of Educational Program»
The strengths/best practices of EPs 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- SDU has demonstrated clear identification of those responsible for the business processes within the EPs being evaluated, confirmed documented processes for assigning job responsibilities to faculty, officers, and all business units.
- EP management must demonstrate evidence of willingness to be open and accessible to students, faculty, employers, and other stakeholders;
- Creation of open interaction between the business community, academia, faculty and students;
-Use the implementation of digital technologies in digital marketing training.

On Standard «Information Management and Reporting»
Strengths/best practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The existence of mechanisms for the involvement of students, employees and faculty in the processes of collecting and analyzing information, as well as making decisions based on them, has been confirmed.
- There is a mechanism of communication with students, employees and other stakeholders to make management decisions based on the information obtained.

On Standard «Development and Approval of the Education Program»
Strengths/Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- EP management demonstrated the availability of mechanisms for reviewing the content and structure of the EP with regard to changes in the labor market, employers' requirements and social demand of the society.
- The university demonstrated the existence of a documented procedure for the development of EP and its approval at the institutional level.
- The developed model of the graduate EP 6B04105 Digital Marketing is a set of components of professional competence, each of which reflects the specifics of its implementation in professional activity.
- EP provides employment of graduates of EP "Applied Law" in state bodies and private law firms (Karasai District Court; "Synergy Partners"; INTEGRITES; GRATA, etc.).

Standard «On-Going Monitoring and Periodic Review of Educational Program
Strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Not identified.
Best Practices EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Organization of interaction between the EP management and the bases of internships through the conclusion of collective agreements. In particular, various government agencies of the Republic of Kazakhstan act as internship bases.
- The presence of mechanisms to support the autonomy of students with simultaneous guidance and assistance from the teacher.

On Standard «Students»
The strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":

- The university provides students with internship places, demonstrates the procedure for facilitating the employment of graduates, maintaining communication with the stakeholders.

Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
-The EP leadership demonstrates that graduates of the program have skills that are truly in demand in the job market.

On Standard «Teaching Staff»
The strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- EP leadership demonstrates career and professional development opportunities for EP faculty.

Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- The implementation of practice-oriented approach in training is ensured, including the involvement of practitioners in the educational process.

Standard «Education Resources and Student Support Systems»
Strengths of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Not identified.

Best Practice of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":
- Availability of state-of-the-art infrastructure that allows for an effective learning process.
- The university infrastructure is a unified educational and scientific complex, which provides sufficient material and technical resources, compliance of information resources with the specifics of the program, the availability of technological support for students and teaching staff.

On Standard «Public Information

Strengths/Best Practices of EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":

There are no strengths noted by the EEC for this standard.

(VIII) REVIEW OF QUALITY IMPROVEMENT RECOMMENDATIONS

On the standard "Educational Program Management"
Recommendations of EEC *EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- On an ongoing basis, involve employers and representatives of the practice bases for the evaluated EPs in the work of the collective bodies of the university to develop, discuss and update EPs and CEDs, as well as NRIs to develop and discuss the evaluated EPs. Deadline: September 1, 2022.

- When signing agreements on cooperation with foreign universities to provide for the possibility of implementing double-degree education and academic mobility, in light of the commitment to quality assurance. Management 6B04201 "Applied Law" should conduct preliminary work on networking partnerships with leading universities in Kazakhstan and foreign countries. Deadline: September 1, 2022.

- To develop and implement in the educational process clear mechanisms and links between research, teaching and learning in order to ensure the quality policy of the OP, through the development of new courses based on the initiative of the scientific theme of the department, to include in the existing courses ROS (research-oriented study), the inclusion of scientific publications, monographs faculty, implementing the EP "Jurisprudence", etc. in syllabuses (in the list of references). Deadline: September 1, 2022.

- To develop and approve an action plan which includes the analysis and implementation of innovative proposals, including from the teaching staff implementing the 6B04201 "Applied Law" (holding the methodological seminars, publications of its own methodological developments tested when teaching the disciplines 6B04201 "Applied Law"). Deadline: September 1, 2022.

- It is recommended to the EP management to revise the EP development plans in order to reflect the strategic vision of EP development with specific indicative goals and objectives for a period of at least 5 years. Deadline: September 1, 2022.

On the standard "Information Management and Reporting"
Recommendations of EEC *on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- To develop and implement systematic mechanisms to ensure feedback from all stakeholders, and reflect them in the local normative acts of the university and publish the procedure on the official website to inform employers, representatives of practice bases, students and other stakeholders about the expected process of revision, development and/or updating of evaluated EPs. Deadline: June 1, 2022.

