



«АККРЕДИТЕУ ЖӘНЕ РЕЙТИНГТІҢ  
ТӘУЕЛСІЗ АГЕНТТІГІ» КЕМ

НУ «НЕЗАВИСИМОЕ АГЕНТСТВО  
АККРЕДИТАЦИИ И РЕЙТИНГА»

INDEPENDENT AGENCY FOR  
ACCREDITATION AND RATING

# REPORT

on the results of the work of the external expert  
commission for the evaluation for compliance with the requirements of  
the standards of primary specialized accreditation of  
educational programs (Ex-ante)

7M02161 ART MANAGEMENT, 7M02154 FILM AND TV  
DIRECTING RGO "T.K.ZHURGENOV  
KAZAKH NATIONAL ACADEMY  
OF ARTS" MCS RK

Date of EEC visit: from May 31 to June 02, 2022

**INDEPENDENT AGENCY FOR ACCREDITATION AND RATING**

*External expert commission*

*Addressed to  
Accreditation  
Council of the IAAR*



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**Almaty "02" June 2022**

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**(I) LIST OF SYMBOLS AND ABBREVIATIONS**

ECTS	European Credit Transfer and Accumulation System
AIS	Automated information system
BD	Basic disciplines
HEI	Higher education institution
EEC	External expert commission
SUC	State utility company
SUC on REM	State utility company on the right of economic management
SCES	<a href="#"><u>State Compulsory Educational Standard</u></a>
GU	government agency
UNT	Unified National Testing
ICT	Information and Communication Technologies
IT	Information Technology
CSI	Communal state institution
CQAES of MES RK	Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan
CTA	Comprehensive testing of applicants
KazNAA	Kazakh National Academy of Arts
CED	Catalog of elective disciplines
MES RK	Ministry of Education and Science of the Republic of Kazakhstan
MEP	Modular educational program
IAAR	Independent Agency for Accreditation and Rating
NAS RK	National Academy of Sciences of the Republic of Kazakhstan
SRI	Scientific research institute
RW	Research work
NCE	National Chamber of Entrepreneurs
NTSSTE	National Center for State Scientific and Technical Expertise
GED	General education disciplines
EP	Educational program
MD	Major disciplines
TS	Teaching staff
RK	Republic of Kazakhstan
REMC	Republican Educational and Methodological Council
WC	Working curriculum
Mass Media	Mass media
SSW	Student's self-work
SSWT	Student's self-work with teacher
LLP	Limited Liability Partnership
TTA	Technical training aids
EMA	Educational-methodical association
EMW	Educational and methodical work
EMC	Educational and Methodological Council

## (II) INTRODUCTION

In accordance with the order No. 74-22-OD dated on March 25, 2022 of the General Director of the National Institution "Independent Accreditation and Rating Agency" from May 31 to June 2, 2022, an external expert commission assessed the quality of educational programs as 7M02161 Art management, 7M02154 Film and TV directing for compliance with the standards of primary specialized accreditation of educational programs of organizations of higher and (or) postgraduate education (Ex-ante) of the IAAR (Order No. 68-18 / 1-OD dated on May 25, 2018).

The report of the external expert commission (EEC) contains an assessment of educational programs 7M02161 Art management, 7M02154 Film and TV directing to the IAAR criteria, recommendations of the EEC for further improvement of the educational program and profile parameters of educational programs.

### **The composition of the EEC:**

*Chairman of the EEC* – Karchevskaya Natalya Vladimirovna, Candidate of Art History, Associate Professor, Rector of the Belarusian State University of Culture and Arts (Minsk, Republic of Belarus).

*EEC coordinator* – Niyazova Guliyash Balkenovna, Head of the Project for the institutional and specialized accreditation of IAAR universities (Nur-Sultan, Republic of Kazakhstan).

### **Cluster 1. Primary specialized accreditation**

**7M02166 Theater directing** *IAAR expert* – Saitova Gulnara Yusupovna, Candidate of Art History, Professor of the Kazakh National Academy of Choreography (Nur-Sultan, Republic of Kazakhstan).

**7M02162 Acting art** *IAAR expert, Employer* – Bakharov Dilmurat Nurakhmetovich, Honored Worker of the Republic of Kazakhstan, Director of the State Republican Academic Uighur Theater of Musical Comedy named after K.Kuzhamyarov (Almaty, Republic of Kazakhstan).

**7M02159 Traditional musical art** *IAAR expert* – Mirmanov Naku Bahautdinovich, Honored Educator, Head of the Department of Kyzylorda University named after Korkyt Ata (Kyzylorda, Republic of Kazakhstan).

*IAAR expert, student* – Ablaev Samat Almatovich, 1st year student of EP 7M01407 Musical education at Kyzylorda University named after Korkyt Ata (Kyzylorda, Republic of Kazakhstan).

### **Cluster 2. Primary specialized accreditation**

**7M02154 Film and TV directing** *IAAR expert* – Kenzikeev Ruslan Vladimirovich, PhD, Head of the Pedagogy Department of the Kazakh National Academy of Choreography (Nur-Sultan, Republic of Kazakhstan).

**7M02161 Art management** *IAAR expert* – Berdnik Tatyana Olegovna, Candidate of Philosophical Sciences, Professor.

*IAAR expert, student* – Kereeva Tansholpan Makhambetovna, 2nd year student of the educational program 7M04106 Marketing at Aktobe Regional University named after K.Zhubanov (Aktobe, Republic of Kazakhstan).

### **Cluster 3. Primary specialized accreditation**

**7M02167 Graphics** *IAAR expert* – Bodikov Seyfolla Zhamauovich, Senior Lecturer, Karaganda State University named after Academician E.A.Buketov, member of the

**7M02158 Decorative arts** Union of Designers of the Republic of Kazakhstan, member of the Eurasian Union of Designers (Karaganda, Republic of Kazakhstan).

*IAAR expert, student* – Laura Kanatkyzy Kalmukhambetova, 4th year student of EP 5B042100 Graphic Design at Taraz Regional University named after M.Kh.Dulati (Taraz, Republic of Kazakhstan).

**7M02169 Fashion and costume design** *IAAR expert* – Kudabayeva Aigul Kaldybekovna, Candidate of Technical Sciences, Associate Professor, Taraz Regional University named after M.Kh.Dulati (Taraz, Republic of Kazakhstan).

**Cluster 4. Primary specialized accreditation**

**8D02102 Painting** *IAAR expert* – Marieta Savcheva, Doctor of Arts and Fine Arts, Professor at St.Kliment Ohridsky Sofia University (Sofia, Bulgaria).

*IAAR expert, student* – Zeinolla Assel Ardakkyzy, 2nd year student of the EP Visual arts, graphics and design at the Arkalyk Pedagogical Institute named after Y.Altynsarin (Arkalyk, Republic of Kazakhstan).

**8D02108 Applied arts** *IAAR expert* – Zhanerke Askhatovna Imanbayeva, Associate Professor of the International Educational Corporation (Almaty, Republic of Kazakhstan).

*IAAR expert, student* – Muftigalieva Aliya Adietovna, 1st year student of EP 7M07320 Architecture at the Eurasian National University named after L.N.Gumilyov (Nur-Sultan, Republic of Kazakhstan).

**Cluster 5. Specialized accreditation**

**8D02184 Film and TV directing** *IAAR expert* – Chuprinsky Andrei Ivanovich, PhD, Associate Professor of the Belarusian State Academy of Arts (Minsk, Republic of Belarus).

*IAAR expert, employer* – Pilipenko Yury Alexandrovich, Chairman of the International Association of Producers of Goods and Services “Expobest” (Almaty, Republic of Kazakhstan).

*IAAR expert, student* – Pak Sofia Aleksandrovna, student of EP 6B02101 Directing at Turan University (Almaty, Republic of Kazakhstan).



### (III) REPRESENTATION OF THE EDUCATIONAL ORGANIZATION

T.K. Zhurgenov Kazakh National Academy of Arts was organized in 1978 as Alma-Ata State Theater and Art Institute. Statistics on assessed EPs until May 1, 2022.

In accordance with the Decree of the Government of the Republic of Kazakhstan No. 236 dated February 14, 2000, on the basis of the former T.K. Zhurgenov Kazakh State Institute of Theater and Cinema and T.K. Zhurgenov Kazakh State Art Academy, Kazakh State Academy of Arts, according to the Decree of the President of the Republic of Kazakhstan No. 648 dated July 5, 2001 "On granting a special status to certain state higher educational institutions", the academy was given a special status "T.K. Zhurgenov Kazakh National Academy of Arts.

For the first time in Kazakhstan in T.K. Zhurgenov KazNAA, Doctorate (PhD) was opened in 7 educational art programs (2009). Thanks to the study of international experience in the training of art specialists, the academy has opened a scientific and practical center for postgraduate education, scientific and creative laboratories, as well as a Dissertation Council for the defense of dissertations in art specialties.

A department for advanced training and retraining of personnel was opened in 2008.

The Academy has six faculties: 1) Theatrical art 2) Film and TV; 3) Choreography; 4) Painting, sculpture and design; 5) Art history; 6) Musical art. Training of specialists is carried out by 23 departments, of which 17 are graduating, 6 general academic. These structural units provide a multi-level educational process. Training of bachelors, masters and doctoral students in all EPs is carried out on the basis of license No. KZ71LAA00005325 dated July 14, 2015, issued by the Committee for Control in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan dated February 3, 2010 No. 0137419 (<https://cloud.mail.ru/public/NSom/sQ965HAEh>).

T.K. Zhurgenov KazNAA has 2 educational buildings, a boarding school, a hostel, a sports ground, a library. The total area of buildings and structures of the academy, according to the available technical passports, is 24828.3 m<sup>2</sup>. Both buildings of the academy comply with sanitary standards and fire safety requirements.

The implementation of the accredited educational programs 7M02154 Film and TV Directing and 7M02161 Art Management is carried out by the graduating departments of Directing Screen Arts and Art Management and Producing, respectively.

The Department of Art Management and Producing, which is involved in the training of specialists in EP 7M02161 Art Management, currently employs only 9 people, of which 100% are full-time teachers. The degree of the total number of teaching staff for EP is 66.6%. The educational process under the program is provided by a highly qualified teaching staff, including 4 candidates of economic sciences, 1 doctor of PhD, 1 professor, 2 masters. The average age of the teaching staff in the department is 47 years.

As part of the Department of Directing Screen Arts in the 2021-2022 academic year, there are 32 teaching staff, 27 people in the staff, 5 part-time people, the percentage of degrees is 40%, of which: Doctors of Science - 1, PhD - 4, Honored Workers of the Republic of Kazakhstan - 7, masters of science - 8, with government awards - 3 people. The average age of the teaching staff in the department is 44 years. The quality of the teaching staff in the direction of the EP

Educational programs 7M02161 Art Management, 7M02154 Film and TV Directing are preparing undergraduates in the profile direction with the award of a Master of Arts degree. The contingent of undergraduates in the educational program 7M02161 Art Management is 7 people, including under the state order - no, according to EP 7M02154 Film and TV Directing - 1 person.

The volume of the library fund of the university EP 7M02161 Art Management as of December 1, 2021 on physical (material) media is 256983 copies (116415 titles), of which educational publications - 162720 copies, scientific publications - 5624 copies. By subscription, the library has 89 (330 copies) titles of newspapers and magazines.

The volume of the library fund of the university EP 7M02154 Film and TV Directing as of December 1, 2021 on physical (tangible) media is 256983 copies (116415 titles), of which educational publications - 162720 copies, scientific publications - 5624 copies. By subscription, the library has 89 (330 copies) titles of newspapers and magazines.

#### **(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION PROCEDURE**

Educational programs 7M02154 Film and TV Directing and 7M02161 Art Management RSI “T.K. Zhurgenov Kazakh National Academy of Arts” of the MCS RK, an external assessment for compliance with the standards of primary specialized accreditation of educational programs of organizations of higher and (or) postgraduate education (Ex-ante) of the IAAR (Order No. 68-18 / 1-OD dated May 25, 2018) is being held for the first time.

#### **(V) DESCRIPTION OF THE EEC VISIT**

The work of the EEC was carried out on the basis of the Visit Program using a hybrid model of an expert commission for specialized and primary specialized accreditation of educational programs ...

In order to coordinate the work of the EEC, a kick-off meeting was held on May 17, 2022, during which powers were distributed among the members of the commission, the schedule of the visit was specified, and agreement was reached on the choice of examination methods.

To obtain objective information about the quality of educational programs and the entire infrastructure of the university, to clarify the content of self-assessment reports, on-line meetings were held with the rector, vice-rectors of the university in areas of activity, heads of structural divisions, heads of educational programs, heads of departments, representatives of teaching staff, students, graduates ( for EPs with graduates), employers. A total of 30 representatives took part in the meetings.

Information about employees and students who took part in on-line meetings with EEC  
IAAR

<b>Participant category</b>	<b>Quantity</b>
Rector	one
Vice-Rector's Corps	3
Heads of structural divisions	7
Deans	4
Interviews with the leaders of the EP, heads of departments	7
teachers	5
Students, undergraduates, doctoral students (who took part in the survey)	8
Graduates	-
Employers and representatives of the practice base	-
<b>Total</b>	<b>30</b>

During the off-line visit and watching videos, the members of the EEC got acquainted with the state of the material and technical base.



At the meetings of the EEC IAAR in a hybrid format with the target groups of the university, the mechanisms for implementing the policy of the university were clarified and certain data presented in the self-assessment report of the university were specified.

Members of the EEC in a hybrid format visited the bases of practices assessed by the EP: JSC Sh. Aimanova Kazakhfilm.

