REPORT

on the results of the work of the external expert commission on assessment on compliance with the requirements of the standards of international specialized accreditation of joint educational programs

6B04107 Social media marketing (Bachelors)
7M04107 Social media marketing (Masters)

D. SERIBAYEV EAST KAZAKHSTAN TECHNICAL UNIVERSITY

April 25-27, 2023

INDEPENDENT AGENCY FOR ACCREDITATION AND RATING
External Expert Commission

Addressed to
Accreditation
Council of the IAAR

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(I) <u>ABBREVIATIONS</u>

EKTU – D. Serikbayev East Kazakhstan technical university
IR – Internal regulations
HEI – Higher education institution
EEC – External expert commission
SCES – State compulsory educational standard
DLT – Distance learning technologies
UNT – Unified national testing
ECTS – European Credit Transfer System
ICT – Information and communication technologies
IMS – Integrated management system
ITP – Individual training plan
CED – Catalog of elective disciplines
MES RK – Ministry of Education and Science of the Republic of Kazakhstan
IITU – International IT University
NARA – National Accreditation and Rating Agency
RW – Research work
LHC – limited health capabilities
EP – Educational program
S – Software
F – Faculty
RK – Republic of Kazakhstan
**WC** – Work curriculum
MM – Mass media
QMS – Quality management system
JEP – Joint educational program
LLP – Limited Liability Partnership
SBE – School of Business and Entrepreneurship of D. Serikbayev East Kazakhstan Technical University
SMM – Social media marketing

(II) INTRODUCTION

In accordance with the order № 39-23-OD dated 24.02.2023 of the Independent Accreditation and Rating Agency from 25 to 27 April 2023, the external expert commission conducted an assessment of compliance of educational programs 6B04107 Social Media Marketing, 7M04107 Social Media Marketing of East Kazakhstan Technical University named after D. Serikbayev with the standards of specialized accreditation of IAAR joint educational programs (from 5.01.2021 № 1-21/1-OD) in a hybrid format.

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

EEC Members:

1. **Chairman of the IAAR EEC** – Tamyarov Andrey Valerievich, Candidate of Technical Sciences, Associate Professor, Ulyanovsk State Technical University; *Off-line participation*

2. **Foreign expert of the IAAR EEC** – Korolev Konstantin Yurievich, Candidate of Economics, Associate Professor, Russian Academy of National Economy and Public Administration under the President of the Russian Federation (RANEPA) *On-line participation*

3. **Foreign expert of the IAAR EEC** – Voropaev Viktor Viktorovich, Ph.D., Yanka Kupala State University of Grodno; *On-line participation*

4. **Foreign expert of the IAAR EEC** – Mammadova Leyla Vasif kyzy, Azerbaijan University of Architecture and Civil Engineering (Baku, Republic of Azerbaijan); *On-line participation*

5. **Expert of the IAAR EEC** – Aikenova Dina Maratovna, PhD, expert of the 2nd category (Astana, Republic of Kazakhstan); *On-line participation*

6. **Expert of the IAAR EEC** – Abishev Medeu Yerzhanovich, Doctor of Physical and Mathematical Sciences, Professor, Al-Farabi Kazakh National University (Almaty, Republic of Kazakhstan); *Off-line participation*

7. **Expert of the IAAR EEC** – Kushebina Gulnara Malikovna, Ph.D., Esil University (Astana, Republic of Kazakhstan); *Off-line participation*

8. **Expert of the IAAR EEC** – Arzaeva Maya Zhetkergenovna, PhD in Economics, Associate Professor, Kazakh National Agrarian Research University (Almaty, Republic of Kazakhstan); *On-line participation*

9. **Expert of the IAAR EEC** – Ualkhanov Baizhan Nurbaevich, Ph.D., Professor, Innovative Eurasian University (Pavlodar, Republic of Kazakhstan); *Off-line participation*

10. **Expert of the IAAR EEC** – Mursalimova Elmira Askarovna, Ph.D., Al-Farabi Kazakh National University (Almaty, Republic of Kazakhstan); *On-line participation*

11. **Expert of the IAAR EEC** – Dzhetpisbayeva Ainur Zhenisbekkyzy, PhD, Kazakh National Research Technical University. K.I. Satpaev (Almaty, Republic of Kazakhstan); *On-line participation*

12. **Expert of the IAAR EEC** – Turtkarayeva Gulnara Bayanovna, Ph.D., Associate Professor, Sh. Ualikhanov Kokshetau University (Kokshetau, Republic of Kazakhstan); *Off-line participation*

13. **Expert of the IAAR EEC** – Korobkov Maxim Sergeevich, PhD, Gumarbek Daukeev Almaty University of Energy and Communications (Almaty, Republic of Kazakhstan); *Off-line participation*

14. **Employer-expert of the IAAR EEC** – Pilipenko Yury Alexandrovich, Chairman of the International Association of Producers of Goods and Services "Expobest" (Almaty, Republic of Kazakhstan); *On-line participation*

15. **Employer-expert of the IAAR EEC** – Pitrakov Vladimir Yuryevich, director Pavlodar regional branch of JSC "UAPF" (Pavlodar, Republic of Kazakhstan); *On-line participation*

16. **Student-expert of the IAAR EEC** – Jabiyeva Maya Rovshan kyzy, 4th year student of the educational program 050813 Social work of the Baku State University (Baku, Republic of Azerbaijan); *On-line participation*

17. **Student-expert of the IAAR EEC** – Abilova Indira Tolegenkyzy, 1st year student of the educational program 7M01511 Informatics of the Eurasian National University named after L.N. Gumilev (Astana, Republic of Kazakhstan); *On-line participation*

18. **Student-expert of the IAAR EEC** – Nauryzbayev Sultan, 3rd year student of the educational program 6B04109 State financial management of the Kazakh National University named after al-Farabi, member of the Alliance of Students of Kazakhstan ASK (Almaty, Republic of Kazakhstan); *On-line participation*

19. **Student-expert of the IAAR EEC** – Makazhanov Timur Bolatovich, 1st year student of the educational program 7M07303 Cadastre of the Kazakh Agrotechnical University named after S. Seifullin (Astana, Republic of Kazakhstan); *On-line participation*

20. **Student-expert of the IAAR EEC** – Islyamgali Nursultan Arturuly, 1st year student of the educational program 6B05101 Biology and Agriculture, Atyrau University named after Kh. Dosmukhamedov (Atyrau, Republic of Kazakhstan); *On-line participation*

21. **Student-expert of the IAAR EEC** – Mustafina Mergul Oralbekovna, doctoral student of the first year of study of the educational program 8D05401 of the East Kazakhstan University named after S. Amanzholov (Ust-Kamenogorsk, Republic of Kazakhstan); *Off-line participation*

22. **Coordinator of the EEC** – Kydyrmina Nurgul Alimovna, IAAR Project Manager (Astana, Republic of Kazakhstan). *Off-line participation*

(III) REPRESENTATION OF THE EDUCATIONAL ORGANIZATION

Nonprofit JSC "D.Seribayev East Kazakhstan Technical University" was established in 1958.

University mission: we create a high-tech future by integrating education, science and industry.

The University offers 98 educational programs at three levels: bachelor's, master's and PhD. The contingent of students is about 5000 people. The university's priority is to train highly qualified and in-demand specialists of metallurgical, machine-building, architectural and construction, information and communication profiles.

EKTU was awarded 3 QS Stars (UK) in 2016 as part of the international rating system "QS Stars". According to the results of the international audit of the QS Stars rating system, which was completed in March 2023, the University received 4 stars of excellence (https://www.ektu.kz/newsevents/vktu_otmechen_znakom_prevoskhodstva_qs_stars_«4_zvezdy».aspx).

The QS rating company conducted a benchmarking study commissioned by the university, the results of which demonstrated the university's position in comparison with fifteen foreign universities, including: Colorado School of Mines (USA), ITMO University, St. Petersburg (Russia), NIU MIPT (Russia), NNIU MEPhI (Russia), NIU Higher School of Economics (Russia) and others.

The university has formed a research and innovation infrastructure, which includes the Veritas Center of Excellence and sectoral competence and technology transfer centers.

The University has 2 faculties, 7 schools, Foundation. Departments are preserved at faculties, in schools the position of the head of educational program is introduced.

EKTU has a state license for the right to conduct educational activities series № KZ78LAA00018507 from 29.07.2020 (issued by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan).

Joint educational programs (JEP) 6B04107 Social Media Marketing and 7M04107 Social Media Marketing are implemented with the International University of Information Technology. State license for the right to conduct educational activities series № KZ50LAA00032359 from 29.04.2022 (issued by the Committee for Quality Assurance in Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan).

JEP 6B04107 Social Media Marketing, JEP 7M04107 Social Media Marketing are developed in accordance with the requirements of the State Compulsory Standard of Higher and Postgraduate Education of the Republic of Kazakhstan (State Compulsory Standard of Higher and Postgraduate Education of the Republic of Kazakhstan No. 604 dated 21.10.2018). Included in the register of educational programs of RK: JEP 6B04107 Social Media Marketing 24.06.2019, JEP 7M04107 Social Media Marketing 22.06.2019.

The educational process on basic and profile disciplines of the EP curriculum is provided by the School of Business and Entrepreneurship at EKTU and the Department of "Media Communications and History of Kazakhstan" at IITU.

The contingent of students for the 2022-2023 academic year is 26 (undergraduate) and 4 (graduate). The management of JEP carries out its activity on training of diploma specialists in these specialties on the basis of the Law of RK "On Education", the Charter of the University, the Program of strategic development of the University for 2021-2025, orders of the Ministry of Education and Science of RK, the Rector of the University, decisions of the Academic Council and the Faculty Council, the Academic Council, other normative-legal acts and documents.

(IV) DESCRIPTION OF THE PREVIOUS ACCREDITATION

Educational programs 6B04107 Social Media Marketing, 7M04107 Social Media Marketing are being accredited by IAAR for the first time.

(V) EEC VISIT DESCRIPTION

The work of the EEC was carried out on the basis of the approved Program of the visit of the expert commission for specialized accreditation of educational programs of the D. Serikbayev East Kazakhstan Technical University in the period from April 25 to April 27, 2023.

In order to coordinate the work of the EEC 21.04.2023. An on-line introductory meeting was held, during which powers were distributed among the members of the commission, the schedule of the visit was specified, an 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 the self-assessment reports, meetings were held with acting. rector, vice-rectors of the university in areas of activity, heads of structural divisions, heads of departments, teachers, students, graduates, employers. A total of 69 people took part in the meetings representatives (Table 1).

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

Participant category	Quantity
Vice-Rector's Corps	6
Heads of structural divisions	16
Deans	11
Heads of departments	15
teachers	4
Students, undergraduates, doctoral students	13
Graduates	3
Employers	1
Total	69

During the visual inspection, the members of the EEC got acquainted with the state of the material and technical educational and methodological base of the ShBiP.

At the meetings of the EEC IAAR 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-Evaluation Report were specified.

Members of the EEC attended training sessions:

- in the discipline "Methodology of marketing research and data analysis in the media", 1st year, specialty 7M04107 Social media marketing, teacher - Mukhamedgalieva N. (Zoom);

- in the discipline "Fundamentals of Valuation Activities", 3rd year, specialty 6B04107 Social media marketing, teacher - Sorokina L. (Zoom).

In accordance with the accreditation procedure, a survey of 57 teachers, 177 students of different courses was conducted.