- To update the pages of the departments implementing the evaluated EP on the website of the University, make it informative in relation to the activities of the department, the development of EP. Deadline: until May 1, 2022.

On the standard "Development and approval of the educational program".
Recommendations of EEC *on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- To develop a plan for the implementation of existing opportunities for the organization of dual education on senior courses, as well as to develop and approve a work plan for the implementation of joint / double degree education and academic mobility, on a systematic basis, indicating the necessary measures to harmonize the content of educational programs with the educational programs of leading Kazakh and foreign universities, and the timing of their implementation. Deadline: September 1, 2023.

- To develop an action plan identifying key partner universities (domestic and foreign) to prepare students to participate in academic mobility programs. Deadline: until 2022-2023 academic year.

- For 6B04201 "Applied Law", it is necessary to conclude the agreement for realization of professional certification of lawyers within NLCP (National Certification Program for Lawyers), entered into the register of Certification Centers in NPC "Atameken" or certification of mediators or MFCA "Astana", etc. Deadline: September 1, 2022.

- To develop a program to encourage (with the criteria) the development by teaching staff of author's syllabuses with unique teaching methods, taking into account modern information assessments for students, as well as further promote the best author's syllabuses of the University in the academic space of Kazakhstan. Deadline: September 1, 2022.

- To the management of OP 6B04105 Digital marketing to develop a plan to promote the training of students for professional certification. Deadline: 2022-2023 academic year.

On the standard " On-going monitoring and periodic evaluation of educational programs".

Recommendations of EEC *on EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- Introduce a culture of in-house research in the area of teaching methodology of the EP curriculum disciplines and their evaluation. The results of research in the field of methodology of teaching academic disciplines EP 6B04201 "Applied Law" must be published in the open press, make them out as educational and methodological materials recommended by the UMC of the University. Deadline: September 1, 2022.

- To carry out its own research in the field of teaching methodology of the 9th cluster disciplines 6B04105 Digital Marketing, 6B03201 Journalism (TV and Multimedia), 6B04201 Applied Law with the implementation of the results of research in the educational process. Deadline to 2022-2023 academic year.

- To train the teaching staff of the department in modern methods of assessment of learning outcomes, preferably informational, as well as regularly improve their qualifications in this area. Deadline: May 1, 2022.

- To develop and implement a procedure for assessing the learning outcomes of students in accordance with the planned learning outcomes, graduate competency model and the goals of the modern educational program. Provide publication of criteria and methods of assessment in advance. Deadline: September 1, 2022.

- Post syllabuses for the disciplines of all courses (1-4 courses) for all assessed EPs on the website. Deadline: by the beginning of the 2022-2023 academic year.

On the standard " Students."

Recommendations of EEC *for EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- The management of the evaluated EPs needs to develop an action plan to encourage students to educate themselves and develop outside of the core program. The deadline is 2022-2023 academic year.

On the standard "Teaching staff".

Recommendations of EEC *for EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- Develop a plan for faculty participation in academic mobility programs. Deadline to 2022-2023 academic year.

- Expand the practice of attracting leading foreign and domestic scientists to conduct joint research on EP profiles in the implementation of accredited educational programs. The deadline is 2023.

On the standard "Educational resources and student support systems".

Recommendations of EEC *for EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- EP management needs to strengthen the material and technical resources and infrastructure, taking into account the needs of different groups by EP, including students with disabilities.

On the standard "Informing the public.

Recommendations of EEC *for EP 6B04105 "Digital Marketing"; 6B03201 "Journalism (TV and Multimedia)"; 6B04201 "Applied Law":*

- Timely update information on the website about the progress of educational programs. Deadline: September 1, 2022.

- To the management of the accredited EPs to provide complete and objective information, as well as to inform the public about the availability of professional staff within the accredited EPs, to update and update the personal data of the involved teaching staff. Deadline: September 1, 2022.

(IX) REVIEW OF RECOMMENDATIONS FOR THE DEVELOPMENT OF THE EDUCATIONAL ORGANIZATION

Create conditions (install ramps, elevators, etc.) for education of persons with disabilities (with special educational needs) in the GS, in particular, the creation of more complete informative pages of the official website of the Institution "Suleyman Demirel University" for the visually impaired.