## **(VI) COMPLIANCE WITH PRIMARY SPECIALIZED ACCREDITATION (EX-ANTE) STANDARDS**

### 6.1. Standard "Management of the educational program"

- ✓ *The organization of higher and (or) postgraduate education must have a published quality assurance policy. The quality assurance policy should reflect the relationship between research, teaching and learning.*
- ✓ *The organization of higher and (or) postgraduate education must demonstrate the development of a culture of quality assurance, including in the context of EP.*
- ✓ *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 demonstrates its readiness to ensure transparency in the development of the EP development plan based on an analysis of its functioning, the actual positioning of the EP and the focus of its activities on meeting the needs of the state, employers, students and other stakeholders. The plan should contain the dates for the start of the implementation of the educational program.*
- ✓ *The EP management demonstrates the existence of mechanisms for the formation and regular review 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 EP management should involve representatives of stakeholder groups, including employers, students and teaching staff in the formation of the EP development plan.*
- ✓ *The management of the EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national priorities and the development strategy of the organization of higher and (or) postgraduate education.*
- ✓ *The organization of higher and (or) postgraduate education must demonstrate a clear definition of those responsible for business processes within the EP, an unambiguous distribution of staff duties, and delimitation of the functions of collegial bodies.*
- ✓ *The management of the EP must provide evidence of the transparency of the educational program management system.*
- ✓ *The management of the EP must demonstrate the existence of an internal quality assurance system for the EP, including its design, management and monitoring, their improvement, decision-making based on facts.*
- ✓ *The management of the EP must carry out risk management, including within the framework of the EP undergoing primary accreditation, and also demonstrate a system of measures aimed at reducing the degree of risk.*
- ✓ *The management of the EP should ensure the participation of representatives of employers, teaching staff, students and other interested parties 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 PA must demonstrate innovation management within the EP, including the analysis and implementation of innovative proposals.*
- ✓ *The management of the EP must demonstrate evidence of readiness for openness and accessibility for students, teaching staff, employers and other interested parties.*
- ✓ *The management of the EP should be trained in education management programs.*

### **Evidence**

Activities of T. K. Zhurgenov KazNAA is carried out in accordance with the Development Strategy of T.K. Zhurgenov Kazakh National Academy of Arts for 2016 - 2026, (Minutes of the Academic Council No. 10 dated May 26, 2016), aimed at the formation of competitive specialists in Kazakhstan, based on the integration of education, science and production.

The procedure for organizing the educational process at the academy for programs of higher and postgraduate education is regulated by the Academic Quality Policy, approved by the decision of the Academic Council of October 29, 2020, protocol No. 3, which reflects the requirements for the quality of the organization of the educational process.

This document is part of the strategic management and is considered together with other documents, the most important of which is the Quality Policy, approved by the decision of the Academic Council of August 27, 2021, Protocol No. 1. It is aimed at the consistent and continuous improvement of all processes implemented by the Academy and the achievement of compliance with national and international standards. To implement the quality assurance policy, changes were made to the organizational structure of the academy based on the recommendations of the EEC.

The policy is implemented through processes and standards for internal quality assurance, which involve the participation of all departments of the university. The policy has an official status and is available to the general public on the website. T. K. Zhurgenova KazNAA [www.kaznai.kz](http://www.kaznai.kz).

The quality of educational services provided by T.K. Zhurgenov KazNAA and it is systematically confirmed by the results of external procedures for assessing the quality of educational programs. In 2010, 2013, 2018, the Independent Accreditation and Rating Agency of the Republic of Kazakhstan conducted institutional accreditation. The Academy is accredited for a period of 5 years.

There is a system for monitoring the quality of preparation of educational and methodological documentation, including the content of educational programs at T.K. Zhurgenov KazNAA. To monitor the implementation of the educational program and as emerging problems are identified, including those related to resource provision, the following documents are approved and updated at the faculties and departments:

- Regulations on the final certification of students of the RSU T.K. Zhurgenov KazNAA MCS RK-24.12.2020, No. 5, Ed. No. 2;
- Regulations on the ongoing monitoring of progress and intermediate certification of students of the RSU T.K. Zhurgenov KazNAA MCS RK-28.08.2020, No. 1;
- Regulations on the organization of the educational process with the use of DOT;
- Rules for admission to magistracy and PhD Doctoral studies;
- Regulations on the passage of professional practice for students of postgraduate education T.K. Zhurgenov KazNAA, etc.

At the university level, the collegiate bodies that consider the development of educational programs are the Academic Council and the Educational and Methodological Council. Academic Council consists of 43 members - rector, vice-rectors, deans of faculties, heads of structural divisions, representatives of the faculty, student and public organizations of the university ([Academic Council-23.11.2021.pdf \(kaznai.kz\)](#)).

Implementation of educational programs 7M02161 Art management, 7M02154 Film and TV directing is determined by the development plan. The goals of the programs are posted on the website of T.K. Zhurgenov KazNAA, in the classrooms of the department "Art Management and Producing", "Direction of Screen Arts".(<https://cloud.mail.ru/public/PzjD/6i2uzjo1D>).

### ***Analytical part***

EEC IAAR Mechanism for strategic planning for the development of accredited educational programs 7M02161 Art management, 7M02154 Film and TV directing is provided through the Development Strategy of T.K. Zhurgenov Kazakh National Academy of Arts for 2016 - 2026, as well as Strategic plans for the development of faculties, plans for the development of educational programs, comprehensive work plans for faculties and annual work plans for graduating departments.

The structure of the plan for the development of educational programs includes sections: analysis of the current situation, development of EP, improvement of EP, improvement of human resources, educational and methodological activities, research activities, creative activities, international activities, educational work, material and technical security.

The individuality of the development of EP 7M02161 Art Management, EP 7M02154 Film and TV directing lies in the fact that the undergraduate designs and carries out his professional, scientific and scientific-pedagogical activities, controls and objectively evaluates the results, owns the methods of self-realization, self-organization.

This ensured the unity of the educational and scientific process - the implementation of scientific research not only at the departments, but also at production bases. Undergraduates conduct research activities at enterprises with which contracts for internships have been concluded.

A highly qualified teaching staff participates in the implementation of accredited programs - teachers of the educational program are researchers in the field of art management, art history, cinema and TV, authors of numerous articles in educational and methodological literature, participants in international scientific conferences, winners of republican competitions and projects (The best teacher of the university, grant funding projects).

At the same time, the problem of insufficient risk management in relation to competition from other universities implementing similar programs, as well as a decrease in interest in the profession and motivation for learning, which had a negative impact on the number of students, was noted.

According to the EEC, thanks to the consistently implemented education quality policy, it was possible to form unique educational programs 7M02161 Art Management and 7M02154 Directing Film and TV, which are developing in accordance with the strategic goals of the university to train competitive specialists based on the integration of education, science and production, which can be in demand both in the national and international labor markets. So the uniqueness of EP 7M02161 Art Management lies in the fact that graduates of the master's program have the skills to organize large-scale projects in the field of art, culture and media; research and development in the field of art management; work in the field of vocational education; conducting expertise in the field of science, art and education. The program takes place in close cooperation with Goldsmiths University (London, UK) and NGO Impact Hub (Almaty, Kazakhstan), which creates a modern educational cluster of international character. The teaching staff of the department use their professional connections with international experts, which resulted in a long-term participation in the British Council program - "Creative Spark" to develop and implement a new discipline - "Creative Entrepreneurship".

***Strengths: EP 7M02161 Art Management and EP 7M02154 Film and TV Directing***

1. Creation of unique educational programs 7M02161 Art Management and 7M02154 Film and TV Directing, which are developed in accordance with the strategic goals of the university to train competitive specialists based on the integration of education, science and production.

***EEC recommendations***

1. In order to increase the number of students and attract public interest in the educational programs 7M02161 Art Management and 7M02154 Film and TV Directing, strengthen the work on risk management in terms of more actively informing the public about the benefits of the program. Provide open access on the official website and social networks scientific and creative achievements of teachers and students, information about strategic partners and employment prospects. Deadlines - 01.07.2022

2. Update the quality policy in terms of meeting the needs of the labor market, both at the national level and internationally. Ensure the participation of all interested parties, including foreign partners, in the procedures for assessing the quality of the EP. 07/01/2023

3. Develop a system of measures to improve the position of the university in domestic and world rankings of educational organizations. 07/01/2023

4. The management of the university and the EP to provide students with the opportunity to obtain double diplomas using distance and mixed educational technologies; to introduce for this purpose an active search for national and foreign partner universities.

Deadline: 07/01/2023

***Conclusions of the EEC according to the criteria:***



***According to the standard "Management of the educational program" EP revealed 15 criteria, of which 1 have strong positions, 13 have satisfactory positions, 1 suggest improvement.***

## **6.2. Information Management and Reporting Standard**

- ✓ *The EI (Educational Institution\_ must demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software tools and that it uses a variety of methods to collect and analyze information in the context of the EP.*
- ✓ *The management of the EP must demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system.*
- ✓ *The management of the EP must demonstrate fact-based decision making.*
- ✓ *Within the framework of the EP, a system of regular reporting should be provided, reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of departments and departments, scientific research.*
- ✓ *The EI must establish the frequency, forms and methods for assessing the management of the EP, the activities of collegial bodies and structural divisions, top management, and the implementation of scientific projects.*
- ✓ *The EI must demonstrate the determination of the procedure for and ensuring the protection of information, including the identification of persons responsible for the reliability and timeliness of the analysis of information and the provision of data.*
- ✓ *An important factor is the availability of mechanisms for involving 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 a mechanism for communication with students, employees and other interested parties, as well as mechanisms for resolving conflicts.*
- ✓ *The EI must demonstrate the existence of mechanisms for measuring the degree of satisfaction with the needs of teaching staff, staff and students within the framework of the EP.*
- ✓ *The EI should provide for an assessment of the effectiveness and efficiency of activities, including in the context of the EP.*
- ✓ *The information expected to be collected and analyzed within the framework of the EP should take into account:*
  - *key performance indicators;*
  - *the dynamics of the contingent of students in the context of forms and types;*
  - *academic performance, student achievement and dropouts;*
  - *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.*
- ✓ *The EI must confirm the implementation of the procedures for processing personal data of students, employees and teaching staff on the basis of their documented consent.*

### ***Evidence***

There is a fairly effective system of information and feedback, which includes: the website of the academy ([www.kaznai.edu.kz](http://www.kaznai.edu.kz)) and electronic library in T.K. Zhurgenov KazNAA. The system for collecting, analyzing and managing information of educational programs 7M02161 Art management, 7M02154 Film and TV directing (profile direction) is carried out on the basis of the use of modern information and communication technologies and software, for example, the department is equipped with computer workstations and software.

The workflow of departments implementing accredited programs uses the Platonus information system for teaching staff and other participants in the educational process - an automated information system that allows you to comprehensively automate the processes of credit and distance learning systems. The system has a centralized database that reflects all real events and processes of the university. And also - an e-learning and testing system LMS MOODLE. Information is stored on the Academy's servers, in the LMS MOODLE system and is available to all interested persons, departments and structures.

The leadership of the academy, departments, the management of the EP and teaching staff are systematically trained in education management programs that contribute to the development of a high-quality educational process.

The frequency, forms and methods for assessing the management of the educational program and structural units are defined in the following documents:

- Regulation of the educational process on credit technology of education;
  - [Regulation](#) \_on the procedure for scheduling training sessions, examination sessions and final certification;
  - [Regulation](#) \_about the Academic Council;
  - Academic[politics of](#) T.K. Zhurgenov KazNAA;
  - [Regulation](#) \_on the organization of the educational process with the use of DLT;
  - [Regulation](#) \_on the final certification of students;
  - [Regulation](#) \_on the ongoing monitoring of progress and intermediate certification of students;
  - [Rules](#) on the appointment of a scholarship;
  - [Rules](#) on the transfer and restoration of students;
  - [Regulation](#) \_about checking works for plagiarism;
  - [Regulation](#) \_on the organization of the summer semester;
  - [Regulation](#) \_about the passage of professional practice of students of postgraduate education;
  - [Regulation](#) \_on the requirements for the organization, content and conduct of training sessions;
  - [Regulation](#) \_on the requirements for the organization, content and conduct of open classes;
  - and etc.
- The frequency, forms and methods for evaluating the activities of collegiate bodies are defined in the following documents:
- [Regulation](#) \_about the Academic Council of T.K. Zhurgenov KazNAA;
  - [Regulation](#) \_the Educational and Methodological Council of the T.K. Zhurgenov KazNAA;
  - [Regulation](#) \_about the educational-methodical bureau of the faculty;
  - and etc.

### ***Analytical part***

To assess the quality assurance system of T.K. Zhurgenov KazNAA organizes the collection and analysis of information in the following areas: 1. Development, implementation and use of information systems. 2. Determining the stakeholder requirement. 3. Analysis of the external and internal environment of the university. 4. Internal audits of processes. 5. Conducting an assessment of the satisfaction of stakeholders with the educational services of the university.

The degree of satisfaction with the needs of teaching staff, staff and students within the framework of accredited EPs is determined using questionnaires, surveys at department meetings, in conversations between students and supervisors in the framework of scientific and educational work. Detected deficiencies are recorded in the protocols of the department, the elimination of deficiencies is also reflected in the decisions of the department.

The effectiveness and efficiency of activities in the context of the EP is determined by constant monitoring, which consists of various forms of quality control: the level of progress, students' achievements, student satisfaction with the implementation of the EP and the quality of education in accredited programs are analyzed.

Achievements of undergraduates in the framework of EP 7M02161 Art Management, 7M02154 Film and TV directing are recorded in the reports of departments and faculty, they are reported on the Academic Councils of T.K. Zhurgenov KazNAA. The priority direction of the policy of KazNAA is focusing on consumers: identifying their requirements and assessing the degree of compliance with the established requirements. However, there are problems with the recruitment of applicants, so the Academy should be more active in informing the public about the benefits of the programs.

To support the process of employment of graduates, the Academy organizes an annual Job Fair with the participation of employers. The distribution of graduates is carried out by the

commission for the distribution of young specialists. Graduating departments and dean's offices on an ongoing basis ensure communication with graduates and form data on career growth.

Employees and teaching staff and students document their consent to the processing of personal data when drawing up an employment contract.