In order to confirm the information presented in the Self-Assessment Report, the working documentation of the university was requested and analyzed by external experts . Along with this, the experts studied the Internet positioning of the university through the official website of the university. https://www.ektu.kz/ .

As part of the planned program, recommendations for improving accredited educational programs of the EKTU , developed by the EEC based on the results of the examination, were presented at a meeting with the leadership 27 . 04.2023 _

(VI) COMPLIANCE WITH THE STANDARDS OF INTERNATIONAL ACCREDITATION OF THE JOINT EDUCATIONAL PROGRAM

6.1. Standard «Right to Participation (Eligibility)»

✓ *Educational organizations planning to implement a joint educational program must be recognized by the relevant authorities of the country in which they are located.*

✓ *Participation in the implementation of a joint educational program, awarding of a joint academic degree must comply with national regulations.*

✓ *The academic degree(s) awarded should be in line with the national qualification system of the countries in which the CBOs are located.*

✓ *The joint educational program shall be developed and subject to implementation with the involvement of all partner educational organizations.*

✓ *The conditions for the development, implementation of a joint educational program should be clearly stated in the agreement on cooperation between partner educational organizations.*

✓ *The collaborative document shall set forth the following:*

✓ *information on the academic degree (qualification, degrees) awarded upon mastering (completion) of the joint educational program;*

✓ *coordination and responsibility of the involved partner education organizations with regard to management and financial organization (including funding, cost and revenue sharing, etc.);*

✓ *rules of admission and selection of students;*

✓ *mobility of students and faculty;*

✓ *rules of examinations, methods of assessment of achieved results of students, recognition of ECTS credits and procedures for awarding joint academic degrees.*

Evidence

Educational programs 6B04107 Social Media Marketing (Bachelor's degree), 7M04107 Social Media Marketing (Master's degree) submitted for accreditation are implemented by the non-profit joint stock company "D. Serikbayev East Kazakhstan Technical University" jointly with the International IT University (IITU).

The founder of EKTU is the Government of the Republic of Kazakhstan represented by the State Property and Privatization Committee of the Ministry of Finance of the Republic of Kazakhstan. EKTU has a license for educational activities № KZ50LAA00032359 from 29.04.2022. (https://www.ektu.kz/files/abouttheuniversity/CertificatesLicenses/Licenziya-VKTU-im-D-Serikbaeva.pdf).

The right to conduct educational activities of IITU is established by the license № KZ78LAA00018507 from 29.07.2020. (https://iitu.edu.kz/ru/articles/about-university/gosudarstvennaa-lizenzia/). The founder of the university is the Public Foundation "Nursultan Nazarbayev Educational Foundation".

Accredited JEPs are developed in accordance with the requirements of the State Obligatory Standard of Higher and Postgraduate Education of the Republic of Kazakhstan (State Obligatory Standard of Higher and Postgraduate Education of the Republic of Kazakhstan No. 604 dated 21.10.2018). Included in the register of educational programs of RK: JEP 6B04107 Social Media Marketing – June 24th, 2019, JEP 7M04107 Social Media Marketing – June 22nd, 2019.

Upon completion of JEP 6B04107 Social Media Marketing the academic degree of Bachelor of Economics is awarded. Upon completion of JEP 7M04107 Social Media Marketing the academic degree of Master of Economic Sciences is awarded. This corresponds to pts. 4-1, item 41-2 of article 1 of the Law of the Republic of Kazakhstan from July 27, 2007 № 319-III "On Education" (with amendments and additions as of 01.05.2023).

Regulation EKTU No. 030 "Designing an educational program" dated 06.12.2022 defines the methodology of designing an educational program, as well as regulates the organization and order of all related procedures and defines the official powers and responsibilities of the participants (https://data.ektu.kz/index.php/s/xX3pygNgjMezg2i).

The procedure of EP development at IITU is regulated by the Regulation on the

development and approval of educational programs from 18.11.2020, which describes the mechanism of educational program design (https://iitu.edu.kz/documents/1042/P-35__%D0%9F%D0%BE%D0%BB%D0%BE%D0%B6%D0%B5%D0%BD%D0%B8%D0%B5_%D0%BE_%D1%80%D0%B0%D0%B7%D1%80%D0%B0%D0%B1%D0%BE%D1%82%D0%BA%D0%B5_%D0%B8_%D1%83%D1%82%D0%B2%D0%B5%D1%80%D0%B6%D0%B4%D0%B5%D0%BD%D0%B8%D0%B8_%D0%9E%D0%9F._%D0%A0%D0%B5%D0%B4.3.pdf).

Accredited JEPs are implemented on the basis of the agreement on training of students on Joint educational program Social media marketing in JSC "D. Serikbayev EKTU" and "Business journalism, SMM&PR" in JSC "IITU" from January 11, 2021. Features of mastering the part of the program, implemented in IITU, are specified by an additional agreement to the contract from 18.04.2022.

Analytics

The analysis of the submitted documents and materials confirms the fact that the partner universities, participating in the implementation of the accredited JEPs, are recognized by the relevant authorities of the Republic of Kazakhstan, have licenses giving the right to conduct educational activities, including in the areas of accredited JEPs (6B041 "Business and Management", 7M041 "Business and Management" - EKTU, 6B032 "Journalism and Information", 7M041 "Business and Management" - IITU).

The academic degrees of Bachelor of Economics and Master of Economics awarded upon mastering the accredited JEPs correspond to the national qualification system.

The self-assessment report as well as the results obtained from interviews with different stakeholder groups of the accredited JEPs confirmed that the programs are implemented jointly with the participation of both partner universities. At the same time, no documentary evidence of joint participation in the development and approval of accredited JEPs was provided. The partner university have internal quality assurance procedures, including in the context of the design of EPs, but it remains unclear how these procedures are synchronized in terms of JEPs. As a result, the accredited JEPs are approved by authorized persons only of the EKTU. In this regard, it is necessary to complete the approval procedure for accredited JEPs by both universities.

The conditions for the development and implementation of accredited JEPs set out in the JEP Agreement are, in general, reasonable. The agreement contains information on the coordination and responsibility of partner universities in relation to the management of JEPs, funding, cost and income sharing, rules for enrolling students, organizing the mobility of students and teachers, recognition of ECTS credits, and degree awarding procedures.

Certain aspects of JEP implementation, e.g. mobility of students in the partner university, are specified in an additional agreement to the main contract. An analysis of the supplementary agreement showed that it contains the information necessary to organize the mobility of students of the EKTU to IITU, including lists of students, terms of study, a list of disciplines, their labor intensity. At the same time, based on the text of the main agreement, the partners should also agree on the language of instruction, forms of interim certification, requirements for learning outcomes (clause 2.3 of the agreement on training of students in the Joint Educational Program). These conditions for the implementation of the JEP remained undisclosed and not documented, therefore it is recommended to define them in the relevant additional agreements before each period of student mobility.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

- according to this Standard, the EPs do not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":

- JEP management to complete the coordination of programs and ensure their joint approval by authorized persons of partner universities (Deadline: 01.09.2023).

- JEP management, together with the legal department, consider the possibility of including in additional agreements to the Agreement on the preparation of students according to JEP, regulating the periods of study of students of the EKTU at IITU, the following conditions for the implementation of the JEP: 1) the language of instruction, 2) requirements for learning outcomes, 3) forms of certification (in accordance with clause 2.3 of the Agreement on the preparation of students according to the JEP) (Deadline: no later than 1 month before the start of students' studies at IITU).

Conclusions of the EEC according to the criteria:
According to the Standard 6.1, educational programs "6B04107 Social media marketing", "7M04107 Social media marketing" have 9 satisfactory positions, 1 position suggests improvement.

6.2. Standard «Learning Outcomes»

✓ *The joint educational program should be designed in accordance with the stated objectives, including the intended learning outcomes.*
✓ *Qualifications resulting from the development of a joint educational program should be clearly defined, explained and correspond to a certain level of the national framework for qualifications in higher education and, therefore, the framework of qualifications in the European Higher Education Area (EQ-ENEA).*
✓ *The disciplines of the joint educational program should ensure the achievement of the planned learning outcomes, including the knowledge, skills and competencies of the relevant field (areas) of education.*
✓ *A joint educational program should ensure the achievement of the planned learning outcomes by each student.*
✓ *The joint educational program, if relevant, must take into account the minimum agreed learning conditions set out in the European Union Directive 2005/36/EC or the relevant general framework of study established in accordance with the Directive.*

Evidence
In the Self-Assessment Report, as well as in the corresponding section of the EKTU website containing a description of educational programs, the goals of the accredited JEPs, the formed competencies and program learning outcomes are disclosed. Thus, the goal of implementing JEP 6B04107 Social media marketing is to train highly professional graduates in the field of marketing who are professionally proficient in media planning technologies, developing and implementing strategies in the digital environment, digital and marketing communication tools to achieve business goals and achieve company development goals (https :
//www.ektu.kz/educationalprograms/educationalprogramdetail.aspx?Code=6711).

JEP 7M04107 Social media marketing was developed with the aim of preparing masters in the scientific field of activity for mastering modern models of development and functioning of social media, gaining experience in using tools for planning and evaluating marketing in social media, analyzing marketing practices in social media, adapting modern foreign marketing practices in social networks. media (https://www.ektu.kz/educationalprograms/educationalprogramdetail.aspx?lang=ru&Code=6404).

The specialist competencies map contains a varied list of learning outcomes and key competencies to be formed that are necessary to solve professional problems in the field of media marketing. For example, mastering the skills to generate original and edit existing visual corporate content on various Internet sites of the company's presence, evaluate options for management decisions in the field of SMM activity, develop proposals for their improvement, taking into account performance criteria and risks, allows students of JEP 6B04107 Social media marketing to form the ability to develop and post unique text and visual content necessary to implement the SMM marketing plan. Knowledge of the concept of mass communication, the theory of propaganda and mass society, the idea of limited effects and the conceptualization of

new media of mass communication, as well as knowledge of ICT, methods and skills of analysis, forms the ability of master students of JEP 7M04107 Social media marketing to generate fundamentally new ideas and products in the media sphere.

The disciplines presented in the curricula of the accredited JEPs ensure the achievement of program learning outcomes and the formation of the graduate's professional competencies. For example, the course "Marketing Research", studied in the framework of JEP 6B04107 Social media marketing, allows students to gain knowledge in the field of technology for organizing the research and analytical function of marketing in an organization, forms of conducting modern types of marketing research, and understand the features of existing sources of marketing information for research. In this regard, the discipline under consideration is involved in the formation of such program learning outcomes as mastering the skills of perception and analysis of information, mastery of concepts and categories in the field of economics, management, and marketing.

Similarly, the course "Marketing in social networks" forms the ability of master students of JEP 7M04107 Social media marketing to optimally allocate resources in the implementation of marketing activities, which in turn lays the foundation for the professional use of modern social media marketing tools and for evaluating the effectiveness of strategy implementation in the media sphere.

The learning outcomes reflect the requirements of the professional environment through the introduction of new disciplines into the accredited JEPs on the recommendation of employers. So, in JEP 6B04107 Social media marketing, on the recommendation of the director of NUR MEDICAL COMPANY LLP Degterenko V.A. the disciplines "Brand Management" and "Management of Internet Communities" were added, on the recommendation of the director of Shygysmedtrade LLP Eckert A.A. in JEP 7M04107 Social media marketing, the disciplines "Methodology of marketing research and data analysis in the media", "GR management", "Management of communications in the digital environment" were introduced (Minutes No. 6 of 06/14/2022 of the meeting of the Commission for Quality Assurance of the SB&P).