Appendix 1: Evaluation table "SPECIALIZED PROFILE PARAMETERS"

Conclusion of the external expert commission for evaluating the quality of educational programs 6B03201 "Journalism (TV and Multimedia)", 6B04105 "Digital Marketing", 6B04201 "Applied Law" of Institution "Suleyman Demirel University

item No.	NNo.	Evaluation criteria	Position of the educational organization			
			Strong	Satisfactory	To be improved	Unsatisfactory
Standard " Management of Educational Programme"						
1	1.	The organisation of higher and (or) postgraduate education should have a published quality assurance policy. The quality assurance policy should reflect the link between research, teaching and learning		+		
2	2.	The organisation of higher and (or) postgraduate education should demonstrate the culture's development of quality assurance, including in EP context		+		
3	3.	Commitment to quality assurance should apply to any activity performed by contractors and partners (outsourcing), including the implementation of joint / double degree education and academic mobility		+		
4	4.	EP management demonstrates readiness to ensure transparency of EP development plan based on the analysis of its functioning, EO actual positioning and the focus of its activities on meeting the needs of the state, employers, students and other concerned parties. The plan should contain the timing of the start of the implementation of the educational programme		+		
5	5.	EP management demonstrates the existence of mechanisms for the formation and regular revision of EP development plan and monitoring its implementation, assessing the achievement of learning goals, meeting the students'		+		
6	6.	needs, employers and society, making decisions aimed at continuous improvement of EP		+		

7	7.	EP management should involve representatives of stakeholder groups, including employers, students and TS in the formation of EP development plan		+		
8	8.	EP management should demonstrate the individuality and uniqueness of EP development plan, its consistency with national priorities and the development strategy of the organisation of higher and (or) postgraduate education	+			
9	9.	The organisation of higher and (or) postgraduate education should demonstrate a clear definition of those responsible for business processes within EP framework, an unambiguous distribution of job duties of personnel, delineation of collegial bodies functions		+		
10	10.	EP management should provide evidence of the transparency of the educational programme management system		+		
11	11.	EP management should demonstrate the existence of EP internal quality assurance system, including its design, management and monitoring, their improvement, decision-making based on facts		+		
12	12.	EP management should carry out risk management, including within EP framework, undergoing initial accreditation, as well as demonstrate a system of measures aimed at reducing the risk degree		+		
13	13.	EP management should ensure the participation of representatives of employers, TS, students and other concerned parties in the collegial management bodies of the educational programme, as well as their representativeness in making decisions on the educational programme management		+		
14	14.	EO should demonstrate innovation management within EP framework, including the analysis and implementation of innovative proposals	+			
15	15.	EP management should demonstrate evidence of readiness for openness and accessibility for students, TS, employers and other concerned parties		+		
		Total on standard	**2**	**13**	**0**	**0**
Standard "Information Management and Reporting"						
16	1.	EO should demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software and that it uses a variety of methods to collect and analyze information in EP context		+		
17	2.	EP management should demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system.		+		
18	3.	EP management should demonstrate decision-making based on facts		+		
19	4.	Within EP framework, a system of regular reporting should be provided reflecting all levels of the structure, including an assessment of the performance and efficiency of the unit activities and departments, scientific research		+		

20	5.	EO should establish the frequency, forms and methods of assessing EP management, activities of collegial bodies and structural units, top management, the implementation of scientific projects		+		
21	6.	EO should demonstrate the determination of the order and ensuring the protection of information, including the identification of persons responsible for the accuracy and timeliness of the analysis of information and the data provision.		+		
22	7.	An important factor is the availability of mechanisms for involving students, employees and TS in the processes of collecting and analysing information, as well as making decisions based on them	+			
23	8.	EP management should demonstrate the existence of a communication mechanism with students, employees and other concerned parties, as well as mechanisms for resolving conflicts		+		
24	9.	EO should demonstrate the existence of mechanisms for measuring the degree of satisfaction of the TS needs, personnel and students within EP framework		+		
25	10.	EO should provide for the assessment of the performance and efficiency of activities, including in EP context		+		
		The information intended for collection and analysis within EP framework should take into account:				
26	11.	key effectiveness indicators		+		
27	12.	the dynamics of the students contingent in the context of forms and types;		+		
28	13.	academic results, student achievement and expulsion		+		
29	14.	satisfaction of students with the realization of EP and the quality of education at HEI		+		
30	15.	availability of educational resources and support systems for students		+		
31	16.	EO should confirm the realization of procedures for processing personal data of students, employees and TS on the basis of their documentary consent		+		
		Total on standard	1	15	0	0
Standard "Development and Approval of the Education Programme"						
32	1.	EO should define and document the procedures for EP development and its approval at the institutional level		+		
33	2.	EP management should ensure that the developed EP meets the established objectives, including the expected learning outcomes		+		
34	3.	EP management should ensure the availability of developed models of EP graduate, describing the learning outcomes and personal qualities	+			
35	4.	EP management should demonstrate the performance of external examinations of EP content and the planned results of its implementation		+		
36	5.	The qualification awarded upon EP completion should be clearly defined and correspond to a certain NQS level		+		