Teaching staff provide information about their achievements by posting scientific articles, posting personal information on scientific research in the teacher's portfolio in the MOODLE system, participating in the teaching staff rating. Information from students is collected through the rating of students, the rating of study groups and faculties. Based on the information provided by students and teaching staff, various kinds of decisions are made.

Students are regularly surveyed to identify the degree of satisfaction with the quality of educational programs and the conditions for their implementation. Much attention is paid to the organization of consulting work with students, teachers, curators and mentors (advisers), which ensures convenient communication and feedback from all participants in the educational process.

***Strengths of EP 7M02161 Art Management and OP 7M02154 Film and TV Directing:***

1. The university has formed and operates a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system. Both students and teaching staff and employees of the university are involved in the processes of collecting and analyzing information. Students are regularly surveyed to identify the degree of satisfaction with the quality of educational programs and the conditions for their implementation. Convenient communication and feedback of all participants in the educational process is provided.

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV Directing***

1. In order to increase the number of students and attract public interest in accredited EPs, strengthen risk management in terms of strengthening the competitiveness of the Academy and more actively informing the public about the benefits of the program.

2. Strengthen the collection and provision of information to the general public on key performance indicators of educational programs, in particular, on the creative, scientific and innovative activity of teaching staff and students.

3. Create a platform for publishing a portfolio of creative and scientific works of teachers and the entire faculty, as well as creative portfolios of students to increase employers' awareness of the level of professional training and the creative potential of students.

Deadline: 07/01/2023

***Conclusions of the EEC according to the criteria:***

***According to the standard "Information Management and Reporting" EP 7M02161 Art Management and EP 7M02154 Film and TV Directing disclosed 16 criteria, of which 1 have strong positions, 14 have satisfactory positions, 1 suggest improvement.***

**6.3. Standard "Development and approval of the educational program"**

✓ The EI shall define and document the procedures for the development of EPs and their approval at the institutional level.

✓ The management of the EI should ensure that the content of the EP complies with the established objectives, including the intended learning outcomes.

✓ The management of the EI must demonstrate the existence of mechanisms for reviewing the content and structure of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of society.

✓ The management of the EP should ensure the availability of developed models of the EP graduate that describe the learning outcomes and personal qualities.

✓ The management of the EP must demonstrate the conduct of external reviews of the content of the EP and the planned results of its implementation.



- ✓ *The qualification awarded upon completion of the EP must be clearly defined and correspond to a certain level of the NSC and QF-EHEA.*
- ✓ *The management of the EP should determine the influence of disciplines and professional practices on the formation of learning outcomes.*
- ✓ *An important factor is the possibility of preparing students for professional certification.*
- ✓ *The management of the EP must provide evidence of the participation of students, teaching staff and other interested parties in the development of the EP, ensuring its quality.*
- ✓ *The management of the EP should ensure that the content of the academic disciplines and the planned results correspond to the level of education (bachelor's, master's, doctoral studies).*
- ✓ *The structure of the EP should provide for various types of activities that ensure the achievement of the planned learning outcomes by students.*
- ✓ *An important factor is the correspondence between the content of the EP and the learning outcomes of the EP implemented by organizations of higher and (or) postgraduate education in the EHEA.*

### **Evidence**

Educational programs 7M02161 Art Management, 7M02154 Directing Film and TV (profile direction) are developed in accordance with the State Educational Standard of Higher Education, approved by the Ministry of Education of the Republic of Kazakhstan dated October 31, 2018 No. 604, in accordance with the National Qualification Framework, professional standards, general demands of society, aligned with the Dublin Descriptors and the European Qualifications Framework. The EPs of this cluster correspond to the mission of the academy, which meets the needs of employers and is based on the academy's regulations.

Graduate model for accredited educational programs 7M02161 Art Management, 7M02154 Film and TV directing is determined by general professional and professional competencies. Upon completion of the EP, students receive a qualification that corresponds to a certain level of the NSC - Master of Arts. The qualifications of graduates are clearly defined and explained in the MEP - a modular educational program and recorded in the documents received by graduates

The order and procedure for the development and approval of the EP are based on the following documents:

- "Guidelines for the design of modular educational programs" (approved on 11/06/2020);
- "Regulations on the organization of the educational process with the use of distance learning technologies in T.K. Zhurgenov Kazakh National Academy of Arts. "

On a regular basis, an analysis of curricula and catalogs of elective disciplines is carried out annually <https://cloud.mail.ru/public/PzjD/6i2uzjo1D>, class schedules, which allows the entire system of training specialists to function without unjustified risks and shocks.

The participation of employers in the development of the EP, ensuring their quality is confirmed by their signatures in the EP. According to EP 7M02161 Art Management - Director of the LLP "Eurasian Cultural Alliance" Veselova O., Director of the art center "Alen" Alenov E.B. According to EP 7M02154 Film and TV directing - Tursunov E. - director, screenwriter, producer, chairman of the Union of Cinematographers of Kazakhstan, Sataev A. - president of JSC "Sh.Aymanova Kazakhfilm" and others.

### **Analytical part**

In the course of the work of the expert commission, conclusions were drawn that the accredited EPs set goals consistent with the mission of the academy, formed taking into account the needs of the labor market of the region, with an emphasis on student-centered learning. The goals of the EP are reviewed taking into account the needs of society, the economy and the labor market.

The implementation of EP 7M02161 Art Management, EP 7M02154 Directing Film and TV (profile direction) is aimed at developing the professional competence of future specialists, which is confirmed by the relevant qualification framework for educational levels in accordance with the National Framework, as well as professional standards for directing "Activity for the production of film videos and television programs" and "Activities for the creation and broadcasting of television programs".

Educational programs of the Academy are developed by supervising departments within groups of educational programs. For the development of the EP, leading teachers, representatives of employers, and students are involved.

Educational programs are developed in the context of a competency-based model of specialist training and are focused on learning outcomes expressed in the form of competencies.

Educational programs are formed according to the modular principle. Each module of the educational program is focused on achieving a certain learning outcome, that is, competence. Learning outcomes are formulated for the program as a whole, for each module and individual discipline.

The procedure for developing educational programs includes:

- 1) Determining the qualification characteristics of a graduate based on the content of the professional standard and / or research on the requirements of employers.

- 2) Establishment of possible educational trajectories within the framework of one program, taking into account the requirements of consumers.

- 3) Determination of the expected learning outcomes in accordance with the Dublin descriptors, the qualification characteristics of the graduate and taking into account the requirements of internal and external stakeholders.

The formation of a catalog of elective disciplines is determined by the relevance of the course, the correspondence of the content to the modern demands of science and technology, the experience and qualifications of the teacher, connection with production, the availability of an experimental and methodological base.

Examination of educational programs is carried out by leading employees or heads of organizations, enterprises corresponding to the profile of training specialists: according to EP 7M02161 Art Management - Director of Contorra Studio LLP T.S Balbaev.

When developing the educational program 7M02161 Art Management, the experience of leading universities, domestic and foreign, with programs of a similar orientation was used. Joint educational programs are being created with foreign educational organizations, while the importance of unique author's methodological approaches is not reduced.

At the same time, it was noted that the educational program 7M02154 Film and TV directing needs a more dynamic modernization of content content. The goals of educational programs should be updated more frequently so that the expected results do not lag behind the needs of a dynamically changing labor market.

***Strengths of EP 7M02161 Art Management and OP 7M02154 Film and TV Directing:***

1. The goals of educational programs are formulated 7M02161 Art management, 7M02154 Film and TV directing, which clearly correspond with the strategic development plan of T.K. Zhurgenov KazNAA and the real demands of the modern domestic and world labor market.

2. When developing the educational program 7M02161 Art Management, the experience of leading universities, domestic and foreign, with programs of a similar focus was used, which made it possible to create joint educational programs with foreign educational organizations.

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. It is necessary to document in more detail the process of updating and modernizing educational programs in terms of its algorithm, frequency, conditions for involving all stakeholders and taking into account their recommendations, analysis and criteria for evaluating the result. It is necessary to ensure a real update of educational programs and all their components, taking into account the needs of a dynamically changing labor market, the requests of business and production representatives, as well as the opinions of graduates; annually update educational programs in terms of the composition and volume of disciplines established in the curriculum, the content of the work programs of training courses, programs of educational and industrial practices, as well

as assessment materials and methodological resources.

2. Develop cooperation with other domestic and foreign universities of a similar nature in order to introduce a system of double diplomas.

3. The management of the EP should ensure an interdisciplinary approach in the implementation of the EP, in particular, when setting goals for course projects, professional practices, topics of the WRC, etc.

Deadline: 07/01/2023

### **Conclusions of the EEC according to the criteria:**

***According to the standard "Development and approval of the educational program" EP 7M02161 Art Management and OP 7M02154 Film and TV Directing disclosed 12 criteria, of which 1 has strong positions, 10 have satisfactory positions, 1 suggests improvement.***

### **6.4. Standard "Continuous monitoring and periodic evaluation of educational programs"**

✓ *The EI should determine the mechanisms for monitoring and periodically evaluating the EP to ensure the achievement of the goal and meeting the needs of students, society, and show the focus of the mechanisms on the continuous improvement of the EP.*

✓ *Monitoring and periodic evaluation of the EP should include:*

- *the content of the program in the light of the latest achievements of science in a particular discipline to ensure the relevance of the discipline taught;*
- *changes in the needs of society and the professional environment;*
- *workload, performance and graduation of students;*
- *the effectiveness of student assessment procedures;*
- *expectations, needs and satisfaction of students with EP training;*
- *educational environment and support services, and their compliance with the objectives of the EP.*

✓ *The management of the EP must demonstrate a systematic approach in monitoring and periodically assessing the quality of the EP.*

✓ *The EI, the management of the EP must determine a mechanism for informing all interested parties about any planned or taken actions in relation to the EP.*

✓ *All changes made to the EP must be published.*

### ***Evidence***

Achieving the goals of EP 7M02161 Art Management, 7M02154 Film and TV Directing and the formation of planned learning outcomes is achieved by constant monitoring and periodic evaluation of educational programs, which allows meeting the needs of students and society.

Since the beginning of 2021, work has begun on updated MEP EP projects in accordance with the competency-based approach, as a factor in improving the quality of higher education. By the beginning of the new academic year 2022-2023, the MEPs for all levels and trajectories of the EP were approved by the decision of the Academic Council of KazNAA.

The method of evaluating educational programs is the expert method. The forms of evaluation of educational programs are external and internal evaluation. External evaluation of educational programs is carried out by an expert group, which includes representatives of employers, faculty and students.

The process of monitoring, evaluating and improving educational programs is the responsibility of the heads of graduating departments and deans of faculties where the EP is implemented. 7M02161 Art Management, EP 7M02154 Film and TV Directing, and is controlled by the Department of Academic Activities and the Service for Organization and Monitoring of the Educational Process.

Documentary evidence of changes in educational programs are: decisions of collegiate bodies; action plans to improve the educational program; updated methodological support based on the decisions of collegial bodies; event protocols; annual report on the results of monitoring and evaluation of the educational program.

The interaction of departments with employers is carried out incl. and through the joint formation of a catalog of elective disciplines. Taking into account the interests of employers and



improving the professional training of specialists, it is planned to update the content of the EP annually by introducing new disciplines of the elective component.

During the academic year, students take part in the questionnaire assessment "Teacher through the eyes of students" twice. The results of the survey make it possible to determine the level of criteria for the compliance of teachers with their activities. The results of the survey are considered at the end of the academic year at a meeting of the department.

The expectations of those entering the EP are clarified at the stage of preliminary consultations upon admission, when teachers explain in detail the specifics of the chosen profession and the conditions for studying in it (<https://talapker.kaznai.kz/?p=5224>) In the event that already during the training, students decide to change the trajectory of education and switch to another specialty, the transfer procedures are regulated by the internal documents of T.K. Zhurgenov KazNAA.

### ***Analytical part***

Accredited EP 7M02161 Art Management, EP 7M02154 Film and TV Directing were developed with the participation of employers and taking into account priorities, trends in the art industry, the Concept of the Cultural Policy of Kazakhstan was taken as the basis, disciplines related to the IT competencies of students were included.

When creating the educational program EP 7M02154 Film and TV Directing for 2021-2022, employers took an active part in the discussion of its content: Tursunov E. - director, screenwriter, producer, chairman of the Union of Cinematographers of Kazakhstan, Sataev A. - president of JSC "Kazakhfilm" named after. Sh.Aymanova» and others.

Director of the LLP "Eurasian Cultural Alliance" Veselova O., director of the art center "Alen" Alenov E.B.

The Academy ensures the participation of students, employers and other stakeholders in the evaluation and revision of programs. At the graduating departments that implement accredited educational programs, monitoring and periodic evaluation of EPs are carried out, in which the teaching staff of the department takes part. The monitoring results are aimed at improving the EP. As part of the monitoring, curricula, catalogs of elective disciplines, individual plans for student programs, internal regulations governing the implementation of educational programs, their monitoring and evaluation are analyzed. The workload and academic performance of students comply with the regulatory requirements and state educational standards.

Students are provided with bases of practice. However, they are all located in a limited region. To understand the goals of the profession in an international sense, it is necessary to expand the geography of the bases of industrial practices throughout the country and abroad.

The university has a point-rating system for assessing knowledge, which allows you to objectively, accurately and comprehensively assess the knowledge, skills and qualities of students. Every week, the teacher puts points in an electronic journal on the university website. After reviewing their rating, the student can correct existing problems in a timely manner, since the rating database is closed every two weeks.

### ***Strengths of EP 7M02161 Art Management and EP 7M02154 Film and TV Directing:***

1. Competitiveness and development prospects of the EP of the departments "Art Management and Producing" and "Direction of Screen Arts" is implemented through practice-oriented training of students on the basis of practices that are the leading art enterprises in the region. As a result, the implementation of educational projects of students is carried out in the form of full-fledged works of art.