Analytics

The analysis carried out allows us to conclude that the accredited JEPs are developed in accordance with the established goals for their implementation, including the expected learning outcomes. There is a correlation between the formed competencies of a graduate of accredited JEPs and labor functions approved by the professional standard "Activities in the field of market analysis" (Appendix No. 89 to the order of the Deputy Chairman of the Board of the National Chamber of Entrepreneurs "Atameken" dated December 26, 2019 No. 263).

It also established the correspondence of qualifications awarded at the end of the JEP to the levels of the national qualification framework of the Republic of Kazakhstan and FQ - EHEA : level 6 and 1 cycle for the bachelor's program, level 7 and 2 cycle for the master's program, respectively.

The content of disciplines accredited by JEPs and learning outcomes corresponds to the level of education. If the bachelor's program is aimed at training specialists in the field of marketing with a set of basic applied competencies, then the master's program focuses on the formation of professional skills that allow solving a wide range of analytical and research problems.

Disciplinary learning outcomes are decomposed into blocks such as knowledge and understanding, the application of knowledge and understanding, the formation of judgments, communication skills, learning skills or learning abilities. Thus , the disciplines of the accredited JEPs ensure the consistent formation of the planned program learning outcomes, including knowledge, skills and competencies in the field of Social Media Marketing.

The leadership of accredited JEPs demonstrates a willingness to take into account the requirements of the professional environment. The disciplines offered by employers for inclusion in curricula form students' skills in conducting partnership projects and advertising campaigns in

online and offline formats, events, implementing PR activities, and in undergraduates - the ability to apply modern social media marketing tools, as well as competencies in evaluating the effectiveness of the implementation of the strategy in social media.

The structure of the curricula of the accredited JEPs and the set of elective disciplines ensure the achievement of the planned learning outcomes, regardless of the chosen individual educational trajectory of the student.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":

- there are no recommendations for this EP Standard.

Conclusions of the EEC according to the criteria:
According to the standard "Learning Outcomes", the educational programs "6B04107 Social media marketing ", "7M04107 Social media marketing" have 5 satisfactory positions.

6.3. Standard «Development and approval of the program»

✓ *The structure and content of the joint educational program should be defined and developed on the basis of a student-centered approach to learning to ensure the achievement of the planned results.*
✓ *A joint educational program should be developed with the participation of students and other stakeholders.*
✓ *The European Credit Transfer System (ECTS) must be applied correctly and the allocation of credits must be clear.*
✓ *The joint educational program provides coverage of the required volume of workload. The undergraduate program is at least 180-240 ECTS credits; a joint master's program is at least 90-120 ECTS credits and should not be less than 60 ECTS credits at the second level of the cycle (credit ranges according to FQ-ENEA); for joint PhD programs, the range of credits is not indicated.*
✓ *The joint educational program has mechanisms to control the study load and the average time to complete the program.*

Evidence
Regulation EKTU 030 "Designing an educational program" dated December 06, 2022 (https://data.ektu.kz/index.php/s/xX3pygNgjMezg2i) establishes the following procedure for developing the EP:
1) drawing up a passport of the educational program;
2) development of a university graduate model (development of the concept of an educational program, development of a graduate's qualification characteristics);
3) development of a specialist competency map;
4) drawing up a map of the training module;
5) formation of the curriculum of the educational program;
6) information about the disciplines of the educational program.
In the Regulations on the development and approval of educational programs of the IITU of November 18, 2020, the following stages are distinguished:
1) research of the sphere of professional activity;
2) building a competency model for a graduate of an educational program;
3) formulation of learning outcomes of the program;
4) determination of the relationship of competencies, learning outcomes, methods and assessment criteria (https://iitu.edu.kz/documents/1042/P-35__%D0%9F%D0%BE%D0%BB%D0%BE%D0%

B6%D0%B5%D0%BD%D0%B8%D0%B5_%D0%BE_%D1%80%D0%B0%D0%B7%D1%80
%D0%B0%D0%B1%D0%BE%
D1%82%D0%BA%D0%B5_%D0%B8_%D1%83%D1%82%D0%B2%D0%B5%D1%80%D0
%B6%D0%B4%D0%B5%D0%
BD%D0%B8%D0%B8_%D0%9E%D0%9F._%D0%A0%D0%B5%D0%B4.3.pdf) .

In EKTU, each EP is considered at a meeting of the Academic Committee, which includes university teachers, employers and students. The composition of the Academic Committee is approved at a meeting of the Commission for Quality Assurance . Minutes No. 5 of April 18, 2022 of the meeting of the SB&P Quality Assurance Commission recorded the decision to approve the composition of the SB&P Academic Committee for the 2022-2023 academic year. According to the profile of the JEPs to be accredited, G.A. Baitikenova was a member of the Committee. (teacher of SBE), Nurekenova E.S. (Professor, Associate Professor of ShBiP , Ph.D.), Rakhiberdinova M.U. (Associate Professor of SBE, PhD), Degterenko V.A. (Director of NUR MEDICAL COMPANY LLP), Eckert A.A. (Director of Shygysmedtrade LLP), Dyagleva E.A. (student of group 20-SMM-1).

In addition, in the surveys, JEPs are discussed at meetings of the SB&P Quality Assurance Commission itself , created on the basis of Order No. 388-P dated September 13, 2022. Zhanabaeva A.S. is a member of the commission. (Master, Deputy Dean, Chairman of the Commission), Kabdulsharipova A.M. (Ph.D., Senior Lecturer), Kolos E.A. (Doctor of Economics, Senior Lecturer), Kuur O.V. (Ph.D., Associate Professor), Denisova O.K. (Ph.D., Associate Professor, Head of OOiMUP), Ergazinova A.B. (student group 19-SMM-1, Secretary of the Commission), Semidova D.I. (student group 20 - BE-1).

Employers take part in the examination of the content of the EP. During the visit, the EEC presented reviews and expert opinions on the JEPs accredited by the director of Shygysmedtrade LLP Eckert A.A., director of NUR MEDICAL COMPANY LLP Degterenko V.A., Chairman of the Board of Shygys Akparat LLP Kubaizhanov A.B., director LLP " VostokExpert " Vasilenko Yu.S., director of LLP "MedTechService" Terentyev D.A.

The labor intensity of JEP 6B04107 Social media marketing is 240 ECTS for programs approved in 2019-2021, 243 ECTS for the program approved in 2023. Duration of study is 4 years. For JEP 7M04107 Social media marketing, the labor intensity is 120 ECTS credits, the training period is 2 years. The distribution of elements of accredited JEPs and their labor intensity between the EKTU and the IITU is determined by additional agreements governing the periods of study of students and undergraduates of the EKTU at IITU.

Analytics

Partner universities have documented procedures that define the methodology for designing the EP, as well as regulate the organization and procedure for conducting all related processes. Despite the fact that these procedures are not synchronized across the JEP (as noted in the analytical part of Standard 1), they have a similar ideology, providing for the design of the EP based on learning outcomes. In particular, the procedures provide for the development of a specialist's competency map and the construction of a graduate's competency model, thus ensuring the development of JEPs based on a student-centered approach to learning and the achievement of planned learning outcomes.

The documents presented during the EEC visit and the results of interviews with various target groups confirm their participation in the development of programs. The SBE created an Academic Committee, whose composition is approved for each academic year and includes representatives of various stakeholders: teachers, students, employers. In addition, trainers are members of the SB&P Quality Assurance Commission .

The management of accredited JEPs ensures the conduct of external reviews of JEPs by involving employers and representatives of external stakeholders who review and prepare expert opinions. Given the high importance of adherence to this approach in the context of JEP quality assurance, it should be noted that the criteria and requirements for external reviewers are not

defined. The Self-Assessment Report indicates that external experts are business leaders with extensive experience in their specialty and who have made a significant contribution to the development of relevant industries. In this regard, it is advisable to develop and approve a local regulatory legal act that determines the procedure for attracting external reviewers and establishes the requirements that apply to them.

Based on the complexity of the accredited JEPs, the curricula of the 6B04107 Social Media Marketing and 7M04107 Social Media Marketing programs provide coverage of the required workload (at least 240 for a bachelor's program, at least 120 for a master's program).

Comparison of the labor intensity of the disciplines studied by students of the EKTU at the partner university and presented in the supplementary agreement dated April 18, 2022 to the Agreement on the preparation of students according to the JEP, with the labor intensity of similar disciplines of the curriculum of the program 6B04107 Social media marketing revealed some discrepancies. Thus, the discipline "Big Data Analysis" was offered for study at IITU in the amount of 3 credits, while according to the 2020 curriculum, the labor intensity is 5 credits, the discipline "Legal Foundations of Journalism and Media Ethics" - in the amount of 5 credits, instead of 4, "Digital photography" - in the amount of 4 credits, instead of 3. Exceeding the actual volume of workload over the planned one in some disciplines leads to a decrease in the labor intensity of other disciplines, which may affect the formation of learning outcomes. It is necessary to eliminate the difference in the actual and envisaged by the curriculum load.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"
- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":
- JEP management to develop a local act that defines the algorithm for selecting persons involved in conducting external reviews of the JEP, as well as establishing requirements for external experts (Deadline: 12/31/2023).
Additional recommendations for the EP "6B04107 Social media marketing":
- develop a provision that ensures, when updating the JEP, the synchronization of the EP (correspondence of the labor intensity of the modules, disciplines, courses of the JEP, etc.) implemented at IITU and the labor intensity provided for by the curriculum of the JEP (Deadline: regularly when concluding additional agreements that fix the list of disciplines for study at IITU).

Conclusions of the EEC according to the criteria:
According to the standard "Development and approval of the program", educational programs "6B04107 Social media marketing", "7M04107 Social media marketing" have 5 satisfactory positions.

6.4. Standard «Admission, performance, recognition and certification of trainees»

✓ *Partner Educational Institutions must have pre-determined, published and consistently applied admission rules and corresponding entry requirements.*
✓ *Selection procedures should correspond to the level of the joint educational program, regulate all periods of the "life cycle" of training, i.e. admission academic achievement, recognition and certification.*
✓ *Recognition of qualifications and periods of study (including recognition of prior learning) should be applied in accordance with the Lisbon Recognition Convention and supporting instruments.*

Evidence
In accordance with clause 2.1 of the Agreement on the preparation of students for the JEP dated January 11, 2021, the recruitment of students for participation in the JEP is carried out at

NJSC "EKTU named after D. Serikbaev". The admission procedure is determined in the Admission Rules for NJSC "EKTU named after D. Serikbaev".

Rules for admission to the EP of higher and postgraduate education of the [EKTU %B0_%D0%BF%D1%80%D0%B8%D0%B5%D0%BC%D0%B0_2022_.pdf) do](#) not impose special requirements and do not establish a special procedure regarding recruitment and enrollment in the context of accredited JEPs. Citizens with a secondary general education, confirmed by a certificate of secondary general education, are admitted to the undergraduate program at the JEP, on the basis of the corresponding application of the student. In the magistracy - citizens with higher education, confirmed by a diploma of higher education, on the basis of the relevant application of the student.