37	6.	EP management should determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
38	7.	An important factor is the ability to prepare students for professional certification		+		
39	8.	EP management should provide evidence of the participation of students, TS and other stakeholders in EP development, ensuring their quality			+	
40	9.	EP complexity should be clearly defined in Kazakhstani credits and ECTS		+		
41	10.	EP management should ensure that the content of academic disciplines and planned results are consistent with the level of education (bachelor's, master's, doctoral studies).		+		
42	11.	EP structure should provide for various types of activities to ensure that students achieve the planned learning outcomes.		+		
43	12.	An important factor is the correspondence between EP content and EP learning outcomes, implemented by institutions of higher and (or) postgraduate education in the EHEA		+		
		Total on standard	1	10	1	0

Standard "On-Going Monitoring and Periodic Review of Educational Programme"

44	1.	EO should define mechanisms for monitoring and EP periodic evaluation in order to ensure the achievement of the goal and meet the needs of students and society. The results of these processes should be aimed at EP continuous improvement		+		
		Monitoring and EP periodic evaluation should provide for:				
45	2.	the content of the programmes in the light of the latest scientific achievements in a specific discipline to ensure the relevance of the taught discipline		+		
46	3.	changes in the needs of society and the professional environment		+		
47	4.	workload, the level of academic achievement and students' graduation		+		
48	5.	the effectiveness of student assessment procedures		+		
49	6.	expectations, needs and satisfaction of students with EP training		+		
50	7.	educational environment and support services and their compliance with the objectives of EP		+		
51	8.	EP management must demonstrate the existence of a documented procedure for monitoring and periodic evaluation in order to achieve the goal of the EP and continuously improve the EP		+		
52	9.	EO, EP management should define a mechanism for informing all concerned parties about any planned or taken actions in relation to EP			+	
53	10.	All changes made to EP should be published.			+	
		Total on standard	0	8	2	0

Standard "Student-Centered Learning, Teaching and Performance Evaluation"

54	1.	EP management should ensure respect and attention to different groups of students and their needs providing them with flexible learning trajectory		+		

55	2.	EP management should provide for the use of various forms and methods of teaching and learning		+		
56	3.	An important factor is the availability of own research in the field of teaching methods of EP academic disciplines			+	
57	4.	EP management should demonstrate the existence of feedback mechanisms on the use of various teaching methods and assessment of learning outcomes		+		
58	5.	EP management should demonstrate the existence of mechanisms to support the students' autonomy with simultaneous guidance and assistance from the teacher.		+		
59	6.	EP management should demonstrate the existence of a procedure for responding to student complaints		+		
60	7.	EO should ensure consistency, transparency and objectivity of the mechanism for assessing learning outcomes for each EP, including appeal			+	
61	8.	EP should ensure that the procedures for assessing the learning outcomes of EP students are consistent with the planned results and programme objectives. Criteria and methods of assessment within EP framework should be published in advance			+	
62	9.	EO should determine the mechanisms for ensuring the achievement of learning outcomes by each EP graduate and ensure the completeness of their formation		+		
63	10.	Evaluators should be proficient in modern methods of assessing learning outcomes and regularly improve their qualifications in this area		+		
		Total on standard	**0**	**7**	**3**	**0**

Standard "Students"

64	1.	EO should demonstrate the existence of a policy for the formation of the students' contingent in EP context from admission to graduation and ensure the transparency of its procedures. The procedures governing the students' life cycle (from admission to completion) should be defined, approved, published		+		
		EP management should determine the procedure for the formation of the students' contingent based on:				
65	2.	minimum requirements for applicants		+		
66	3.	maximum group size when conducting seminars, practical, laboratory and studio classes		+		
67	4.	forecasting the number of government grants		+		
68	5.	analysis of available material and technical, information resources, human resources		+		
69	6.	analysis of potential social conditions for students, including providing places in the hostel		+		
70	7.	EP management is obliged to demonstrate readiness to conduct special adaptation and support programmes for newly entered and foreign students		+		
71	8.	EO should demonstrate that its actions are consistent with the Lisbon Recognition Convention		+		