### ***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. Expansion of practice bases in all regions of Kazakhstan and abroad, where there

are creative organizations and enterprises whose activities and technological equipment correspond to the content of educational programs 7M02161 Art management, 7M02154 Film and TV directing. Timing

2. Develop and put into action a mechanism for informing all stakeholders about the results of monitoring, analytical activities based on monitoring materials, as well as about planned or taken actions regarding the updating and modernization of the EP. Timing

3. Develop a system of measures to improve the position of the university in the Russian and world rankings of educational organizations. Strengthen the involvement of employers in participation in professionally oriented events organized by graduating departments. Timing

Completion date: 09/01/2024

### **Conclusions of the EEC according to the criteria:**

*According to the standard "Continuous monitoring and periodic evaluation of educational programs" EP 7M02161 Art Management and EP 7M02154 Film and TV Directing disclosed 10 criteria, of which 1 has strong, 6 satisfactory positions, 3 - suggests improvement.*

### 6.5. Student-Centered Learning, Teaching and Assessment Standard

- ✓ The management of the EP should ensure respect and attention to the various groups of students and their needs, provide them with flexible learning paths.
- ✓ The management of the EP should provide for the use of various forms and methods of teaching and learning.
- ✓ An important factor is the presence of own research in the field of teaching methods of academic disciplines of the EP.
- ✓ The management of the EP should demonstrate the existence of feedback mechanisms on the use of various teaching methods and the assessment of learning outcomes.
- ✓ The management of the EP should demonstrate the existence of mechanisms to support the autonomy of students with simultaneous guidance and assistance from the teacher.
- ✓ The management of the EP must demonstrate the existence of a procedure for responding to complaints from students.
- ✓ The EI must ensure the consistency, transparency and objectivity of the mechanism for evaluating learning outcomes for each SP, including appeal.
- ✓ The EI must ensure that the procedures for assessing the learning outcomes of students of the EP correspond to the planned results and goals of the program, publishing the criteria and assessment methods in advance.
- ✓ The EI should define the mechanisms for ensuring the achievement of learning outcomes by each EP graduate and ensure the completeness of their formation.
- ✓ Assessors should be proficient in modern methods of evaluating learning outcomes and regularly improve their skills in this area.

### **Evidence**

Academic policy of T.K. Zhurgenov KazNAA is aimed at the implementation of student-centered learning and continuous improvement of the quality of education. Academic policy includes: university admission policy, quality assurance policy, issues of organization of the educational process, organization of training using distance learning technologies, organization of professional practice, issues of assessing students' educational achievements, the procedure for choosing the educational trajectory of students, issues of ECTS and study load, transfer and reinstatement of students at the Academy, granting academic leave, awarding scholarships, academic honesty and time limits.

The issues of student-centered learning are also reflected in the following documents of T.K. Zhurgenov KazNAA:

- Rules for organizing the educational process on credit technology of education;
- [Rules](#) organization of the educational process on credit technology of education;
- [Position](#) on the procedure for scheduling training sessions, examination sessions and final certification;
- [Rules](#) on the transfer and restoration of students;

- [Rules](#) on the provision of academic leave for students;
- [Rules](#) on the final certification of students;
- [Regulation](#) on the current control of progress and intermediate certification of students;
- [Regulation](#) on the passage of professional practice for students of postgraduate education;
- [Regulation](#) on checking for plagiarism written works of students and teaching staff.
- and etc.

The formation of individual educational trajectories is carried out on the basis of the Academic Policy and QED, which contains a list of all disciplines of the elective component, indicating the purpose of the study, summary and expected results of the study.

For the development of academic disciplines accredited by EP 7M02161 Art Management, 7M02154 Film and TV directing, there is a sufficient amount of educational and methodological support in the state language: total: 2981 copies, of which educational literature - 2833 copies, educational literature - 25 copies., scientific fund - 123 copies, provision with educational literature - 29.9%.

Educational trajectory planning (enrollment in disciplines) is carried out in accordance with the academic calendar ([Appendix A11 Academic calendar.pdf](#)). The procedure for enrolling in disciplines for the choice of specialties is organized by the department (office) of the registrar in electronic form with methodological and advisory assistance from departments and advisers.

The procedure for enrolling students in the study of disciplines is organized by the Registration Office with the involvement of advisers, departments, deans, the service for organizing and monitoring the educational process, the department of student statistics and analysis.

To provide timely assistance to students in mastering educational programs, the Academy has special structural units, in particular, the Educational Process Organization and Monitoring Service, which consists of such departments as the Student Department, Office Registrar Department, Educational Process Monitoring Department.

The Academy provides the opportunity to freely express one's opinion, criticisms, complaints and suggestions, both orally and in writing in the rector's blog (<https://kaznai.kz/ru/blog-rector/>) on the official website of the Academy.

To activate student self-government, the readiness of young professionals for independent work and labor activity, the development of an active citizenship, the patriotic education of highly qualified specialists who are able to make independent decisions and actively participate in solving creative, social and economic problems, the Academy has a "Service for Combating Corruption and Issues Youth Policy", which consists of the "Department for Social and Educational Work and Youth Policy" and the "Department for the Formation of Anti-Corruption Culture".

All teachers are practitioners in the respective industrial sector. So, for example, the senior lecturer of the department "Art Management and Producing" PhD Sorokina Yu. It integrates innovative techniques from the practice of artists around the world into the educational process in the classroom for the discipline "Creative Thinking in Art". Undergraduates created an archive of creative tasks on Instagram under the hashtag #creativethinkinginart - this allows not only to accumulate interesting tasks for students, but also to promote the EP among young people.

### ***Analytical part***

During the implementation of accredited EP, the most frequently used methods are a problem lecture (involves the formulation of a problem, a problem situation and their subsequent resolution), a seminar – dispute (collective discussion of a problem in order to establish ways of its reliable solution), educational discussion (used in the analysis of problem situations when it is necessary to give a simple and unambiguous answer to a question, while alternative answers are assumed), educational cooperation or group work (students combine their intellectual efforts to complete a common task), "brainstorming" (involves collecting as many ideas as possible, freeing students from the inertia of thinking, overcoming the usual train of thought when solving a task),



didactic or business game (the student must perform actions similar to those that may take place in his professional activity). The following innovative methods are actively used: the method of problem presentation, the method of projects, problem-search methods.

Decisions on the use of innovations in the educational process are made by the teacher himself, developing the EMCD and determining which teaching methods he will use.

The achievement by each student of the goals of the accredited EP is objectively assessed based on the availability of a feedback system for the use of various teaching methods and evaluation of learning outcomes. The curricula for the areas of training take into account such important components as progression and improvement of knowledge from course to course, focused on the competencies of students.

Individual plans of undergraduates are focused on the unique approach to each student, where support for the autonomy of students is tangibly expressed with simultaneous guidance and assistance from the teacher. So, for example, undergraduates are prepared for subject Olympiads, competitions and festivals, comments are written on independent work, questions are being finalized on lectures according to the SROP schedule, communication is maintained by e-mail with each undergraduate.

The student receives information about the current grading system at the university in the first year during meetings with the dean, head of the graduating department, curator (advisor). The main provisions of knowledge assessment are presented in the Academic Policy.

Transparency of criteria and tools for assessing knowledge is achieved through:

- familiarization of students with the applied criteria for assessing knowledge and the requirements for studying the discipline in accordance with the syllabus, the modular (working) curriculum of the discipline in the first lesson;
- the availability of assessment criteria for students (in syllabuses and EMCD, posted in the electronic library).

A student who does not agree with the results of the examination assessment has the right to appeal. The procedure for granting the right to take a session individually is defined in the Academic Policy.

The university ensures full transparency of the results of knowledge assessment. The results of the current and midterm control, as well as intermediate certification are available to students on the MOODLE educational portal. There is a mobile version of the MOODLE portal, which allows students to quickly view all information from mobile devices.

The student can form his own individual curriculum with fewer credits than established for the development of the educational program of the corresponding level, while increasing the duration of training.

The teaching methods used by teachers are based on knowledge of the principles of higher education pedagogy, which are systematically supported by practical seminars currently held at the academy in an online format. Their effectiveness is due to the fact that all teachers are professional practitioners.

***Strengths of EP 7M02161 Art Management and EP 7M02154 Film and TV Directing:***

1. Students are given the opportunity to study individual disciplines or modules in other educational institutions, including abroad.
2. Teachers use advanced educational methods aimed at the comprehensive development of knowledge, skills and abilities by students in each individual discipline, and in general - along the entire trajectory of the training direction. The main reserve of teaching methods for accredited programs is the professional activity of teaching staff, since all teachers are constantly engaged in creative work.

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. Using human and methodological resources, to provide students with the opportunity to

receive education in their chosen language - state or foreign, even when it comes to isolated cases.

2. Shift the focus to the research work of students, develop and implement motivational tools to enhance publication activities, involve them more fully in the research and innovation work of the teaching staff, and stimulate their interest in entering doctoral studies.

3. Develop a well-defined and effective algorithm for the appeals procedure and make this information open and accessible to students.

Deadline: 01.12.2022

### **Conclusions of the EEC according to the criteria:**

***According to the standard "Student-Centered Learning, Teaching and Assessment" EP 7M02161 Art Management and EP 7M02154 Film and TV Directing disclosed 10 criteria, of which 2 have strong, 8 satisfactory positions, 0 - suggests improvement.***

#### **6.6. Standard "Students"**

✓ *The EI must demonstrate the existence of a policy for the formation of a contingent of students in the context of the EP, ensure transparency and publicity of its procedures governing the life cycle of students (from admission to completion).*

✓ *The management of the EP should determine the procedure for the formation of a contingent of students based on:*

- *minimum requirements for applicants;*
- *the maximum size of the group during seminars, practical, laboratory and studio classes;*
- *predicting the number of government grants;*
- *analysis of available material, technical, information resources, human resources;*
- *analysis of potential social conditions for students, incl. provision of places in the hostel.*

✓ *The management of the EP must demonstrate its readiness to conduct special adaptation and support programs for newly enrolled and foreign students.*

✓ *The EI must demonstrate the compliance of its actions with the Lisbon Recognition Convention, the existence 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 EI should cooperate 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 EI should provide an opportunity for external and internal mobility of students of the EP, as well as readiness to assist them in obtaining external grants for training.*

✓ *The management of the EP must demonstrate readiness to provide students with internship places, promote the employment of graduates, and maintain contact with them.*

✓ *The EI should provide for the possibility of providing EP graduates with documents confirming the qualifications received, including the learning outcomes achieved, as well as the context, content and status of the education received and evidence of its completion.*

### ***Evidence***

The policy of forming a contingent of students at the academy is to admit people to the number of students who are the most prepared for training in air defense, who have scored the required number of points based on the results of CT and entrance creative exams and only on a paid basis.

The draft plan for the admission of students for the next academic year is considered and discussed at meetings of departments, EMBF, AC and approved by order of the Rector of the Academy. Career guidance work is of a planned nature and includes informing students of OPGE about KazNAA EP, its competitive advantages, and the demand for graduates in the labor market; holding advertising campaigns within the framework of Open Doors Days, field meetings with students of OPGE; holding subject Olympiads, conferences, round tables, competitions and exhibitions at the Academy; placement of information in the media; timely correction of Internet information about the Academy on the official website of KazNAA.

In order to strengthen career guidance, reach a new level of public relations, the Academy's interaction with interested bodies and institutions, prompt study and forecasting of the need for specialists in the educational services market and further improve the image of KazNAA, the

departments and OPGE present the information necessary for future applicants in the section "Applicants" on the KazNAA website. The faculties and the Department of Career Guidance, together with the Department of Air Defense of the Academy, develop promotional products and coordinate the activities of the faculties in working with potential applicants and employers. The promotional products contain clearly developed criteria that are accessible to applicants, transparent, describing the conditions of study, the opportunities that the EP provides, as well as future employment opportunities.

The policy of forming a contingent of undergraduates from admission to graduation is ensured by the transparency of procedures that regulate the life cycle of students (from admission to completion). Thus, the rules that govern all periods of study have been developed and approved, and are also available for study on the website. Admission and admission to study at accredited EPs takes place in accordance with [Rules](#) on admission to the master's and PhD doctoral studies, approved by the Academic Council of T.K. Zhurgenov KazNAA on May 28, 2020, protocol No. 10.

The rules that govern all periods of study are developed and approved in the document "Academic policy of T.K. Zhurgenov Kazakh National Academy of Arts", approved by the Academic Council of the RSU "Kazakh National Academy of Arts named after T.K. Zhurgenov" MCS RK dated August 27, 2020 No. 1, and are also available for study on the website <https://kaznai.kz/normativnye-akty-2/>.

Social conditions for undergraduates are under constant control of the management of the EP.

The procedure for recognizing previous learning outcomes and competencies mastered in the framework of academic mobility, as well as additional, formal and non-formal training, is regulated by the provisions approved by the Academic Council of T.K. Zhurgenov KazNAA ([Rules](#) organization of the educational process on credit technology of education; [Confession](#) learning outcomes of formal and non-formal education).

The most important part of the system of training highly qualified specialists is the student's research work as a complementary part of the educational process. The research work of the student is carried out in accordance with [Regulation](#) on the organization of research work, as well as with the annually approved thematic plans of the departments.

### ***Analytical part***

Accredited EPs are based on defined and consistently applied rules that govern all periods of study, including admission, performance, recognition and certification.

The accredited EPs have a defined procedure for the formation of a contingent of students. So, for admission to the EP 7M02161 Art Management / 7M02154 Film and TV Directing, requirements for applicants have been developed and approved.

Determining the professional orientation and professional qualities of applicants is a key aspect of the policy of forming a contingent for all specialties of T.K. Zhurgenov KazNAA. To implement a systematic policy of forming a contingent of students of T.K. Zhurgenov KazNAA a set of measures is being taken to ensure the image of the university as a whole.