On the official website of the EKTU, in the "Applicant" section (https://www.ektu.kz/enrollee.aspx?lang=ru) there is information for interested persons about the enrollment procedure, including the applicant's calendar, a list of documents required for enrollment, list of EP, price list, measures of social support for students, etc.

The condition for the implementation of the JEP is the recognition and automatic transfer of periods and academic certification passed by students at the partner university, based on an agreed international system for translating national grades. The mechanism for recognizing learning outcomes within the framework of academic mobility between partner universities implementing the JEP is regulated by the documented procedure DP [EKTU](#)023-I-2023 " Academic mobility " (https://data.ektu.kz/index.php/s/7PJkF5oQTAazSWH), and Regulations of IITU P-40 "On the organization of scientific and academic mobility" (https://iitu.edu.kz/documents/2217/P-40_Regulations_on_the_organization_of_scientific_and_academic_mobility_DM&AM_ZfxVp1w.pdf).

as the basis for the procedure for recounting the disciplines. The issue of transferring disciplines is submitted for consideration by the Commission for Quality Assurance of the EKTU, which makes a decision. As part of the EEC visit, protocol No. 4 dated 01/17/2023 was presented at the meetings of the Commission for Quality Assurance of the SBE, confirming the decision of the Commission to set grades for exams in disciplines on the educational portal for 3rd year students of the SBE EP 6B04107 Social media marketing academic group 20-SMM-1, who studied at IITU under the JEP. The JEP management provided copies of the transcripts issued by the student partner institution, as well as a summary record of progress.

Analytics

An analysis of the submitted documents allows us to conclude that within the framework of the accredited JEPs there are predetermined, published and applied admission rules, as well as relevant requirements for applicants, which are disclosed in the Rules for admission to study at the EKTU. IITU does not participate in the selection procedures and does not enroll students and undergraduates of accredited JEPs in the contingent of students.

Despite the absence of special requirements in the Admission Rules of the EKTU or a special procedure for enrolling in accredited JEPs, the JEP management, when concluding an agreement on the provision of educational services, ensures that the applicant's consent to study in a joint educational program is obtained by signing an appropriate application. It is advisable to reflect this feature of enrollment under accredited JEPs in the admission rules of the EKTU and approve the consent form.

During the study of documents and interviews with the leadership of the accredited JEP 6B04107 Social media marketing on student education at IITU, it was found that they have the opportunity to choose the language of instruction (Kazakh, Russian, English). During the visit, the EEC presented a number of transcripts of students, indicating that they were studying in English. Taking into account the absence in the rules of admission of any requirements for the level of language training of applicants, questions arise as to how students are admitted to study in English, what requirements for the level of language training of students are established by

partner universities. It is recommended that these requirements be documented, procedures for assessing language competencies be defined, and these procedures regularly carried out before each student mobility period.

The Self-Assessment Report indicates that there is a basic qualification program for photography specialist for students JEP 6B04107 - Social media marketing. Students who successfully complete the course are awarded the qualification "Photography Specialist". This training program is implemented as part of an educational practice and is considered as a professional certification. At the same time, it is difficult to agree with this interpretation, since certification is carried out with the support of professional associations, confirms the formation of practical competencies and significantly increases the competitiveness of a graduate in the modern labor market. In this regard, it should be noted the need to provide opportunities for preparing students of accredited JEPs for their professional certification. The management of accredited JEPs needs to determine the list of disciplines, the content of which will be aimed at preparing students for certification.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":

- the management of the JEP should reflect in the Admission Rules the requirement for applicants to provide written consent to the conditions for the implementation of the JEP when concluding an agreement on the provision of educational services (Deadline: 07/01/2023).

- JEP management to determine the types of professional certification for which students can be trained, to determine the list of disciplines, the content of which is aimed at preparing them for certification (Deadline: 05/30/2024)

Additional recommendations for the EP "6B04107 Social media marketing":

- JEP management to determine the requirements for the level of English proficiency for students who want to study at the IITU in English (Deadline: 08/01/2023)

- conduct a regular assessment of the level of English proficiency for students who want to study at IITU in English (Deadline: no later than 1 month before the start of students' studies at IITU) .

Conclusions of the EEC according to the criteria:

According to the standard "Admission, progress, recognition and certification of students", educational programs " 6B04107 Social media marketing", "7M04107 Social media marketing" have 2 satisfactory positions, 1 position suggests improvement.

6.5. Standard «Student-centered learning, teaching, and learning assessment»

✓ *A joint educational program should be developed in accordance with the planned learning outcomes.*

✓ *The applied approaches to learning and teaching should be adequate to achieve the intended learning outcomes.*

✓ *A joint educational program should take into account the diversity of students, respect their needs, including potentially different cultural characteristics of students*

✓ *The rules for conducting examinations and the assessment of the achieved learning outcomes must be consistent with the intended learning outcomes*

✓ *Examinations and assessment of the results achieved by students should be conducted by partner educational organizations in accordance with established rules*

Evidence

The specialist competency map accredited by JEP 6B04107 Social media marketing,

7M04107 Social media marketing contains a wide range of program learning outcomes and the professional competencies of the graduate formed by them (https://www.ektu.kz/educationalprograms/educationalprogramdetail.aspx?Code=6711 , https://www.ektu.kz/educationalprograms/educationalprogramdetail.aspx?lang=ru&Code=6404). The structure and content of the modular curricula of the accredited JEPs, which provide for general educational, basic, major disciplines, as well as additional types of training, meet the requirements for the formation of learning outcomes and competencies.

The process of teaching and learning according to the accredited JEPs is aimed at the formation of learning outcomes. For example, within the content marketing discipline JEP 6B04107 Social media marketing, a theoretical acquaintance with content promotion channels is provided during a lecture session, a discussion in a practical session of content generation in social networks, traffic attraction channels, interaction with the media and partners, presentation development on the studied tools for promoting content and protecting projects (Topic 8 of the discipline). This allows students to learn how to optimally allocate resources when implementing marketing activities within a specific content plan.

The course "Strategic Marketing" JEP 7M04107 Social media marketing involves a consistent study of strategic planning methods, system and situational analysis, prospects for the development of strategic planning on the new principles of the digital economy, digital and lateral marketing methods, creative communication tools, commercialization of ideas based on the development of business plans, implementation of startups and development strategies. The course culminates in the development of a marketing strategy and marketing research plan and project defense. Thus, undergraduates master the methods of situational and system analysis, as well as creative techniques for generating new ideas to develop a marketing strategy.

The JEP leadership strives to ensure attention to different groups of students and their needs, providing them with flexible learning paths, providing equal opportunities in the formation of individual educational trajectories through registration for elective disciplines. The result of the registration of students is the formation of an IEP, which reflects the academic disciplines of both the mandatory component and the elective component (elective disciplines). During the visit, the EEC presented individual curricula for students and undergraduates of accredited JEPs of all courses of study .

The procedure for registering students for academic disciplines, as well as the procedure for the formation of an individual educational trajectory and IEP, is determined by the Academic Policy of the EKTU (https://data.ektu.kz/index.php/s/qpjKDpCmAo9yf3H).

Section 1.4.2 "Adaptive educational technologies (inclusive education)" is provided in the work programs of academic disciplines. For example, for the successful mastering of disciplines in teaching people with disabilities, distance learning and student-centered approaches can be used (the use of an on-screen keyboard and alternative input devices for students with disabilities of the musculoskeletal system).

The assessment of the results achieved by students of the JEP at the EKTU is carried out in accordance with the documented procedure 024 "Intermediate, final control and assessment of students' knowledge" dated 12/19/2022 (https://data.ektu.kz/index.php/s/GHeoZcMjRHJztpJ), Regulations 057 "On the procedure for organizing and conducting exams in writing" dated 01.12.2022 (https://data.ektu.kz/index.php/s/ADqaX4N4KY2RzAX), documented procedure 025 "Final certification of students" dated 10.03.2023 city (https://data.ektu.kz/index.php/s/ADqaX4N4KY2RzAX).

In IITU there are "Rules for conducting ongoing monitoring of the progress of intermediate and final certification of students" (https://iitu.edu.kz/documents/909/R-11_Rules_of_carrying out_current_performance_of_intermediate_and_final_Ez52gsK.pdf).

The educational portal hosts the current assessments of JEP students, intermediate and final results are recorded in electronic journals, and video recording is made during the exams.

The results of certification for all courses taken at the partner university are recognized by the EKTU on the basis of the Agreement for the joint training of students in the JEP. As noted

in the evidentiary part of Standard 4, during the visit, the EEC presented the relevant documents confirming the implementation of the recognition procedure (transcripts, minutes of the meeting of the Commission for Quality Assurance of the SBE).

Analytics

An analysis of the documents presented during the EEC visit (approved educational programs, working curricula (syllabuses), practice programs) allows us to conclude that the leadership of the accredited JEPs is committed to designing an EP based on the methodology of learning outcomes.

The formed approaches to teaching and learning within the framework of accredited JEPs are adequate to achieve the planned learning outcomes and include the study of the theoretical material of the discipline in lectures using computer technology, the consolidation of theoretical material in practical classes, independent study of the discipline using Internet resources, information bases, methodological developments, special educational and scientific literature, the implementation of problem-oriented, search, creative tasks.

In the course of studying documents and conducting interviews with various target groups, including students and undergraduates, it was found that the accredited SEPs take into account the diversity of students and their educational needs, which is manifested in providing opportunities for the formation of individual educational trajectories, variable, including adaptive , forms of learning and teaching, respect for students with special educational needs. This is confirmed both by the presence of institutional procedures governing the implementation of educational programs and described in the evidence part, and by their implementation in the working documentation of accredited JEPs.

Partner universities that implement accredited JEPs also have developed and documented procedures for assessing the achieved learning outcomes, which include technologies for conducting current and final control of students' knowledge, preparing and organizing exams, and procedures for conducting final certification. All documents have appeal procedures. The transparency of the knowledge assessment procedure is ensured by the use of modern ICT and digital solutions for recording results.

Strengths of the EP ''6B04107 Social media marketing'', ''7M04107 Social media marketing''
- according to this Standard, the EP does not have strengths.

Recommendations for the EP ''6B04107 Social media marketing'', ''7M04107 Social media marketing'':
- there are no recommendations for this EP Standard.

Conclusions of the EEC according to the criteria:
According to the standard ''Student-centered learning, teaching and assessment of progress'', educational programs ''6B04107 Social media marketing'', ''7M04107 Social media marketing'' have 5 satisfactory positions.

6.6. Standard «Learner support»

✓ *Partner educational organizations should ensure the functioning of appropriate student support services that contribute to the achievement of planned learning outcomes.*
✓ *Student support services should contribute to the achievement of planned learning outcomes.*
✓ *Student support services should take into account possible specific problems of students with regard to mobility.*
✓ *Support services should, when allocating, planning and providing educational resources, take into account the needs of different groups of learners (mobile learners, adults, working, distance learners, and learners with disabilities) and take into account the principles of a student-centered approach to learning and*

teaching.

Evidence

EKTU has service services that work to meet the educational, personal and career needs of students: a hostel, canteens, a service center, a medical center, gyms, computer centers, IT centers, laboratories, libraries.

Since January 2018, the University has a Student Service Center (Fig. 1), which provides services to students on a one-stop basis. Students receive information support, including on-line.

The office-registrar is the organizer of training in the summer additional semester and the coordinator of the university on issues of internal academic mobility of students. The information resources of the university are actively used in the work of the office - the educational portal Dales and S-Portal.