72	9.	EO should cooperate with other educational institutions and national centers of the "European Network of National Information Centers for Academic Recognition and Mobility / National Academic Recognition Information Centers" ENIC / NARIC in order to ensure comparable recognition of qualifications		+		
73	10.	EO should provide an opportunity for external and internal mobility of EP students, as well as a willingness to assist them in obtaining external grants for training.		+		
74	11.	EP management should demonstrate its readiness to provide students with places of practice, to promote the graduates' employment, to maintain communication with them	+			
75	12.	EO should provide for the possibility of providing EP graduates with documents confirming the received qualifications, including the achieved learning outcomes, as well as the context, content and status of the education received and evidence of its completion		+		
		Total on standards	**1**	**11**	**0**	**0**
Standard "Teaching Staff"						
76	1.	EO should have an objective and transparent personnel policy, including in EP context, including recruitment, professional growth and development of personnel, ensuring the professional competence of the entire staff		+		
77	2.	EO should demonstrate the compliance of the TS staff potential with EO development strategy and EP specifics		+		
78	3.	EP management should demonstrate awareness of responsibility for their employees and providing them with favorable working conditions		+		
79	4.	EP management should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning		+		
80	5.	EO should determine the contribution of TS of the EP to the implementation of EO development strategy, and other strategic documents		+		
81	6.	EO should provide opportunities for career growth and professional development of TS of the EP	+			
82	7.	EP management is obliged to demonstrate readiness to involve practitioners of the relevant industries in teaching.		+		
83	8.	EO should demonstrate motivation for the professional and personal development of EP teachers, including encouragement for the integration of scientific activity and education, the use of innovative teaching methods		+		
84	9.	An important factor is the readiness to develop academic mobility within EP framework, to attract the best foreign and national teachers		+		
		Total on standard	**1**	**8**	**0**	**0**
Standard "Education Resources and Student Support Systems"						
85	1.	EO should ensure a sufficient number of training resources and student support services that meet EP objectives.		+		

№	№	Criteria				
86	2.	EO should demonstrate the sufficiency of material and technical resources and infrastructure, considering the needs of students' various groups in EP context of (adults, working, foreign students, as well as students with disabilities).			+	
87	3.	The management of the EP must demonstrate awareness of responsibility for its employees and provide them with favorable working conditions		+		
		EP management is obliged to demonstrate the existence of procedures for supporting various groups of students, including informing and consulting. EP management should demonstrate the compliance of information resources with EP specifics, including:				
88	4.	technological support for students and TS in accordance with educational programmes (for example, online training, modeling, databases, data analysis programmes)		+		
89	5.	library resources, including the fund of educational, methodological and scientific literature on compulsory education, basic and major disciplines on paper and electronic media, periodicals, access to scientific databases		+		
90	6.	examination of research results, graduation works, dissertations for plagiarism		+		
91	7.	access to educational Internet resources		+		
92	8.	functioning of WI-FI on the territory of the educational organisation		+		
93	9.	EO should strive to ensure that the educational equipment and software intended for use in the development of educational programmes are similar to those used in the relevant industries		+		
		Total on standard	0	8	1	0
Standard "Public Information"						
		EO should publish reliable, objective, relevant information about the educational programme and its specifics, which should include:				
94	1.	expected learning outcomes of EP implemented		+		
95	2.	qualifications and (or) qualifications that will be awarded upon EP completion		+		
96	3.	approaches of teaching, learning, as well as the system (procedures, methods and forms) of assessment		+		
97	4.	information about passing scores and learning opportunities provided to students		+		
98	5.	information about the possibilities of employment of graduates		+		
99	6.	EP management should provide for various ways of disseminating information, including mass media, information networks to inform the general public and concerned parties		+		
100	7.	Public awareness should include support and explanation of the country's national development programmes and the system of higher and postgraduate education		+		
101	8.	EO should demonstrate the reflection on the web resource of information characterizing it in general and in EP context.		+		

102	9.	An important factor is the availability of adequate and objective information about EP TS		+		
103	10.	An important factor is informing the public about cooperation and interaction with partners within EP framework		+		
		Total on standard	0	10	0	0
		TOTAL	6	90	7	0