The Academy has a model for the formation of a contingent of students, based on the principle of electiveness by applicants and students of the specialty and form of education.

The need for specialists in the field of directing and art management is being studied through a survey of employing institutions. The formation of the contingent of students is also due to the available material, technical and information resources, as well as the human resources of the departments "Direction of screen arts", "Art management and production". Thus, the departments have specialized studio premises, editing and photo and film pavilions, the area of which, per each student, is about 2.5 m rules "Sanitary and epidemiological requirements for educational facilities".

The staff in the areas of training film and TV directors is represented by practitioners with extensive experience in creative work, who have declared themselves in the professional field of art, being people's artists, honored workers of the Republic of Kazakhstan, awarded medals and



Certificates of Honor of the Republic of Kazakhstan: Azimov S.M., Abildina G.B., Manabay D.K., Kalymbetov B.N., Lavrik N.A., Baigozhina A.M. and etc.

Social conditions for students are under constant control of the management of the EP. The provision of places in the hostel takes place in accordance with the “Regulations on student hostels of the RSI “T.K. Zhurgenov Kazakh National Academy of Arts” at the request of the students. Places are distributed by a commission at the faculty, which includes: dean, deputy dean, representative of the student trade union committee, student council of the faculty. And then a specially created commission consisting of the vice-rector for educational work, the chairman of the trade union committee of the academy, the head of the YAC, (Committee for Youth Affairs) the chairman of the student trade union committee. Group curators regularly visit their wards in the hostel.

EP 7M02154 “Film and TV directing” (profile direction), being part of the educational process as a whole in KazNAA. In order to ensure comparable recognition of qualifications, T.K. Zhurgenov KazNAA cooperates 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. Thus, the Academy entered into an agreement with the University of Applied Arts in Oulu (Finland) on academic mobility (<https://kaznai.kz/ru>).

Recognition of the results of academic mobility of students, as well as the results of additional training, is due to the rules and documents of T.K. Zhurgenov KazNAA. The possibility for external and internal mobility of students in the EP is regulated by the "Regulations of T. Zhurgenov KazNAA on academic mobility". Assistance in obtaining external grants for training is provided by the international department of T.K. Zhurgenov KazNAA, collecting up-to-date data and notifying students.

All students in the EP are provided with places for all types of practices stated in the working curricula of the departments. All types of practices are directly related to the acquisition of specialties by students. So, for example, directors undergo internships at JSC “Kazakhfilm named after. Sh. Aimanova”, JSC “Khabar”, RTRK “Kazakhstan”.

As a self-governing body in the academy, the Committee for Youth Affairs (YAC) operates, which has a Charter and Regulations approved by the Academic Council of T.K. Zhurgenov KazNAA. YAC assists students in solving educational, social and other issues; relationships with peers, teachers, the leadership of the academy are also included in the scope of activities of the YAC.

The current EP Alumni Association contributes to the establishment of links between the Screen Arts Directing Department and cultural and art organizations in which graduates work. The department maintains contacts with the television and radio complex "Kazakhstan", JSC "Kazakhfilm named after Sh. Aimanov", Media Center in Astana. Thus, graduates are the stakeholders of educational programs.

At the same time, the EEC noted the inefficient occupancy of study groups, which is due to low interest in accredited educational programs.

### ***Strengths of EP 7M02161 Art Management and EP 7M02154 Film and TV Directing.***

1. T.K. Zhurgenov KazNAA, the transparency of procedures for the formation of a contingent of students is ensured, which is determined by the need for specialists in the field of directing and art management. The formation of the contingent of students is also due to the available material, technical and information resources, as well as the personnel potential of the graduating departments "Direction of screen arts", "Art management and production".

2. Employment and professional activities of graduates of the EP EP 7M02154 “Film and TV directing” (profile direction) are regularly monitored, which is under constant control of the Screen Arts Directing department and the department of career guidance and educational and industrial practice.

3. The Alumni Association has been established and is actively functioning at the academy.
4. The mechanism of material and non-material support of gifted students functions in the university.

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. Strengthen career guidance activities to attract domestic and foreign applicants. For this purpose, create commercials about the benefits of the programs implemented at the Academy. Use the help of alumni employers for promotional purposes.
2. It is necessary to develop and effectively implement special adaptation and support programs for newly enrolled and foreign students.
3. Through interaction with the municipal authorities, solve the transport problems of students living in the hostel.

Deadline: 01.12.2022

**Conclusions of the EEC according to the criteria:**

***According to the standard "Students" EP 7M02161 Art Management and EP 7M02154 Film and TV Directing disclosed 12 criteria, of which 10 have satisfactory positions, 2 suggest improvement.***

**6.7. Standard "Teaching Staff"**

- ✓ *The EI must have an objective and transparent personnel policy, including in the context of the EP, including recruitment, professional growth and development of personnel, ensuring the professional competence of the entire staff.*
- ✓ *The EI must demonstrate the compliance of the staff potential of the teaching staff with the specifics of the EP.*
- ✓ *The management of the EP must demonstrate awareness of responsibility for its employees and provide favorable working conditions for them.*
- ✓ *The management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning.*
- ✓ *The EI must determine the contribution of the teaching staff of the EP to the implementation of the development strategy of the PA, and other strategic documents.*
- ✓ *The EI should provide opportunities for career growth and professional development of the teaching staff of the EP.*
- ✓ *The management of the EP must demonstrate readiness to involve practitioners from the relevant sectors of the economy in teaching.*
- ✓ *The EI must demonstrate the motivation for the professional and personal development of EP teachers, including encouragement for the integration of scientific activities and education, the use of innovative teaching methods.*
- ✓ *An important factor is the readiness to develop academic mobility within the framework of the EP, attracting the best foreign and domestic teachers.*

***Evidence***

An objective and transparent personnel policy is provided, including recruitment, professional growth and development of personnel, ensuring the professional competence of the entire staff in. T.K. Zhurgenov KazNAA. [HR policy](#) The Academy was approved by the decision of the Academic Council of the Academy of August 29, 2018, protocol No. 1.

When hiring teaching staff, the criteria are applied in accordance with Appendix No. 1 "Qualification requirements for positions of the teaching staff" to [Regulations on the competitive replacement of teaching staff positions](#) of T.K. Zhurgenov KazNAA, approved by the decision of the Academic Council in February 27, 2020 (Minutes No. 7). Appointment, promotion is also carried out in accordance with this Regulation.

The transparency of personnel procedures is observed as follows: when a competition is announced for filling vacant positions of teaching staff, the announcement is placed in republican periodicals or on Internet resources. For teaching staff, the head of the personnel documentation

and accounting service annually holds a seminar to explain all the basic qualification requirements necessary for participation in the competition. And also the secretary of the competition commission acquaints all participants of the competition with the decision of the competition commission.

Also, all other personnel procedures are prescribed in [Instructions](#) on personnel records management, approved by order of the rector of the Academy dated March 09, 2017 No. 01 / 04-58P, this instruction is posted on the Academy website.

Qualification characteristics of the positions of pedagogical workers and persons equated to them RSI "T.K. Zhurgenov Kazakh National Academy of Arts" MCS RK were developed in accordance with the Law of the Republic of Kazakhstan dated July 27, 2007 No. 319-III "On Education", Standard qualification characteristics of the positions of pedagogical workers and persons equated to them, approved by order of the Minister of Education and Science of the Republic of Kazakhstan dated July 13, 2009 No. 338, National Qualifications Framework approved [protocol](#) dated March 16, 2016 by the Republican tripartite commission on social partnership and regulation of social and labor relations and The professional standard "Teacher", approved [by order](#) Chairman of the Board of the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken" No. 133 dated June 8, 2017.

A favorable atmosphere has been created at the departments and at the Academy as a whole for increasing professional competence, expanding professional knowledge and skills. Teaching of the teaching staff of the university in advanced training courses is carried out on the basis of other universities, as well as in specialized training centers of the Republic of Kazakhstan. Certificates and certificates of advanced training of teaching staff are placed in the personal files of employees.

The advanced training of teaching staff also takes place in the form of participation in scientific and methodological seminars, conferences, exhibitions and other events, training in magistracy, doctoral studies.

Information about the teaching staff for accredited programs is posted on the Academy's website, which displays both general information about the number of faculty members and personal portfolios of the teaching staff.

The teaching staff of the Academy fully meet the indicators of personnel policy.

Staff composition of EP 7M02154 Directing Film and TV: The total number of teachers of the department as of 03/01/2022 is 26 (full-time - 23) people, including: 9 - candidates of science, 3 - PhD, 12 - masters.

<b>Rank</b>	<b>Qty</b>
Ph.D	-
PhD	9
PhD	3
master	14
No degree	-
degree, %	52
Part-time workers, including production workers	3/1
Average age of teaching staff by department, years	55
<b>Total people in the staff of the department</b>	<b>23</b>
<b>including OP or GOP:</b>	
Ph.D	1
PhD	4
PhD	3



master	-
No degree	-
degree, %	100
Part-time workers, including production workers	-/-
Average age of teaching staff by department, years	43

#### Staffing of the EP: 7M02161 Art Management

The total number of teachers of the department as of 03/01/2022 is 8 (full-time - 8) people, including: 4 - candidates of science, 1 - PhD, 2 - master's and 1 - without a degree.

<b>Rank</b>	<b>Qty</b>
Ph.D	-
PhD	4
PhD	1
master	2
No degree	1
degree, %	62.5%
Part-time workers, including production workers	-/-
Average age of teaching staff by department, years	47
<b>Total people in the staff of the department including OP or GOP:</b>	<b>8</b>
Ph.D	1
PhD	5
PhD	1
master	-
No degree	-
degree, %	100%
Part-time workers, including production workers	-/-
Average age of teaching staff by department, years	50

#### Scientific publications of the teaching staff of the EP "Direction of screen arts"

<b>Publications</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>1. Publications in journals:</b>					
- with a non-zero impact factor, etc. including:	<b>3</b>	<b>5</b>	<b>four</b>	<b>one</b>	<b>one</b>
WoS, Scopus	2	3	3	-	-
RSCI	1	2	1	1	1
3. Patents, AU			1	3	3
4. Textbooks, teaching aids / including in English.	-- / --	4 / --	1 / --	2 / --	1 / --
5. Monographs / including in English.	-- / --	-- / --	-- / --	1 / --	- / --

#### Scientific publications of the teaching staff of the EP "Art Management"

<b>Publications</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
<b>1. Publications in journals:</b> - with a non-zero impact factor, etc. <i>including:</i>	<b>2</b>	<b>2</b>	<b>one</b>	<b>one</b>	<b>6</b>
WoS, Scopus	1	1	-	-	2
RSCI	1	1	1	1	4
<b>3. Patents, AU</b>	<b>3</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>4. Textbooks, teaching aids / including in English.</b>	<b>- / -</b>	<b>1 / -</b>	<b>- / -</b>	<b>- / -</b>	<b>1 / -</b>
<b>5. Monographs / including in English.</b>	<b>- / -</b>	<b>- / -</b>	<b>- / -</b>	<b>- / -</b>	<b>- / -</b>

### **Analytical part**

As a result of working with the documents presented on the website of the academy, studying the self-assessment report and direct communication with the teaching staff in the form of an interview, the EEC concluded that there is a high potential for staffing accredited programs. All teaching staff involved in the implementation of programs fully comply with the indicators of the personnel policy, as well as the requirements of the standard.

As of February 18, 2022, the Department of Art Management and Producing, which is engaged in the training of specialists in EP 7M02161 Art Management, currently employs only 8 people, of which 100% are full-time teachers. The degree of the total number of teaching staff for EP is 66.6%. The educational process under the program is provided by a highly qualified teaching staff, including 4 candidates of economic sciences (Moldasheva A.K., Klimova T.G., Musabaev K.M., Musaeva A.A.), 1 doctor of PhD (Sorokina Yu. V.), 1 professor (Baybekov A.), 3 masters (Kumárova A., Tokpan A., Dzhumadilova Zh.). 3 teachers out of 8 who have a PhD degree and published articles in peer-reviewed journals have the opportunity to teach in the magistracy and be supervisors of master's theses,

All teachers have a higher education in their specialty and practical work experience in the relevant direction. Of the 8 teachers of the department "Art Management and Producing" 4 candidates of economic sciences in the direction 08.00.05 - Economics and management of the national economy (by industry and field of activity) - Moldasheva A.K., Klimova T.G., Musabaev K.M., Musaeva A.A., including 2 associate professors (Moldasheva A.K., Klimova T.G.), 1 PhD in art history - Sorokina Yu.V., 2 masters of arts - Kumárova A., Tokpan A.

It is a good practice that foreign scientists are invited to give lectures. On the basis of the agreement, Candidate of Economics, Associate Professor Umarov A.S., Senior Lecturer Kodirov K.R. National Institute of Arts and Design named after K. Behzod held a lecture on the topic "Gallery business in Uzbekistan"; teacher Khudaibergenova N.T. - on the topic "Taxation in the Republic of Uzbekistan".

In order to support young teachers, work is underway to create a reserve of personnel, material support is provided for scientific research and internships.

The establishment of long-term labor relations with each employee, based on compliance with the requirements of the Labor Code of the Republic of Kazakhstan, allows the employee to fully realize the existing level of professional competence, as well as improve it with the needs of the Academy and the requirements of the level of job competence of the employee.

All representatives of the teaching staff involved in the educational process successfully combine pedagogical activities with the author's creative practice at specialized enterprises, which provides them with a deep understanding of modern production realities and broadcast it to students.

At the same time, the EEC noted the insufficient level of scientific publication, innovation and grant activity of the teaching staff.

***Strengths of EP 7M02161 Art Management and EP 7M02154 Film and TV Directing.***

1. Accredited educational programs are implemented by highly professional teaching staff, which gives grounds to talk about the creation of a strong school with a scientific, creative and methodological base.
2. T.K. Zhurgenov KazNAA develops transparent and objective criteria for hiring employees, appointments, filling vacancies, promotions, dismissals and follows them in her activities in accordance with the principle of meritocracy.
3. The personnel potential of the graduating departments "Art Management and Producing" and "Direction of Screen Arts" is able to ensure the strategic development of educational programs of the specialties in question.

***EECrecommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. To improve the quality of the scientific activity of the university by attracting undergraduates to research activities, expanding the grant and innovation activities of teaching staff, developing partnerships with foreign universities in terms of joint scientific work, increasing the publication activity of teaching staff, including in peer-reviewed publications from the scientometric database Scopus, Web of Science, etc. To intensify the grant and innovation activities of teaching staff involved in the implementation of accredited EPs. Formation of partnerships with foreign universities in terms of the implementation of joint grant programs.
2. Expansion of educational practices and technologies through the formation of the teaching staff with the active involvement of specialists with experience in other universities, including foreign ones.
3. Development and implementation of a development program for academic mobility of teaching staff through partnership with domestic and foreign universities that have programs with a similar focus. Expansion of the practice of participation of teachers in joint international projects and foreign internships in order to update the content of educational programs.

Completion date: 09/01/2024

***Conclusions of the EEC according to the criteria:***

***According to the standard "Teaching staff" according to OP 7M02161 Art Management and OP 7M02154 Film and TV Directing disclosed 9 criteria, of which 4 have strong, 4 satisfactory positions, 1 suggests improvement.***

***6.8. Standard "Educational resources and student support systems"***

- ✓ *The EI must guarantee a sufficient number of educational resources and student support services to ensure the achievement of the goal of the EP.*
- ✓ *The EI must demonstrate the sufficiency of material and technical resources and infrastructure, taking into account the needs of various groups of students in the context of the EP (adults, employed, foreign students, as well as students with disabilities).*
- ✓ *The management of the EP should demonstrate the existence of procedures for supporting various groups of students, including information and counseling.*
- ✓ *The EP management must demonstrate the compliance of information resources with the specifics of the EP, including:*
  - *technological support for students and teaching staff (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 the territory of the educational organization.*
- ✓ *The EI demonstrates the planning of providing the EP with educational equipment and software similar to those used in the relevant sectors of the economy.*

### **Evidence**

The Commission (EEC) generally notes that the management of the EP creates favorable conditions in the framework of providing the necessary basis for the implementation of the educational process within the framework of the accredited programs 7M02161 Art Management and 7M02154 Film and TV Directing.

The useful study area, owned by the Academy on the right of economic management, meets the requirements of fire safety, qualification requirements for the activities of educational organizations and the requirements of state general educational standards, implemented specialties.

Both educational buildings are provided with both wired high-speed LAN-Internet and Wi-Fi. Students receive information about the ways to access the Internet (login and password) in the library. Also, students outside of class time have access to work on personal computers installed in the library halls, where they can work on assignments for independent work and search for information to implement their creative projects.

The internal network of the Academy is connected to the scientific resources Web of Science and Web of Knowledge, which allows students to search for the latest scientific data in the works of foreign researchers. According to the agreement of the Ministry of Education and Science of the Republic of Kazakhstan for obtaining a National license for the platform **web of knowledge** publishing houses **Thomson Reuters, Springer, Elsevier (Holland)**, <http://link.springer.com/>, <http://www.iprbookshop.ru/>, <http://thomsonreuters.com/en.html>, <https://www.elsevier.com/>, <http://kazneb.kz/wps/portal/kazneb>, <http://www.polpred.com/>, <https://biblioclub.ru/> the library has free access to full-text world electronic resources in English.

Academic support for students is provided by: admission committee, student department, registrar's office, practice and employment department, call centers, library (<http://elib.kaznai.kz/>).

Support for students at the Academy is also carried out by ensuring public order and the protection of educational buildings and dormitories of the university, ensuring the safety of the material base, the functioning of catering points in educational buildings. The university has a civil defense headquarters, an engineer for safety and labor protection, and there is a permit regime.

Identification of the need for support of various groups and categories of students at the Academy is carried out primarily through the institution of curatorship. After identifying the needs, the advisor directs students to apply to certain departments and services (department, dean's office, registrar's office, psychological counseling office, department of educational work).

Students are supported by advisors, whose main task is to organize educational work with students, promote student self-government and involve students in the socially significant and creative life of the university, promote professional self-determination and professional adaptation of students at the final stage of their studies at the Academy.

The identification of the needs of students is also facilitated by the analysis of the results of the survey, meetings of students with the leadership of the university, contacting the virtual reception ([Blog](#) rector).

The sufficiency of physical and technical resources and infrastructure is based on data on a number of factors, among which is the adequacy of the adequacy of library resources. So, in this direction for the EP at T.K. Zhurgenov KazNAA has a fund of educational, methodical and



scientific literature on general education, basic and major disciplines on paper and electronic media.

Each student during the entire period of study is provided with individual unlimited access to the following personalized information educational resources:

- University official website [www.kaznai.kz](http://www.kaznai.kz)
- Scientific [library](#)
- [Electronic](#) library
- Information-analytical complex for managing the educational process.
- Distance learning system.

When distributing, planning and providing educational resources, the Academy takes into account the needs of various groups of students and takes into account the trends of student-centered learning:

- all students are provided with round-the-clock access to information resources and an electronic library;
- the infrastructure of the university and the structure of information systems are designed taking into account the needs of students with disabilities;
- for foreign students there is an adaptation program, which includes a set of measures for socio-psychological and academic support.

The Academy provides regular training and professional development of administrative and managerial staff and support services.

### ***Analytical part***

During the work of the EEC, it was confirmed that T.K. Zhurgenov KazNAA ensures the availability of sufficient, accessible and appropriate educational resources and student support services. When distributing, planning and providing educational resources, the Academy takes into account the needs of various groups of students.

The Academy effectively operates various student support services (academic support, social support, technical support, material support), which are characterized by availability and demand. Material assistance is provided to needy students: benefits, scholarships, grants, targeted financial assistance.

In the process of interviews with students, the fact was confirmed that nonresident students are provided with accommodation in a hostel. Accommodation in a hostel is carried out in accordance with the Rules for living in a hostel, in compliance with established sanitary standards. The dormitories provided by the Academy are equipped with all the necessary social infrastructure for organizing the life of students and the diversified development of students. However, it turned out that those living in the hostel have serious transport problems, which causes frequent lateness to classes.

To organize the independent work of students, the university forms and maintains an Electronic Library <http://elib.kaznai.kz/>, containing the methodological developments of university teachers (educational and methodological complex of disciplines, videos, electronic textbooks, electronic publications), high-demand literature, literature for multilingual education. Remote access to the resources of the Digital Library is provided around the clock and can be carried out through local and global networks.

Students of EP 7M02161 Art management have access to cloud storage [kaznai-art@mail.ru](mailto:kaznai-art@mail.ru), which contains video lectures, videos of online events of the department and other useful information. On the MOODLE portal, each teacher uploaded a portfolio with information about his achievements in the field of science, education and social work. And also for each discipline, syllabuses, EMCD, assignments for midterm control, final certification, presentations for lectures, assignments for SIW and SIWT are loaded.

The laboratory fund is equipped with professional equipment that corresponds to modern production realities and is able to provide conditions for the creation of artistic products within the framework of educational, creative and project assignments.

When studying syllabuses in the disciplines of accredited EPs, the presence of outdated literature in some disciplines and the insufficiency of literature in the native language were revealed.

It is also necessary to find opportunities for updating and replacing outdated equipment of educational and creative laboratories, taking into account the specifics of the EP, its subject area, which is associated with a constant qualitative change in equipment and technologies.

***Strengths of EP EP 7M02161 Art Management and EP 7M02154 Film and TV Directing.***

1. A material base has been created that provides high-quality training in accredited EPs. Students are provided with comprehensive social support of material and non-material plan.
2. There is a technological support for students and teaching staff in the format of online learning, as well as for database modeling, data analysis programs.

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. Conduct an analysis of the effectiveness of the use of resources involved in the implementation of the EP, take into account the results of the analysis in the development of the resource base of the university and modernize the equipment of educational and creative laboratories, taking into account the requirements of modern production.
2. Expansion and renewal of the library fund through the acquisition of modern educational and methodological resources, in particular, professionally-oriented literature in the state language.
3. To ensure an increase in the level of social comfort of university staff by creating a communicative and leisure environment for informal communication between teachers and partners of the university.
4. Improve social conditions for students. To form an educational environment at the university that is convenient and attractive for people with disabilities and people with disabilities, capable of inspiring their confidence and desire to study at T. K. Zhurgenov KazNAA.

Completion date: 09/01/2024

**Conclusions of the EEC according to the criteria:**

***According to the standard "Educational resources and student support systems" according to OP 7M02161 Art Management and EP 7M02154 Film and TV Directing disclosed 9 criteria, of which 1 has strong positions, 8 satisfactory positions.***

**6.9. Public Information Standard**

- ✓ The EI must publish reliable, objective, up-to-date information about the educational program and its specifics, which should include:
  - expected learning outcomes of the educational program being implemented;
  - qualification and (or) qualifications that will be awarded upon completion of the educational program;
  - approaches to teaching, learning, as well as a system (procedures, methods and forms) of assessment;
  - information about passing scores and learning opportunities provided to students;
  - information about employment opportunities for graduates.
- ✓ The management of the EP should provide for a variety of ways to disseminate information, including the media, information networks to inform the general public and interested parties.
- ✓ Informing the public should include support and explanation of national programs for the development of the country and the system of higher and postgraduate education.
- ✓ The EI must demonstrate the reflection on the web resource of information that characterizes it as a whole and in the context of educational programs.
- ✓ An important factor is the availability of adequate and objective information about the teaching staff of the EP.



✓ *An important factor is informing the public about cooperation and interaction with partners within the framework of the EP.*

### **Evidence**

During the work of the EEC, the leadership of T.K. Zhurgenov KazNAA demonstrated an understanding of the importance of disseminating information through the media and information networks, which helps to strengthen the positions of educational programs among consumers of the educational product. The relevant departments of the Academy have developed the "Regulations on the press service", which regulates public relations. The press service of the academy corresponds to the tasks defined in the regulation. The main tasks are:

- informing the population, public authorities, local self-government, organizations and their associations about the policy and results of the practical activities of the Academy;
- formation of the image of the Academy in public and business circles as a transparent and socially responsible company and the formation of the image of the first persons of the Academy;
- providing the necessary information, communication and analytical support for the activities of the Academy;
- development and information content of the website of the Academy;
- analysis of the information field for media coverage of events related to the activities of the Academy;

T.K. Zhurgenov KazNAA publishes information about her activities, including the implementation of educational programs. The information on the site is integrated from the information systems of the university, updated in real time and is focused on user groups: applicants, students, academic staff, administrative and managerial staff.

The information site is managed by the Department of Education Strategy and Quality. The functioning of the site is regulated by the Law of the Republic of Kazakhstan "On Access to Information" dated November 16, 2015 No. 401-V; Recommendations of the Republican Coordinating Council of the social project "Serpin-2050".

Students of accredited EPs have the opportunity to obtain information about teaching, learning, assessment procedures through the website of T.K. Zhurgenov KazNAA. Information on the educational process is reflected in [Student's guide, Regulations on the adviser, Rules for organizing the educational process](#) etc. Also on the page [https://talapker.kaznai.kz/?page\\_id=5758](https://talapker.kaznai.kz/?page_id=5758) information is given on the programs and schedules of entrance examinations for the master's degree, admission rules, creative examinations of the master's degree and requirements for the abstract, a list of documents required to participate in the comprehensive testing or competition for the award of state educational grants is posted.

Since 2016, the scientific journal "Central Asian Journal of Art Studies (CAJAS)" has been quarterly published - an international scientific peer-reviewed journal that publishes the results of author's research in the areas of art history (theater, music, choreography, cinema, fine and applied arts, architecture, etc.). etc.), Pedagogy in Humanities Education and Philosophy of Art and Science at T.K. Zhurgenov KazNAA. In September 2020, CAJAS was included in the List of publications recommended by the Committee for Quality Assurance in Education and Science (KOKSON) of the Ministry of Education and Science of the Republic of Kazakhstan for the publication of the main results of scientific activity (section "Art Studies"). In addition, CAJAS is indexed by EBSCO, Cyberleninka, KBC (Kazakhstan Citation Base), NTSGNTE.

CAJAS journal numbers are placed in a digital repository <https://cajas.kz/journal/issue/archive>.

### **Analytical part**

In the process of conducting accreditation activities, the EEC found out that T.K. Zhurgenov KazNAA provides information to the public about their activities through the official website [www.kaznai.kz](http://www.kaznai.kz), local and republican media.

Accredited EP 7M02161 Art Management, 7M02154 Film and TV Directing is described in detail on the information website of the university [www.kaznai.kz](http://www.kaznai.kz) in the section "Faculties" - "Chairs". Information within the framework of the EP is accurate, objective and up-to-date. In the modular educational programs available to the public, through the declared learning outcomes, such important areas as support and clarification of the national development programs of the country and the system of higher and postgraduate education are declared, and there is also data on all ongoing programs indicating the expected learning outcomes. ([http://esuvo.platonus.kz/#/register/education\\_program](http://esuvo.platonus.kz/#/register/education_program)). This information is also available in Moodle, in the electronic department of Screen Arts Directing, Art Management and Producing.

The site is maintained in three languages, with identical information presented in all languages. However, it was found that the content of the site in Russian and English is very limited compared to the state language.

Informing the public about important events, achievements, the educational process of the EP 7M02161 Art management, 7M02154 Film and TV directing carried out through publications in various social networks. Thus, the Instagram channel of the Department of Art Management and Producing @art.management\_kaznai is actively functioning, which posts information on entrance exams, ongoing events, publishes creative projects and theses of students in order to inform the general public and stimulate the creative growth of students. Also on the basis of Instagram in personal messages Direct there is direct contact between applicants and teachers of the department, as well as possible partners.