Figure 1 – Electronic service center for students

Deans and heads of JEPs, teaching staff provide assistance in the development of educational programs. Each student has access to a personal account, where he can download the necessary educational resources and get advice from a teacher (Fig. 2).

At EKTU, methodological assistance to students is provided by advisers who advise on issues related to studying at a university, the choice of elective disciplines. During the semester, teachers, in order to prevent student debts, conduct additional consultations, accept working off in case of absence from classes due to illness, other valid reasons, etc. In addition, students have the opportunity during the summer semester to pay off debts or master additional loans.

In IITU, in order to realize the possibility of quick adaptation of EKTU students who arrived to study within the framework of the JEP, to the learning conditions at the department, the work of advisers and mentors is organized, who provide consultations and trainings, and also assist in building a learning trajectory, in adapting new students to learning conditions .
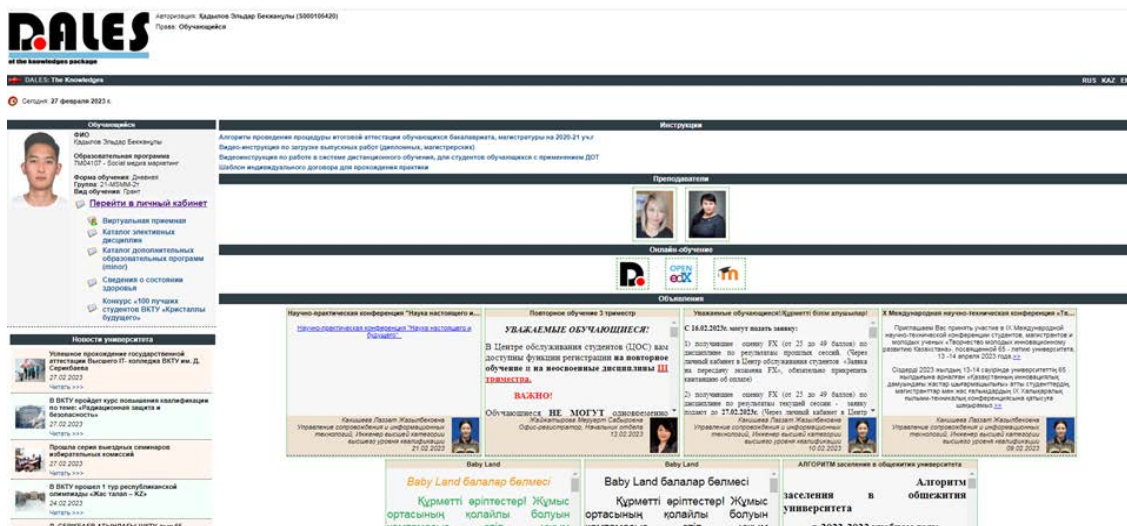
Figure 2 – Interface of the Student's EKTU Electronic Personal Account

Regulation of the EKTU 136 "On measures of social support for students" dated June 22, 2022 (https://data.ektu.kz/index.php/s/ELLEQmce7sRfkiq) provides for the provision of benefits and discounts on tuition fees, accommodation in a hostel (up to providing a hostel on a free basis), cash payments.

As part of the implementation of JEP 6B04107 Social media marketing in the 4th and 5th semesters, the mobility of students of the EKTU to IITU is provided. In total, 21 people completed training at the partner university during the period of JEP implementation (Table 2).

Table 2 - List of students trained at IITU

No.	Academic Group	Full Name
1	19-SMM-1	Biryukov Ivan Vladimirovich
2	19-SMM-1	Boltovskaya Anastasia Ivanovna
3	19-SMM-1	Ergazinova Amina Baurzhanovna
4	19-SMM-1	Zvonov Mikhail Alekseevich
5	19-SMM-1	Medvedev Valery Borisovich
6	19-SMM-1	Mukhamedzhanov Eldar Bauyrzhanovich
7	19-SMM-1	Nasyrov Ravil Raulevich
8	19-SMM-1	Nemtseva Sofia Andreevna
9	19-SMM-1	Okasova Aidana Sayrankyzy
10	19-SMM-1	Tlebaldinova Dana Melsovna
11	20-SMM-1	Beiganova Malika Kainarovna
12	20-SMM-1	Diagleva Elizaveta Alexandrovna
13	20-SMM-1	Zubkov Nikita Viktorovich
14	20-SMM-1	Kazymbaeva Arna Beibitkyzy
15	20-SMM-1	Manapova Arai Armanovna
16	20-SMM-1	Myrzakhan Tair Talgatuly
17	20-SMM-1	Sadykova Yerkezhan Serikkyzy
18	21-SMM-1	Kalyuzhina Angelina Antonovna
19	21-SMM-1	Nardina Victoria Andreevna
20	21-SMM-1	Shadrina Margarita Grigorievna
21	21-SMM-1	Yuzhanin Maxim Vyacheslavovich

According to JEP 7M04107 Social media marketing for the period from 2019 to 2022. 11

undergraduates of the EKTU underwent a scientific internship at the Moscow Institute of Technology on the subject of dissertation research in the amount of 36 hours (Table 3).

Table 3 - List of undergraduates who completed a scientific internship at IITU

No.	Academic Group	Full Name
1	19-MSMM-2	Chertkova Oksana Nikolaevna
2	19-MSMM-2	Okhotenko Ivan Andreevich
3	19-MSMMK-2	Kuatuly Kanat
4	19-MSMMK-2	Mukhamedgalieva Nazerke Nurzhankyzy
5	19-MSMMK-2	Muratova Anar Adilkyzy
6	19-MSMMK-2	Niyazbekova Aidana Erlanovna
7	19-MSMMK-2	Nuralkhanov Batyrkhan Medetovich
8	20-MSMM-2	Amirgazin Ali Akylbekuly
9	20-MSMM-2	Galymbekova Dana Galymbekkyzy
10	20-MSMM-2	Erzatova Moldir Erzatkyzy
11	21-MSMM-2	Kadylov Eldar Bekzhanuly

EKTU has created conditions to support students with special needs, including:
- version of the university's official website for the visually impaired (an electronic indicator (laser) is provided);
- organization of the accessibility of the adjacent territory, entrance ways and ways of moving inside;
- equipment of special places in the library;
- provision of specially equipped sanitary and hygienic facilities for students with disabilities (handrails, handrails, specialized sanitary equipment, etc.);
- creation of a tolerant socio-cultural environment in the university;
- the use of technological means of e-learning for students with various types of disabilities, etc.

The Inclusive Education Service of the EKTU provides psychological and pedagogical support for inclusive education.

Analytics

An analysis of the documents and materials presented in the Self-Assessment Report, received during the visit of the EEC and interviews with various target groups, allows us to conclude that the partner universities have formed institutional and organizational mechanisms to support students, the functioning of which contributes to the achievement of the planned learning outcomes within the framework of accredited JEPs. There are various support services to meet the academic, social and other needs of students.

At the same time, during the EEC visit, certain elements of the student support system were identified that require the attention of the management of the accredited JEPs. Thus, in the course of the interview, students voiced the problem of the lack of places in the IITU hostel during their studies at the partner university, the high cost of rented housing and the total cost of living. It is recommended to provide and document joint measures of social support for students within the framework of accredited JEPs.

In addition, the students were not aware of the specifics of the implementation of the JEP (the choice of disciplines at the partner university, the choice of the language of instruction, etc.). In this regard, it is necessary to provide consulting support to JEP students on a regular basis, including in the context of mobility to a partner university.

As indicated in the evidence part, the EKTU has the necessary conditions for the implementation of inclusive education and support for students with disabilities. However, this

infrastructure has been created only in the main building of the university. Of course, this experience must be replicated in all educational buildings of the university.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"
- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":
- JEP management to ensure that regular introductory meetings / organizational meetings are held with training JEPs sent to IITU for training, before they leave for a partner university in order to explain the procedure, conditions and features of training and stay at IITU (Deadline: no later than 1 month before the start teaching students at IITU).
- the management of the JEP, together with the legal service, consider the possibility of providing in the Agreement on the preparation of students under the JEP (additional agreements to the Agreement) measures of social support for students, including assistance in finding housing for the period of their studies at IITU (in the absence of places in the dormitory of IITU), registration preferential travel passes for local transport, compensation for part of the cost of food, etc. (Deadline: 09/01/2023).
- to develop a program for scaling the barrier-free educational environment formed in the main building of the EKTU to the educational building where the School of Business and Entrepreneurship is located (Deadline: 01.02.2024).

Conclusions of the EEC according to the criteria:
According to the "Support for students" standard, the educational programs "6B04107 Social media marketing", "7M04107 Social media marketing" have 2 satisfactory positions, 2 positions suggest improvement.

6.7. Standard «Resources»

✓ *The teaching staff must be sufficient and adequate (qualifications, professional and international experience) to implement the joint educational program.*
✓ *The conditions provided must be sufficient and adequate, taking into account the intended learning outcomes.*
✓ *Partner educational organizations are responsible for the quality of their employees and providing favorable conditions for their effective work. Therefore, educational organizations, recognizing the importance of teaching, should:*
✓ *develop clear, transparent and objective criteria for hiring employees, appointments, promotions, dismissals and comply with them in their activities;*
✓ *provide opportunities for career growth and professional development of teachers;*
✓ *encourage scientific activity to strengthen the link between education and research;*
✓ *encourage the use of innovative methods of learning, teaching and the use of advanced technologies.*
✓ *The OO should strive to ensure that the educational equipment and software used to ensure that students achieve the planned results of a joint educational program are similar in their respective industries.*

Evidence
During the visit of the EEC to the EKTU, the documents regulating labor relations were studied: Regulations on the employee incentive system of 10/15/2021, Regulations on the personnel reserve of 02/10/2021, Regulations on the Conciliation Commission of 03/16/2021, Rules of internal of the labor schedule of 03/01/2021, the Regulation on the application of disciplinary measures and suspension from work of 02/24/2021, etc.

Qualification requirements for teaching staff positions are established in the Rules for the competitive replacement of positions of teaching staff and scientists dated 06/11/2021 (https://www.ektu.kz/files/corporategovernance/doc/Pr_NAO_EKTU_080-I-2021.pdf) .

Information about the teaching staff of schools is posted on the university website in the "University" section (https://www.ektu.kz/pps.aspx?lang=ru), which contains personal data, information about the disciplines read, the scientific interests of the teacher, professional development, contact details.

The personnel potential of the accredited JEPs 6B04106 Social media marketing and 7M04107 Social media marketing corresponds to the University's Strategic Development Program (https://www.ektu.kz/files/abouttheuniversity/Programma-strategicheskogo-razvitiya_NAO_VKTU_2023-2025.pdf) and the specifics of the accredited JEPs.

The implementation of accredited JEPs is provided by teaching staff with basic education corresponding to the profile of the discipline being taught and systematically engaged in scientific and / or scientific and methodological activities. Teachers of special disciplines have a PhD, Candidate and Doctor of Science degree and / or experience in the relevant professional field.

The total number of teaching staff who train students according to JEP 6B04106 Social media marketing for the 2022-2023 academic year is 14 people, including: degreed - 6 people (43%), leading training sessions and having a master's degree - 8 people (57%) . The teaching staff of JEP 7M04107 Social media marketing for the 2022-2023 academic year is 12 people, including: graduate students - 9 people (75%), leading classes with a master's degree - 3 people (25%). Dynamics of changes in the staff composition of the teaching staff of the SBE in 2020-2023 presented in table 4.