All information posted on the department page on the social network Instagram is automatically duplicated on the page on the social network Facebook - art\_management\_kaznai. However, as experience has shown, the social network Instagram is a more effective channel for communicating with applicants. EP 7M02161 Art management students have access to cloud storage [kaznai-art@mail.ru](mailto:kaznai-art@mail.ru), which contains video lectures, videos of online events of the department and other useful information. EEC was able to make sure that the information on the website and in social networks is relevant, in demand and constantly updated.

Informing scientific, consulting organizations, business partners and educational organizations is an important factor in professional, creative, social communication. In the development plan of the EP, strategic partners were identified: JSC "Sh. Aimanov Kazakhfilm", RTRC "Kazakhstan", KazMedia Center of Astana. External evaluation of the activities of T.K. Zhurgenov KazNAA and implemented EPs are posted on the website of KazNAA <https://kaznai.kz/category/about/accreditation/>.

External evaluation of the activities of T.K. Zhurgenov KazNAA and ongoing EP 7M02161 Art Management, 7M02154 Film and TV Directing (specialty) is posted on Information and links to resources based on the results of external evaluation procedures are available to all interested parties, which helps to establish close and productive ties with the general public. Through various information resources, the Academy provides support and clarification of national programs for the development of the country and the system of higher and postgraduate education.

To provide feedback and direct information to the management at the Academy, there is a "Suggestion Box" in the lobby, where all students, their parents, teaching staff and Academy staff have the opportunity to send their complaints, wishes and ideas, which are considered and discussed at the Faculty's Educational and Methodological Bureau (EMBF). Virtual complaints can be posted on the Academy website.

#### ***Strengths of EP 7M02161 Art Management and EP 7M02154 Film and TV Directing.***

1. To inform all stakeholders and the public of T.K. Zhurgenov KazNAA uses a variety of ways to disseminate information on the official website, as well as in the media, information networks.
2. T.K. Zhurgenov KazNAA website has a user-friendly interface and attractive modern design.

3. The development of the scientific authority of the Academy is facilitated by its own peer-reviewed scientific journal "Central Asian Journal of Art Studies (CAJAS)" in the areas of art history (theatre, music, choreography, cinema, fine and applied arts, architecture, etc.), pedagogy in the humanities education and philosophy of art and science, included in the List of publications recommended by the Committee for Quality Assurance in Education and Science (KOKSON) of the Ministry of Education and Science of the Republic of Kazakhstan for the publication of the main results of scientific activity (section "Art Studies").

***EEC recommendations on EP 7M02161 Art Management and EP 7M02154 Film and TV directing:***

1. 1. In order to position T.K. Zhurgenov KazNAA as a regional leader in the creative educational sphere, to create interuniversity scientific and creative events on the basis of the Academy, which would become a platform for the exchange of ideas, achievements, professional techniques. Provide information content of the official website in foreign languages (English, Chinese) to attract applicants from far abroad countries and expand international contacts.

2. Using the platform of the official website of the university and social networking pages, conduct an advertising campaign to attract non-resident and foreign applicants, demonstrating to them the competitive advantages of getting an education at the Academy.

Completion date: 09/01/2024

**Conclusions of the EEC according to the criteria:**

***According to the standard "Informing the public" EP 7M02161 Art Management and OP 7M02154 Film and TV Directing disclosed 10 criteria, of which 4 have strong, 6 satisfactory positions.***

**(VII) OVERVIEW OF STRENGTHS/BEST PRACTICE FOR EACH STANDARD**

**Standard "Management of the educational program"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. Creation of unique educational programs 7M02161 Art Management and 7M02154 Film and TV Directing, which are developed in accordance with the strategic goals of the university to train competitive specialists based on the integration of education, science and production.

**Information Management and Reporting Standard**

***Strengths/best practice in EP 7M02161 Art management and 7M02154 Film and TV directing***

1. The university has formed and operates a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system. Both students and teaching staff and employees of the university are involved in the processes of collecting and analyzing information. Students are regularly surveyed to identify the degree of satisfaction with the quality of educational programs and the conditions for their implementation. Convenient communication and feedback of all participants in the educational process is provided.

**Standard "Development and approval of the educational program"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. The goals of educational programs are formulated 7M02161 Art management, 7M02154

Film and TV directing, which clearly correspond with the strategic development plan of T.K. Zhurgenov KazNAA and the real demands of the modern domestic and world labor market.

2. When developing the educational program 7M02161 Art Management, the experience of leading universities, domestic and foreign, with programs of a similar focus was used, which made it possible to create joint educational programs with foreign educational organizations.

**Standard "Continuous monitoring and periodic evaluation of educational programs"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. Competitiveness and development prospects of the EP of the departments "Art Management and Producing" and "Direction of Screen Arts" is implemented through practice-oriented training of students on the basis of practices that are the leading art enterprises in the region. As a result, the implementation of educational projects of students is carried out in the form of full-fledged works of art.

**Student-Centered Learning, Teaching and Assessment Standard**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. Students are given the opportunity to study individual disciplines or modules in other educational institutions, including abroad.

2. Teachers use advanced educational methods aimed at the comprehensive development of knowledge, skills and abilities by students in each individual discipline, and in general - along the entire trajectory of the training direction. The main reserve of teaching methods for accredited programs is the professional activity of teaching staff, since all teachers are constantly engaged in creative work.

**Standard "Students"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. T.K. Zhurgenov KazNAA, the transparency of procedures for the formation of a contingent of students is ensured, which is determined by the need for specialists in the field of directing and art management. The formation of the contingent of students is also due to the available material, technical and information resources, as well as the personnel potential of the graduating departments "Direction of screen arts", "Art management and production".

2. Employment and professional activities of graduates of the EP 7M02154 "Film and TV directing" (profile direction) are regularly monitored, which is under constant control of the Screen Arts Directing department and the department of career guidance and educational and industrial practice.

3. An Alumni Association has been established and it is actively functioning at the Academy.

4. The university has a mechanism of material and non-material support for gifted students.

**Standard "Teaching Staff"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV Directing***

4. Accredited educational programs are implemented by highly professional teaching staff, which gives grounds to talk about the creation of a strong school with a scientific, creative and methodological base.

5. T.K. Zhurgenov KazNAA develops clear, transparent and objective criteria for hiring employees, appointments, filling vacancies, promotions, dismissals and follows them in her activities in accordance with the principle of meritocracy.

The personnel potential of the graduating departments "Art Management and Producing"



and "Direction of Screen Arts" is able to ensure the strategic development of educational programs of the specialties in question.

**Standard "Educational resources and student support systems"**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV***

***Directing***

1. In T.K. Zhurgenov KazNAA, a material base has been created that provides high-quality training in accredited EP. Students are provided with comprehensive social support of a material and non-material plan.
2. There is a technological support for students and teaching staff in the format of online learning, as well as for database modeling, data analysis programs.

**Public Information Standard**

***Strengths / best practice in EP 7M02161 Art Management and 7M02154 Film and TV***

***Directing***

1. To inform all stakeholders and the public of T.K. Zhurgenov KazNAA uses a variety of ways to disseminate information on the official website, as well as in the media, information networks.
2. T.K. Zhurgenov KazNAA website has a user-friendly interface and attractive modern design.
3. The development of the scientific authority of the Academy is facilitated by its own peer-reviewed scientific journal "Central Asian Journal of Art Studies (CAJAS)" in the areas of art history (theatre, music, choreography, cinema, fine and applied arts, architecture, etc.), pedagogy in the humanities education and philosophy of art and science, included in the List of publications recommended by the Committee for Quality Assurance in Education and Science (KOKSON) of the Ministry of Education and Science of the Republic of Kazakhstan for the publication of the main results of scientific activity (section "Art Studies").

## **(VIII) OVERVIEW OF RECOMMENDATIONS ON IMPROVING QUALITY**

**Standard "Management of the educational program"**

***EEC recommendations for EP 7M02161 Art Management and 7M02154 Film and TV***

***Directing***

1. In order to increase the number of students and attract public interest in the educational programs 7M02161 Art Management and 7M02154 Film and TV Directing, strengthen the work on risk management in terms of more actively informing the public about the benefits of the program. Provide open access on the official website and social networks scientific and creative achievements of teachers and students, information about strategic partners and employment prospects.
2. Update the quality policy in terms of meeting the needs of the labor market, the qualifications market, both at the national level and internationally. Ensure the participation of all interested parties, including foreign partners, in quality assurance procedures.
3. Develop a system of measures to improve the position of the university in domestic and world rankings of educational organizations.
4. Strengthen work on providing students with the opportunity to obtain double diplomas using distance and mixed educational technologies; to conduct an active search for partner universities in Kazakhstan and foreign countries for this purpose.

### **Information Management and Reporting Standard**

#### **EEC recommendations for EP 7M02161 Art Management and 7M02154 Film and TV**

##### **Directing**

1. In order to increase the number of students and attract public interest in accredited EPs, strengthen risk management in terms of strengthening the competitiveness of the Academy and more actively informing the public about the benefits of the program.

2. Strengthen the collection and provision of information to the general public on key performance indicators of educational programs, in particular, on the creative, scientific and innovative activity of teaching staff and students.

2. Create a platform for publishing a portfolio of creative and scientific works of teachers and the entire faculty, as well as creative portfolios of students to increase employers' awareness of the level of professional training and the creative potential of students.

### **Standard "Development and approval of the educational program"**

#### **EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV**

##### **Directing**

1. It is necessary to document in more detail the process of updating and modernizing educational programs in terms of its algorithm, frequency, conditions for involving all stakeholders and taking into account their recommendations, analysis and criteria for evaluating the result. It is necessary to ensure a real update of educational programs and all their components, taking into account the needs of a dynamically changing labor market, the requests of business and production representatives, as well as the opinions of graduates; annually update educational programs in terms of the composition and volume of disciplines established in the curriculum, the content of the work programs of training courses, programs of educational and industrial practices, as well as assessment materials and methodological resources.

2. To develop cooperation with other domestic and foreign universities of a similar nature in order to introduce a system of double diplomas.

3. To provide the management of the EP with an interdisciplinary approach in the implementation of the EP, in particular, when setting goals for course projects, professional practices, topics of the WRC, etc.

### **Standard "Continuous monitoring and periodic evaluation of educational programs"**

#### **EEC recommendations for EP 7M02161 Art Management and 7M02154 Film and TV**

##### **Directing**

1. Expansion of practice bases in all regions of Kazakhstan and abroad, where there are creative organizations and enterprises whose activities and technological equipment correspond to the content of educational programs 7M02161 Art Management, 7M02154 Directing Film and TV.

2. Develop and put into action a mechanism for informing all stakeholders about the results of monitoring, analytical activities based on monitoring materials, as well as planned or taken actions regarding the updating and modernization of the EP, the purpose of which was to conduct a survey of interested parties.

3. Develop a system of measures to improve the position of the university in the Russian and world rankings of educational organizations. Strengthen the involvement of employers in participation in professionally oriented events organized by graduating departments.

### **Student-Centered Learning, Teaching and Assessment Standard**

#### **EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV**

##### **Directing**

1. Using human and methodological resources, provide students with the opportunity to receive education in their chosen language - state or foreign, even when it comes to isolated cases.
2. To shift the focus to the research work of students, to develop and implement motivational tools to enhance publication activities, to involve them more fully in the research and innovation work of the teaching staff, to stimulate their interest in entering doctoral studies.
3. Develop a clearly defined and effective algorithm for the appeals procedure and make this information open and accessible to students.

#### Standard "Students"

##### ***EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV***

#### ***Directing***

1. Strengthen career guidance activities to attract domestic and foreign applicants. For this purpose, create commercials about the benefits of the programs implemented at the Academy. Use the help of alumni employers for promotional purposes.
2. It is necessary to develop and effectively implement special adaptation and support programs for newly enrolled and foreign students.  
Through interaction with the municipal authorities, solve the transport problems of students living in the hostel.

#### Standard "Teaching Staff"

##### ***EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV***

#### ***Directing***

4. To improve the quality of the scientific activity of the university by attracting undergraduates to research activities, expanding the grant and innovation activities of teaching staff, developing partnerships with foreign universities in terms of joint scientific work, increasing the publication activity of teaching staff, including in peer-reviewed publications from the scientometric database Scopus, Web of Science, etc. To intensify the grant and innovation activities of teaching staff involved in the implementation of accredited EPs. Formation of partnerships with foreign universities in terms of the implementation of joint grant programs.
5. Expansion of educational practices and technologies through the formation of the teaching staff with the active involvement of specialists with experience in other universities, including foreign ones.
6. Development and implementation of a development program for academic mobility of teaching staff through partnership with domestic and foreign universities that have programs with a similar focus. Expansion of the practice of participation of teachers in joint international projects and foreign internships in order to update the content of educational programs.

#### Standard "Educational resources and student support systems"

##### ***EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV***

#### ***Directing***

1. Conduct an analysis of the effectiveness of the use of resources involved in the implementation of the EP, take into account the results of the analysis in the development of the resource base of the university and modernize the equipment of educational and creative laboratories, taking into account the requirements of modern production.
2. Expansion and renewal of the library fund through the acquisition of modern educational and methodological resources, in particular, professionally-oriented literature in the state language.
3. To ensure an increase in the level of social comfort of university staff by creating a communicative and leisure environment for informal communication between teachers and partners of the university.

4. Improve social conditions for students. To form an educational environment at the university that is convenient and attractive for people with disabilities and people with disabilities, capable of inspiring their confidence and desire to study at T. K. Zhurgenov KazNAA.

**Public Information Standard**

***EEC recommendations on EP 7M02161 Art Management and 7M02154 Film and TV Directing***

1. In order to position T.K. Zhurgenov KazNAA as a regional leader in the creative educational sphere, to create interuniversity scientific and creative events on the basis of the Academy, which would become a platform for the exchange of ideas, achievements, professional techniques

2. Provide information content of the official website in foreign languages (English, Chinese) to attract applicants from far abroad countries and expand international contacts.

3. Using the platform of the official website of the university and pages of social networks, conduct an advertising campaign to attract non-resident and foreign applicants, demonstrating to them the competitive advantages of getting an education at the Academy.

**Appendix 1. Evaluation table "PARAMETERS OF THE SPECIALIZED PROFILE (EX-ANTE)"**

**Conclusion of the external expert commission for quality assessment  
educational program 7M02161 Art Management and 7M02154 Film and TV Directing**

**RGO "T.K.Zhurgenov Kazakh National Academy" MCS**

No. p p	No. n\n	Criteria for evaluation	Position of the educational organization			
			strong	Satisfactory	Assumes improvement	Unsatisfactory
Standard "Educational program management»						
1	1.	The organization of higher and (or) postgraduate education must have a published quality assurance policy that reflects the relationship between research, teaching and learning		+		
2	2.	The organization of higher and (or) postgraduate education must demonstrate the development of a culture of quality assurance, including in the context of EP		+		
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.	The EP management demonstrates transparency in the development of the EP development plan, containing the start dates for implementation, based on an analysis of its		+		



		functioning, the actual positioning of the EP and the focus of its activities on meeting the needs of the state, employers, students and other stakeholders				
5	5.	The EP management demonstrates the existence of 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		+		
6	6.	The management of the EP should involve representatives of stakeholder groups, including employers, students and teaching staff in the formation of a development plan for the EP		+		
7	7.	The management of the EP must demonstrate the individuality and uniqueness of the EP development plan, its consistency with national priorities and the development strategy of the organization of higher and (or) postgraduate education		+		
8	8.	The organization of higher and (or) postgraduate education must demonstrate a clear definition of those responsible for business processes within the framework of the EP, an unambiguous distribution of staff duties, and delimitation of the functions of collegial bodies		+		
9	9.	The management of the EP must provide evidence of the transparency of the educational program management system		+		
10	10.	The management of the EP must demonstrate the existence of an internal quality assurance system for the EP, including its design, management and monitoring, their improvement, decision-making based on facts		+		
11	11.	The management of the EP must carry out risk management, including within the framework of the EP undergoing primary accreditation, and also demonstrate a system of measures aimed at reducing the degree of risk			+	
12	12.	The management of the EP should ensure the participation of representatives of employers, teaching staff, students and other interested parties in the collegiate management bodies of the educational program, as well as their representativeness in making decisions on the management of the educational program		+		
13	13.	The EI must demonstrate innovation management within the EP, including the analysis and implementation of innovative proposals		+		
14	14.	The management of the EP must demonstrate evidence of readiness for openness and accessibility for students, teaching staff, employers and other interested parties	+			
15	15.	The management of the EP must be trained in education management programs		+		
<b>Total by standard</b>			<b>1</b>	<b>13</b>	<b>1</b>	<b>0</b>
<b>Information Management and Reporting Standard</b>						
16	1.	The EI must demonstrate the existence of a system for collecting, analyzing and managing information based on the use of modern information and communication technologies		+		

		and software tools and that it uses a variety of methods to collect and analyze information in the context of the EP				
17	2.	The management of the EP must demonstrate the existence of a mechanism for the systematic use of processed, adequate information to improve the internal quality assurance system		+		
18	3.	The management of the EP must demonstrate fact-based decision making		+		
19	4.	Within the framework of the EP, a system of regular reporting should be provided, reflecting all levels of the structure, including an assessment of the effectiveness and efficiency of the activities of departments and departments, scientific research		+		
20	5.	The EI should establish the frequency, forms and methods for assessing the management of the EP, the activities of collegial bodies and structural divisions, top management, and the implementation of scientific projects		+		
21	6.	The EI must demonstrate the determination of the procedure for and ensuring the protection of information, including the identification of persons responsible for the reliability and timeliness of the analysis of information and the provision of data		+		
22	7.	An important factor is the availability of mechanisms for involving students, employees and teaching staff in the processes of collecting and analyzing information, as well as making decisions based on them.		+		
23	8.	The management of the EP must demonstrate the existence of a mechanism for communication with students, employees and other stakeholders, as well as mechanisms for resolving conflicts	+			
24	9.	EI must demonstrate the availability of mechanisms for measuring the degree of satisfaction with the needs of teaching staff, staff and students within the framework of the EP		+		
25	10.	The EI should provide for an assessment of the effectiveness and efficiency of activities, including in the context of the EP		+		
		<i>The information expected to be collected and analyzed within the framework of the EP should take into account:</i>				
26	11.	key performance indicators			+	
27	12.	the dynamics of the contingent of students in the context of forms and types		+		
28	13.	academic performance, student achievement and dropout		+		
29	14.	satisfaction of students with the implementation of the EP and the quality of education at the university		+		
30	15.	availability of educational resources and support systems for students		+		
31	16.	The EI must confirm the implementation of the procedures for processing personal data of students, employees and teaching staff on the basis of their documented consent		+		
<b>Total by standard</b>			<b>1</b>	<b>14</b>	<b>1</b>	<b>0</b>
<b>Standard "Development and approval of the educational program"</b>						

32	1.	The EI must define and document the procedures for developing the EP and their approval at the institutional level.		+		
33	2.	The management of the EP should ensure that the content of the EP complies with the established goals, including the intended learning outcomes.		+		
34	3.	The management of the EP must demonstrate the existence of mechanisms for reviewing the content and structure of the EP, taking into account changes in the labor market, the requirements of employers and the social demand of society			+	
35	4.	The management of the EP should ensure the availability of developed models of the EP graduate that describe the learning outcomes and personal qualities		+		
36	5.	The management of the EP must demonstrate the conduct of external reviews of the content of the EP and the planned results of its implementation		+		
37	6.	The qualification awarded upon completion of the EP must be clearly defined and correspond to a certain level of the NSC and QF-EHEA		+		
38	7.	The EP management should determine the influence of disciplines and professional practices on the formation of learning outcomes		+		
39	8.	An important factor is the possibility of preparing students for professional certification		+		
40	9.	The management of the EP must provide evidence of the participation of students, teaching staff and other interested parties in the development of the EP, ensuring its quality	+			
41	10.	The management of the EP should ensure that the content of the academic disciplines and the planned results correspond to the level of education (bachelor's, master's, doctoral studies)		+		
42	11.	The structure of the EP should provide for various types of activities that ensure that students achieve the planned learning outcomes		+		
43	12.	An important factor is the correspondence between the content of the EP and the learning outcomes of the EP implemented by organizations of higher and (or) postgraduate education in the EHEA		+		
<b>Total by standard</b>			1	10	1	0
<b>Standard "Continuous monitoring and periodic evaluation of educational programs"</b>						
44	1.	The EI should determine the mechanisms for monitoring and periodically evaluating the EP to ensure the achievement of the goal and meeting the needs of students, society, and show the focus of the mechanisms on the continuous improvement of the EP		+		
		<i>Monitoring and periodic evaluation of the EP should include:</i>				
45	2.	the content of the program in the light of the latest achievements of science in a particular discipline to ensure the relevance of the discipline taught	+			
46	3.	changing needs of society and the professional environment		+		
47	4.	workload, performance and graduation of students		+		
48	5.	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 the EP		+		
51	8.	The management of the EP must demonstrate a systematic approach in monitoring and periodically assessing the quality of the EP			+	
52	9.	The EI, the management of the EP should determine a mechanism for informing all interested parties about any planned or taken actions in relation to the EP			+	
53	10.	All changes made to the EP must be published			+	
<b>Total by standard</b>			1	6	3	0
<b>Student-Centered Learning, Teaching and Assessment Standard</b>						
54	1.	The management of the EP should ensure respect and attention to various groups of students and their needs, provide them with flexible learning paths		+		
55	2.	The management of the EP should provide for the use of various forms and methods of teaching and learning	+			
56	3.	An important factor is the presence of own research in the field of teaching methods of academic disciplines of the EP		+		
57	4.	The management of the EP must demonstrate the existence of feedback mechanisms for the use of various teaching methods and the assessment of learning outcomes		+		
58	5.	The management of the EP must demonstrate the existence of mechanisms to support the autonomy of students with simultaneous guidance and assistance from the teacher		+		
59	6.	The management of the EP must demonstrate the existence of a procedure for responding to complaints from students		+		
60	7.	The EI must ensure the consistency, transparency and objectivity of the mechanism for evaluating learning outcomes for each SP, including appeal		+		
61	8.	The EI must ensure that the procedures for assessing the learning outcomes of students of the EP correspond to the planned results and goals of the program, the publication of criteria and assessment methods in advance		+		
62	9.	The EI should define the mechanisms to ensure the achievement of learning outcomes by each EP graduate and ensure the completeness of their formation.		+		
63	10.	Assessors must be familiar with modern methods for assessing learning outcomes and regularly improve their skills in this area.	+			
<b>Total by standard</b>			2	8	0	0
<b>Standard "Students»</b>						
64	1.	The EI must demonstrate the existence of a policy for the formation of a contingent of students in the context of the EP, ensure transparency and publicity of its procedures governing the life cycle of students (from admission to completion)			+	
		<i>The management of the EP should determine the procedure for the formation of a contingent of students based on:</i>				
65	2.	minimum requirements for applicants		+		



66	3.	maximum group size during seminars, practical, laboratory and studio classes		+		
67	4.	predicting 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, incl. provision of places in the hostel			+	
70	7.	The management of the EP must demonstrate readiness to conduct special adaptation and support programs for newly enrolled and foreign students		+		
71	8.	The EI must demonstrate the compliance of its actions with the Lisbon Recognition Convention, the existence of a mechanism for recognizing the results of academic mobility of students, as well as the results of additional, formal and non-formal learning		+		
72	9.	The EI should cooperate 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		+		
73	10.	The EI should provide an opportunity for external and internal mobility of students of the EP, as well as readiness to assist them in obtaining external grants for training		+		
74	11.	The management of the EP must demonstrate readiness to provide students with internship places, promote the employment of graduates, and maintain contact with them		+		
75	12.	The EI should provide for the possibility of providing graduates of the EP with documents confirming the qualifications received, including the achieved learning outcomes, as well as the context, content and status of the education received and evidence of its completion.		+		
<b>Total by standard</b>			0	10	2	0
<b>Standard "Teaching staff»</b>						
76	1.	The EI must have an objective and transparent personnel policy, including in the context of the EP, including recruitment, professional growth and development of personnel, ensuring the professional competence of the entire staff	+			
77	2.	The EI must demonstrate the compliance of the staff potential of the teaching staff with the specifics of the EP	+			
78	3.	The management of the EP must demonstrate awareness of responsibility for its employees and provide favorable working conditions for them			+	
79	4.	The management of the EP should demonstrate the change in the role of the teacher in connection with the transition to student-centered learning		+		
80	5.	The EI must determine the contribution of the teaching staff of the EP to the implementation of the development strategy of the EI, and other strategic documents		+		
81	6.	The EI should provide opportunities for career growth and professional development of the teaching staff of the EP	+			

82	7.	The management of the EP must demonstrate readiness to involve practitioners in the relevant sectors of the economy in teaching	+			
83	8.	The EI must demonstrate the motivation for the professional and personal development of EP teachers, including encouragement for the integration of scientific activities and education, the use of innovative teaching methods		+		
84	9.	An important factor is the readiness to develop academic mobility within the framework of the EP, to attract the best foreign and domestic teachers		+		
<b>Total by standard</b>			<b>4</b>	<b>4</b>	<b>1</b>	<b>0</b>
<b>Standard "Educational resources and student support systems"</b>						
85	1.	The EI must guarantee a sufficient number of educational resources and student support services to ensure the achievement of the goal of the EP		+		
86	2.	The EI must demonstrate the sufficiency of material and technical resources and infrastructure, taking into account the needs of various groups of students in the context of the EP (adults, working, foreign students, as well as students with disabilities)		+		
87	3.	The management of the EP must demonstrate the existence of procedures for supporting various groups of students, including information and counseling		+		
		<i>The EP management must demonstrate the compliance of information resources with the specifics of the EP, including:</i>				
88	four	technological support for students and teaching staff (for example, online learning, modeling, databases, data analysis programs)		+		
89	5.	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		+		
90	6.	examination of the results of research, graduation works, dissertations for plagiarism		+		
91	7.	access to educational Internet resources		+		
92	eigh t.	functioning of WI-FI on the territory of the educational organization		+		
93	9.	The EI demonstrates the planning of providing the EP with educational equipment and software similar to those used in the relevant sectors of the economy	+			
<b>Total by standard</b>			<b>1</b>	<b>8</b>	<b>0</b>	<b>0</b>
<b>Public Information Standard</b>						
		<i>The EI must publish reliable, objective, up-to-date information about the educational program and its specifics, which should include:</i>				
94	1.	expected learning outcomes of the implemented educational program		+		
95	2.	qualification and (or) qualification that will be awarded upon completion of the educational program	+			

96	3.	approaches to teaching, learning, as well as a system (procedures, methods and forms) of assessment		+		
97	4.	information about passing scores and learning opportunities provided to students		+		
98	5.	information about employment opportunities for graduates	+			
99	6.	The management of the EP should provide for a variety of ways to disseminate information, including the media, information networks to inform the general public and interested parties	+			
100	7.	Informing the public should include support and explanation of the national development programs of the country and the system of higher and postgraduate education		+		
101	8.	EI must demonstrate the reflection on the web resource of information that characterizes it as a whole and in the context of educational programs		+		
102	9.	An important factor is the availability of adequate and objective information about the teaching staff of the EP		+		
103	10.	An important factor is informing the public about cooperation and interaction with partners within the framework of the OP	+			
<b>Total by standard</b>			4	6	0	0
<b>TOTAL</b>			15	79	9	0

15 (14.6%) parameter has the position "strong"

79 (76.7%) parameters have a position of "satisfactory"

9 (8.7%) parameters have the position "suggests improvement"

0 (0%) parameters have a position of "unsatisfactory"