Table 4 - Dynamics of changes in the staff of the teaching staff of the SBE for the last 3 years

Indicator name	Academic year		
	2020-2021	2021-2022	2022-2023
Total units	41	39	42
including full-time	30	33	31
of which PhD, candidates of sciences	20	15	14
Share of full-time teaching staff with degrees and titles, %	55.6	45.5	45.2
Teaching in the state language	16	17	17
including PhD, candidates of sciences	8	5	6

The teaching staff of the partner university is 25 staff units, of which 17 people have academic degrees and titles, at least 2 people are invited professors from abroad annually, and 15 people are invited media practitioners. The share of teaching staff with academic degrees and titles involved in the implementation of the educational program is 88%.

In the partner university, practitioners, current and well-known journalists are often involved in the educational process. The scientific research of the IITU teachers is connected with the study of the problems of the current state and historical experience of journalism science and education. Research results are introduced into the educational process. As a result of the implementation of the fundamental project of the Ministry of Education and Science of the Republic of Kazakhstan "New Technologies in Media and Informative Education of Kazakhstan: the formation of a national media space", implemented at the department, a PUE was developed in the direction of training "journalism", with elements of IT and digital transformation. New disciplines were also introduced: "Computer technologies for information search and processing", "Mobile flash technologies", "Infographics and animation". As a result of the implementation of the international project Erasmus + "Academics", new forms of online classes in the subjects "Photo in Multimedia" have been introduced into the educational process.

The assessment of the competence of teachers to establish the compliance of the teaching staff with the position held is carried out by passing all full-time employees and part-time attestation, which is regulated by the Regulations on the attestation of employees of the AUP,

UVP and EP of February 25, 2021, the Regulations on the certification of scientific and pedagogical workers of June 15, 2022 G.

The indicators of advanced training of teaching staff of EKTU and IITU are presented in tables 5 and 6, respectively.

Table 5 - Indicators of advanced training of teaching staff of SBE EKTU

School	Near and far abroad	Universities of the Republic of Kazakhstan	Organizations of Ust-Kamenogorsk	PC based on EKTU	Total
	Number of people / number of certificates	Number of people / number of certificates	Number of people / number of certificates	Number of people / number of certificates	Number of people / number of certificates
SNE	14/21	12/19	5/5	34/61	34/106

Table 6 - The number of IITU teachers who have improved their qualifications over the past 5 years

Sub-department	Academic year				
	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
"Media communications and history of Kazakhstan" (number of people)	13	16	23	25	25

To ensure transparency and the possibility of an alternative choice, announcements of a competition for vacant positions are posted on Internet resources, www.enbek.kz , printed publications distributed throughout the territory of the Republic of Kazakhstan, and the media, personnel and recruiting agencies.

The teaching staff of both universities regularly take advanced training courses on the platforms Open edX, Coursera. To date, the teaching staff of SB&P continues to develop online courses (Moodle) and MOOCs (Open edX).

In accordance with the Regulations on the procedure for checking all types of written works for the presence of borrowing (plagiarism), theses and master's theses are checked in the Strikeplagiarism system .

When conducting scientific research, integrating science and education, publishing the results of research work, teaching staff, researchers and students are guided by the Regulations on research and teaching and research work of students and young scientists dated 30.11. 2022, Regulations on the implementation of research results in the educational process of March 16, 2021, Regulations on the implementation of extrabudgetary research work (contract research) of March 12, 2021, Regulations on the employee incentive system on February 6, 2023

The development and improvement of the material and technical base of the School of Business and Entrepreneurship is carried out on the basis of the Strategic Development Program of the university, as well as on the basis of long-term and annual plans.

At the meeting of the School of Business and Entrepreneurship (Minutes No. 5 dated May 17, 2022), at the end of the academic year, an analysis is made of the available JEP 6B04107 Social media marketing and 7M04107 Social media marketing resources (classrooms, laboratories, computers, necessary equipment, educational materials), on the basis of which a plan is drawn up for the publication of educational and methodological literature, applications are submitted for the state. purchase, it is planned to recruit students for the first year.

Analytics

According to the results of the teaching staff survey, universities provide opportunities for staff development. IITU pays for courses and certificates. EKTU and IITU are developing their own MOOC courses. According to the results of the survey, 96.5% of teachers rate the created opportunities for professional and personal growth for each teacher and employee as "excellent" or "good". Moreover, 73.5% of teaching staff note that the university often holds master classes and reading topics with the participation of practitioners.

According to the Report on self-assessment of the teaching staff of accredited EPs, they regularly undergo foreign internships, however, according to the results of interviews and the results of a survey, the efforts and opportunities of universities to undergo academic mobility are at an average level. Most of the teaching staff rated the work on academic mobility as "good" - 57.9%, and 7% - as "relatively bad".

The specificity of accredited educational programs involves the use of ICT by all teachers in the educational process. PPP JEP 6B04107 Social media marketing and 7M04107 Social media marketing use innovative educational technologies and modern teaching methods. However, the list of specialized software used to ensure that students achieve the planned learning outcomes needs to be updated in accordance with the software currently used in the field of SMM .

For the comfort of the teaching staff, the university has a sports hall with exercise equipment, special recreation areas and the opportunity to travel to the summer expeditionary campus of the EKTU "Prostor".

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"
- Opportunities for career growth and professional development of teachers .

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":
- JEP management to expand the range of specialized software with relevant programs and applications similar to solutions used in the field of SMM (for example: Brand Analytics , Popsters , Canva , Pinterest etc.) (Deadline: 05/31/2024).

Conclusions of the EEC according to the criteria:
According to the "Resources" standard, the educational programs "6B04107 Social media marketing ", " 7M04107 Social media marketing" have 1 strong, 6 satisfactory positions.

6.8. Standard «Transparency and documentation»

✓ *Relevant information about the collaborative educational program should be documented and published, taking into account the specific needs of mobile learners.*
✓ *Information about the joint educational program should take into account admission requirements and procedures, catalog of courses/disciplines, examination and assessment procedures, etc.*
✓ *Educational partner organizations must have and implement mechanisms for collecting and analyzing information about their activities, about the activities of a partner within the framework of a joint educational program and use the information received in the work of the internal quality assurance system.*
✓ *The OO should ensure the involvement of students and employees in the collection, analysis of information and planning of subsequent procedures.*
✓ *When collecting information, the TOE should consider the following:*
- *key performance indicators;*
- *information about the contingent of students;*
- *academic performance, student achievement and dropout;*
- *satisfaction of students with the quality of implementation of the joint educational program;*
- *availability of educational resources and student support services;*
- *employment of graduates.*

Evidence

Information about JEP 6B04107 Social media marketing, 7M04107 Social media marketing is documented and published on the website (https://www.ektu.kz/educationalprograms/educationalprogramdetail.aspx?Code=6711). The information is presented according to the requirements and admission procedures.

The IITU partner university implements mechanisms for collecting and analyzing information about its activities and uses the information obtained in the work of the internal quality assurance system within the framework of JEP 6B04107 Social media marketing, 7M04107 Social media marketing

EKTU has a system for collecting, analyzing and managing information based on the use of modern information and communication technologies and software, which allows you to manage information and generate reports. The website of the university (www.ektu.kz) operates in four languages. The website and the educational portal of the university are a single system of information support for students and teaching staff.

The EKTU has developed internal regulations to ensure information security, in which structural divisions are registered and persons responsible for the reliability and timeliness of information analysis and data provision are identified.

The Center for Information Policy and Media Communication (media center) operates at the EKTU, to which students of JEPs have access. News events are reflected daily on the university website, on the social networks Facebook, Instagram, Tik-Tok, Telegram, and on the YouTube video channel. The activities of the university are also reflected through the regional and national media (TV, radio, print media).

EKTU annually conducts several types of surveys and surveys:

1) questionnaire "Evaluation of the educational program" for graduate students of all levels of education;

2) a feedback questionnaire on the discipline, which is filled in by all students after mastering a particular discipline;

3) analysis of the quality of the training session. It is filled in based on the results of visiting classes by the leadership of the faculty / school, teachers as part of mutual visits, open classes;

4) analysis of the formation of graduates' competencies based on the results of mastering the educational program.

5) surveys: "Teacher through the eyes of students", "Teacher through the eyes of colleagues", "University through the eyes of graduates", Survey of employers, "Questioning of freshmen".

Surveys are conducted in accordance with the documented procedure of EKTU 007 "Collecting and analyzing information on customer satisfaction" dated November 20, 2022 (https://data.ektu.kz/index.php/s/N4sFrsL9eCZH6e8). The results of the surveys are posted on the EKTU website - https://www.ektu.kz/abouttheuniversity/qms/svok/poll.aspx?lang=ru .

The results of a survey of students of accredited JEPs in the 2022-2023 academic year show satisfaction with the quality of the educational process (Table 7). In general, this correlates with the results of a survey of students of the EKTU, conducted during the visit of the EEC. Thus, more than 90% of the respondents agree with the statement that the program of the course being studied is clearly presented, the content is well structured, and the material proposed by the teacher is relevant and reflects the latest achievements in practice.

Table 7 - Evaluation of the educational program by students JEP 6B04107 Social media marketing and 7M04107 Social media marketing

Questions	totally coincides	rather corresponds	rather inconsistent	completely inconsistent

Does the material studied by you and the acquired skills correspond to the declared subject and the planned results of mastering the educational program?	7M04107 (1- 100%) 6B04107 (8- 80%)	6B04107 (2-20%)		
Did the educational and methodological support of the educational program (tutorials, practical cases, access to databases, independent tasks, etc.) correspond to the professional tasks that you have to perform as part of your current or planned professional activity (work)?	7M04107 (1-100%) 6B04107 (7- 70%)	6B04107 (3- 30%)		
To what extent, in your opinion, does the material received in the course of training correspond to the passage of production / pre-diploma practice?	6B04107 (9- 90%)	7M04107 (1-100%) 6B04107 (1- 10%)		
Average for questions	90%			

The results of the surveys are considered at meetings of faculties / schools (Minutes of the meeting of the teaching staff of the SBE No. 6 dated 06/25/2022). Thus, the protocol recorded that students of JEP 6B04107 Social media marketing note the positive quality of the JEP and demonstrate a high level of satisfaction (80%).

At IITU, the procedure for questioning students allows the university to obtain information about the expectations of students in terms of improving learning conditions, replenishing the fund of educational literature, including educational topics or disciplines in QED, and developing academic mobility. The satisfaction of JEP students as a whole is 95.4% for the 2022-2023 academic year.

In addition, feedback forms are: boxes of complaints and suggestions posted in each academic building, a virtual reception, on the main page of the IITU website you can ask a question to the rector (rector's blog), anonymously contact the faculty management (trust box), pages on social networks ("VKontakte", "Facebook"), a system for handling complaints and suggestions.

EKTU has developed and automated indicators for evaluating the effectiveness of bachelor's programs, which include image efficiency, positioning efficiency in the international and scientific space, the effectiveness of cooperation between the EP and the main stakeholders . JEP 6B04107 Social media marketing, according to these criteria, occupies the 45th position among the SP of the university (fig. 3).
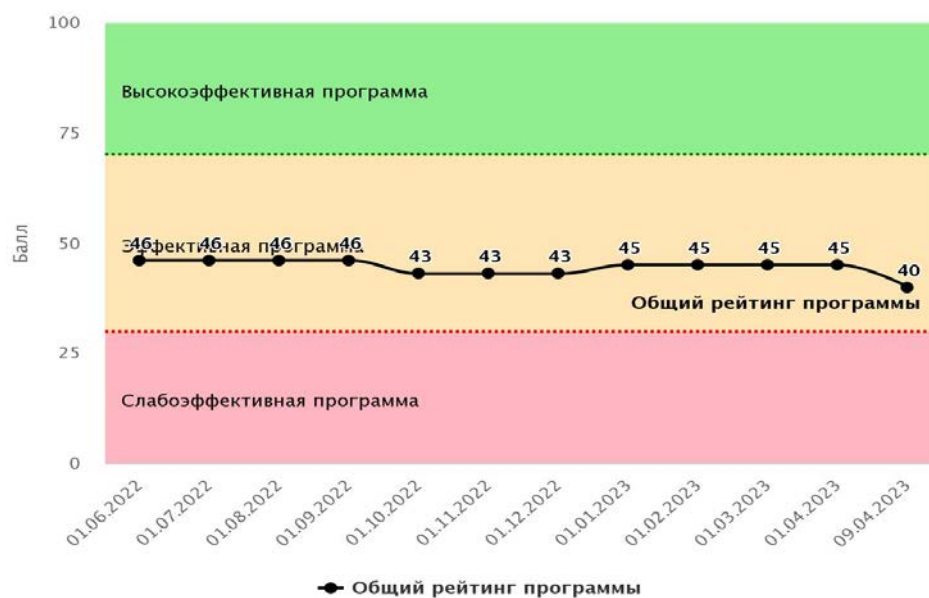
Figure 3 - Visualizing the effectiveness of JEP 6B04107 Social media marketing

One of the performance indicators is the number of students on JEP 6B04107 Social media marketing, 7M04107 Social media marketing (fig. 4).

Figure 4 - Dynamics of the contingent JEP 6B04107 Social media marketing, 7M04107 Social media marketing

Information about the progress of students JEP 6B04107 Social media marketing, 7M04107 Social media marketing for the last 3 academic years is presented in table 8.

Table 8 - Academic performance and average score of students JEP 6B04107 Social media marketing, 7M04107 Social media marketing

	2022-2023 Fall trimester	2022-2023 Winter trimester	2021-2022 Summer session	2021-2022 Winter session	2020-2021 Summer session	2020-2021 Winter session	2019-2020 Summer session
Academic performance JEP 6B04107	-	51.85%	60.87%	48.15%	45.00%	70.00%	90.00%
Wed score JEP 6B04107	-	1.91	2.19	2.59	1.23	2.89	2.85
Academic performance		100%	80%	100%	90.91%	90.91%	100%

JEP 7B04107						
Wed score JEP 7B04107		3.66	3.23	3.55	3.35	3.78	3.87

The material and technical base of universities is formed at a sufficient level. The library organizes access to the world's best electronic resources: the SpringerLink platform, a database of scientific research protocols (Springer Protocols; the Epigraph electronic library; a single search window EBSCO Discovery Service (EDS); POLPRED media). Library and bibliographic processes are carried out on the basis of the automated library system "Irbis 64+". The electronic catalog and the electronic full-text library are posted on the university website (tab "Science and innovations").

The main direction of work of EKTU with graduates is to promote their employment. Activities for the employment of graduates are carried out at the level of the university and faculties / schools. Career Center specialists, together with faculties / schools, assist in the employment of graduates, monitor employment and their further promotion in the labor market. The employment rate of graduates of JEP 6B04107 Social media marketing, 7M04107 Social media marketing in the period from 2021 to 2022 reaches 100%. The forms and methods of monitoring the professional growth of graduates are personal conversations, university-wide alumni meetings, specialist fairs, telephone conversations, communication through social networks, the media, concluding agreements with enterprises (on cooperation, for industrial and undergraduate practice, etc.) where graduates work.

Analytics
The analysis showed that within the framework of the accredited JEPs there is information published on the website of the EKTU, which includes a description of the goals of the JEP, the qualification characteristics of the graduate, the formed competencies and planned learning outcomes, and a modular curriculum. MUP allows you to get detailed information on each training course, including the complexity of the distribution of hours by type of work of the student, the form of final control, disciplinary learning outcomes, a list of recommended literature. Admission rules are updated and published annually, examination and assessment procedures are regulated by separate procedures and are detailed in working curricula.

At the same time, the disclosure of the information provided does not fully meet the needs of applicants and students, as the main stakeholders of accredited JEPs. So, in the list of programs for admission posted on the website, in terms of accredited JEPs, there is no mention that they are joint (https://www.ektu.kz/matriculant/specialitylist.aspx , https://www.ektu.kz/magistracy/specialitylist.aspx). In addition, there are no links on the page "List of Educational Programs of the Master's Program of the EKTU" that allow you to get acquainted with the description of the EP of the master's program, including the accredited JEP 7M04107 Social media marketing. This information is available in other sections of the university website, so it is recommended to provide an additional "entry point" from the page for applicants.

The description of the accredited JEPs does not disclose information about the role of the partner university in the implementation of the JEPs: what disciplines are available for study at IITU, to what extent, in what semesters, which teachers are involved in the educational process, what are the additional educational opportunities provided to students during the period of their mobility, what are the features of staying at a partner university and the requirements for mobility participants, including the level of language proficiency in which training is carried out - the answers to these questions are not reflected on the university website.

Adding information on some pages of the site that the accredited JEPs are joint, discovered during the visit of the EEC after interviewing the leadership of the SBE, is a correct, but insufficient direction for improvement. An integrated approach to solving this problem is required.

Strengths of the EP ''6B04107 Social media marketing'', ''7M04107 Social media marketing''

- according to this Standard, the EP does not have strengths.

Recommendations for the EP ''6B04107 Social media marketing'', ''7M04107 Social media marketing'':

- The leadership of the JEP to provide on the website of the EKTU information on the role of the IITU in the implementation of the JEP, including the modules implemented by the IITU, courses, disciplines, practices, teachers involved in the implementation of the educational process, the procedures used for conducting exams, opportunities for internships in the course of training in organizations according to the JEP profile, languages of instruction, requirements for the level of language training. (Deadline: 09/01/2023).

Conclusions of the EEC according to the criteria:
According to the standard ''Transparency and Documentation'', the educational programs ''6B04107 Social media marketing'', ''7M04107 Social media marketing'' have 9 satisfactory positions, 1 position needs to be improved.

6.9. Standard «Quality assurance»

✓ *Partner Educational Institutions should have a published quality assurance policy as part of their strategic management.*
✓ *A quality assurance policy is more effective if it reflects the relationship between learning, teaching, research and takes into account the national contexts in which partner education organizations operate.*
✓ *Internal stakeholders should develop and implement this policy through appropriate structures and processes with the involvement of external stakeholders.*
✓ *Partner educational institutions should apply joint internal quality assurance processes in accordance with part one of the ESG.*
The quality assurance policy supports:
✓ *organization of a quality assurance system that provides for joint internal quality assurance processes of educational partner organizations;*
✓ *departments, schools, faculties, institutes and other units, as well as the management of the educational organization, employees and students who perform quality assurance duties;*
✓ *academic honesty and freedom, as well as intolerance to manifestations of various kinds of academic dishonesty;*
✓ *processes that provide intolerance of any kind or discrimination of students and teachers;*
✓ *involvement of external stakeholders in quality assurance.*

Evidence
The WEC confirms that, in accordance with ISO 9001:2015, ESG - 2015, EKTU has a published Quality and Quality Assurance Policy. https://www.ektu.kz/files/abouttheuniversity/Politics_2023ru.pdf , which reflects the relationship between research, teaching and learning .

Quality policy and quality assurance provides for the improvement of the system of innovative education, the introduction of modern information educational technologies, an emphasis on practice-oriented training, a systematic approach to training specialists with competitive competencies, skills and the ability to adapt to the conditions of modern society, the involvement of employers in the process of developing and implementing educational programs , development of scientific and innovative activities through integration with the educational process, solving scientific and technical problems of industry enterprises in the region, integration into the global educational space through participation in international scientific and educational projects, in academic mobility programs. The anti-corruption policy is also aimed at creating a system of quality education and the development of science.

IITU Quality Policy https://iitu.edu.kz/documents/1221/1_%D0%9F%D0%BE%D0%BB%D0%B8%D1%82%D0%

[B8%D0%BA%D0%B0_%D0%B2%D0%BE%D0%B1%D0%BB%D0%B0%D1%81%D1%82%D0%B8_%D0%BA%D0%B0%D1%87%D0%B5%D1%81_%D1%82%D0%B2%D0%B0_2019-2020_RA0unns.pdf](#) reflects
the general approaches, key principles and main mechanisms established at the university for quality assurance and the development of a culture of continuous quality improvement. In order to guarantee the effectiveness of the internal quality assurance system, the management of the IITU analyzes it in the following areas of activity: the effectiveness of achieving goals for the current academic year; organization of internal audits and surveillance audits; analysis of consumer requirements; process analysis; overall performance rating.

The policy in the field of quality and quality assurance of EKTU is based on the values and traditions, the potential of schools, faculty, research centers, laboratories, whose activities ensure the integration of science, education, practice-oriented training of engineers for a new technological order, the creation of a commercialized intellectual potential and a territory of well- being .

The management of the university, teaching staff and employees take part in ensuring the quality of educational programs: the Department of Information Technology provides information and technical support, the Department for International Cooperation accompanies academic mobility and international relations, the Department of Research Activities supports scientific research, the Department for Social and Cultural Activities and youth policy provides social support to students, the Department of Development Strategy and Quality Assurance is engaged in obtaining feedback on learning processes through surveys. The Department for Academic Affairs ensures the implementation of the quality of educational programs. Faculties/schools and leaders of the EP organize all processes related to the implementation of the EP. The university also has structural units dealing with the formation of a contingent for EPs, employment, solving operational requests (Career Center, Registrar Office, CSP, etc.).

External stakeholders are also involved in the implementation of the quality assurance policy. In the context of accredited JEPs, the forms of this activity are the participation of employers, experts and specialists in the development of JEPs, adjustment of their content, reviewing and examination of JEPs. The approved JEPs presented during the EEC visit contain the signatures of the heads of the two enterprises (organizations) involved in the design of the JEP, as well as the seals of these organizations. For example, the director of NUR MEDICAL COMPANY LLP Degterenko V.A., the director of Shygysmedtrade LLP Eckert A.A. were involved in the development of JEP 6B04107 Social media marketing, 7M04107 Social media marketing in 2022. Examples of participation of external stakeholders in adjusting the content of accredited JEPs and conducting external reviews were presented in the evidentiary parts of Standards 2 and 3, respectively.

The EKTU approved the Guidance on the Internal Quality Assurance System dated November 23, 2022 (https://data.ektu.kz/index.php/s/8Dnr2CzYy54jqBi), containing the standards of the internal quality assurance system in accordance with the first part of the ESG and Internal monitoring the quality of the educational process of December 28, 2022 (https://data.ektu.kz/index.php/s/a2H97nPXJWHmpZz).

The following types of monitoring are carried out in EKTU: internal monitoring of the quality of education at the university, internal administrative control, special studies. The monitoring of the results of the survey on the evaluation of the EP and the conduct of training sessions is carried out by the Department for Academic Affairs, the commissions for quality assurance of faculties / schools and the heads of the EP.

The policy in the field of quality and quality assurance of the EKTU supports the development of a culture of quality, academic honesty, freedom, as well as actions against all types of academic dishonesty, basic mechanisms have been introduced, such as: proctoring, anti-plagiarism, etc.

The leadership of the EKTU has allocated hours during which employees, students, parents and other interested persons can make an appointment with the rector. The schedule for

the reception of citizens is posted on the website, the Schools also have a schedule for the reception of visitors by the dean and head of the EP.

Feedback forms are:

1) the rector's blog located on the university website (https://www.ektu.kz/blogs/rector/questionsList.aspx);

2) a box for suggestions and appeals https://www.ektu.kz/divisions/marketpr_center/suggestionbox.aspx (information with a QR code is posted on the university);

3) booth for video, audio and written appeals (Serikbaeva 19, main building, first floor);

4) personal pages of divisions on the site https://www.ektu.kz/ with contact information (https://www.ektu.kz/alldivisions.aspx).

The texts of appeals received on the rector's blog and a box of proposals regarding the quality of training of specialists are transferred to the Office of Academic Affairs, deans of faculties/schools for further decisions.

The educational program 6B04107 Social media marketing participated in the Republican rating of NCE "Atameken". According to the criterion "The share of specialists involved in the educational process from production from the relevant industry", EP 6B04107 Social media marketing took 13th place out of 23 in the ranking.

Analytics

The analysis of the documents described in the Self-Assessment Report and presented during the EEC visit allows us to conclude that partner universities have a published quality assurance policy, which is part of their strategic management. Internal stakeholders develop and implement this policy, and in the context of accredited JEPs, examples of involving external stakeholders in these processes are demonstrated.

At the same time, partner HEIs involved in the implementation of JEPs should develop, approve and apply joint internal quality assurance procedures. The absence of these procedures in the context of accredited JEPs is a systemic shortcoming that affects various aspects of interaction between partner universities: the development and approval of programs, the collection and exchange of information during the implementation of programs, the implementation of monitoring and periodic evaluation - all these aspects can be simultaneously improved through harmonization of quality assurance processes built in partner universities by harmonizing and documenting joint procedures.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"
- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":
- university management to define and document internal joint JEP quality assurance procedures governing the development and approval, monitoring and periodic evaluation of programs, collection and analysis of information as part of their implementation (Deadline: 12/31/2023).

Conclusions of the EEC according to the criteria:
According to the "Quality Assurance" standard, the educational programs "6B04107 Social media marketing", "7M04107 Social media marketing" have 8 satisfactory positions, 1 position needs to be improved.

6.10. Standard «Ongoing monitoring and periodic evaluation of the joint educational

program»

    ✓ *Partner educational institutions should monitor and periodically evaluate the joint educational program in order to achieve its goal and confirm compliance with the needs of students and society.*
    ✓ *The results of these processes should lead the OO to continuous improvement of the joint educational program.*
    ✓ *All stakeholders should be informed of any planned or undertaken actions in relation to the joint educational program.*
    ✓ *A joint educational program should be regularly evaluated and reviewed with the involvement of students and other stakeholders.*

Evidence

The heads of JEP 6B04107 Social media marketing, 7M04107 Social media marketing monitor, are responsible for reviewing and updating the JEP. According to the results of the interview, the departments are involved in the discussion and examination of employers. On the recommendations of employers, such disciplines were introduced for bachelors as "Fundamentals of Video Filming", "Fundamentals of Sound Recording and Digital Processing of Audio Information", "Creation and Promotion of Advertising in the Internet Space", for Masters "Research Management", "Digital Design", "Management projects in the media environment.

The EEC confirms that internal quality assurance is carried out through the participation of schools in internal audits of the IMS, as well as in various surveys of students, teaching staff, and employers. The results of the analysis of inspections and audits are presented in the form of acts, certificates, memos, reports and are considered at meetings of the collegiate bodies of the EKTU (Board of Directors, Academic Council, IMS Coordinating Council, Academic Council, etc.). The monitoring of the results of the survey on the evaluation of the EP and the conduct of training sessions is carried out by the Department for Academic Affairs, the commissions for quality assurance of faculties / schools and the heads of the EP.

The goals of the development plan JEP 6B04107 Social media marketing, 7M04107 Social media marketing are consistent with the development strategy of the School of Business and Entrepreneurship and the Strategic Development Program of JSC EKTU for 2023-2025, which outline the expected results.

Innovative proposals from interested parties to improve the activities of JEPs can be received both through communication means (on the rector's blog, e-mail communication, interviews with potential employers), and personally (receiving visitors; speaking at the Academic Council of the school, surveying employers during Fairs of specialists, etc.).

After completion of all procedures for making adjustments/changes to the JEP, all interested parties are informed about the upcoming adjustments/changes. Persons interested in the planned or undertaken actions regarding the JEP are informed by e-mail. If necessary, official letters are sent through the office. In addition, information is provided through the website, in the news of the EKTU, social networks and distribution of printed information.

Examples of the revision and approval of JEP 6B04107, 7M04107 Social media marketing are the Minutes of the meetings of the commissions for quality assurance of the school No. 6 dated 04/14/2022, where reports were heard on the development of amendments to JEP 6B04107 Social media marketing, 7M04107 Social media marketing.

Every year, the university reviews the content of curricula, taking into account the needs and changes in the labor market, innovative development in the field of engineering, technology, economics, the social sphere and science in general. Curricula are initially considered by academic committees in areas of training, which include: teaching staff, employers, and educators. Approval of curricula is carried out at meetings of the Academic Council of the University.

The EEC confirms that the university has a vision for the future of the JEP, namely, the JEP Development Strategy for 2023-2025. Based on the application of a SWOT analysis, one of the objectives of this document is to increase the share of foreign students and, in general,

external mobility.

Analytics

EEC IAAR notes the importance of the determining role of the processes of collecting and analyzing information in the course of the implementation of accredited JEPs. In this vein, the university is constantly working to identify the strengths and weaknesses of the JEP, as well as the use of favorable opportunities and leveling threats.

According to the data provided, when discussing and revising accredited JEPs, students and employers as part of the Academic Committee and the Commission for Quality Assurance of the SBE take an active part. However, the stakeholder groups involved in their regular review processes can be expanded to include alumni. The management of the accredited SSS regularly conducts surveys "University through the eyes of graduates", however, the target audience of these surveys is graduate students, and the chosen form (questionnaire) is a tool for students to evaluate their educational programs. Thus, individuals who have completed training remain outside the scope of the monitoring and adjustment processes of accredited JEPs. At the same time, the information presented in the Self-Assessment Report and obtained during the EEC visit indicates a 100% employment rate for graduates of accredited JEPs. In this regard, the involvement of graduates carrying out professional activities in the field of education received in the process of reviewing accredited JEPs will enrich the continuous cycle of improving educational programs by taking into account both their practical experience and understanding of the actual needs of the future SMM specialist in the content of accredited JEPs .

The involvement of graduates of accredited JEPs to participate in the processes of their monitoring and revision can be carried out, among other things, through the mechanisms of functioning of the Altyn Besik Alumni Association, which has been operating in the EKTU since 2003.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":

- JEP management to expand the list of stakeholders involved in the discussion and revision of the JEP by involving graduates in this activity. (Deadline: 05/31/2024).

Conclusions of the EEC according to the criteria:

According to the standard "Continuous monitoring and periodic evaluation of a joint educational program", educational programs "6B04107 Social media marketing ", " 7M04107 Social media marketing" have 4 satisfactory positions.

6.11. Standard «Periodic external quality assurance procedures»

✓ *Partner Educational Institutions must undergo external quality assurance procedures in accordance with the European Standards and Guidelines (ESG) on a regular basis.*
✓ *The educational organization should strive to ensure that the progress made since the last external quality assurance procedure is taken into account when preparing for the next procedure.*

Evidence

EKTU actively participates in external quality assurance procedures. The results of the external evaluation procedures are posted on the university website (

https://www.ektu.kz/abouttheuniversity/passport/achievement.aspx?lang=ru). For example, in 2019, the university passed institutional accreditation in the Kazakhstan Association for Engineering Education KAZSEE (13.12.2019-12.12.2024, No. 1920 KE 0119). In the context of specialized accreditation, EKTU implements educational programs accredited by the Independent Agency for Accreditation and Rating (IAAR), the Independent Agency for Accreditation and Expertise in the Quality of Education (ARQA), the Independent Agency for Quality Assurance in Education (IQAA), the Kazakhstan Association for Engineering Education (KazSEE).

From December 19 to December 21, 2022, EKTU successfully passed the recertification audit of the quality management system for compliance with the international standard ISO 9001:2015 (https://www.ektu.kz/files/abouttheuniversity/qms/cert_2023_ru.pdf). As a result of the audit, the university was issued a certificate of compliance with the requirements of the ISO 9001:2015 standard and was awarded the IQNet certification mark (https://www.ektu.kz/files/abouttheuniversity/qms/SMK_IQNet_23.pdf). By Order No. 275-P dated June 23, 2022, an integrated management system (IMS) was created on the basis of the EKTU based on three systems - a quality management system, an anti-corruption management system and an internal quality assurance system.

In December 2022, an external IMS audit was successfully passed (https://www.ektu.kz/newsevents/vktu_uspeshn0_proshel_vneshniy_audit_integrirovannoy_siste my_managementa.aspx).

Accredited JEPs 6B04107 Social media marketing, 7M04107 Social media marketing are undergoing external quality assurance for the first time.

Analytics

EKTU regularly participates in various external quality assurance procedures, including in the context of the university, individual EPs, or quality assurance processes. The presence of evidence of institutional accreditation confirms the competitiveness of the university, its systematic work in the field of quality assurance. Specialized accreditation demonstrates that the implemented EPs of the university meet the requirements of the time, that they are being improved in accordance with the needs of the modern economy and the labor market, and are aimed at integrating into the global educational space.

The results of the external evaluation are reflected in the improvement of the position of the university in various rankings (QS Stars , QS Asia University Rankings , UniRank -2023, Webometrics Ranking of World universities).

Accreditation of JEP 6B04107 Social media marketing, 7M04107 Social media marketing has not been carried out before. Taking into account this fact, participation in this procedure will make it possible to qualitatively assess the level of accredited JEPs, obtain objective information about untapped opportunities, potential and development prospects, create the necessary foundation for image growth and strengthening competitive positions in the national and international market of educational services.

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"
- according to this Standard, the EP does not have strengths.

Recommendations for the EP "6B04107 Social media marketing", "7M04107 Social media marketing":
- there are no recommendations for this EP Standard.

Conclusions of the EEC according to the criteria:
According to the standard "Periodic External Quality Assurance Procedures", the educational programs "6B04107 Social media marketing ", "7M04107 Social media

marketing'' have 2 satisfactory positions.

(VII) REVIEW OF THE STRENGTHS OF EACH STANDARD

Strengths of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

Standard "Right to Participation (Eligibility)"
- according to this Standard, EPs do not have strengths.

Standard "Learning Outcomes"
- according to this Standard, EPs do not have strengths.

Standard "Development and approval of the program"
- according to this Standard, EPs do not have strengths.

Standard "Admission, performance, recognition and certification of trainees"
- according to this Standard, EPs do not have strengths.

Standard "Student-centered learning, teaching, and learning assessment"
- according to this Standard, EPs do not have strengths.

Standard "Learner support"
- according to this Standard, EPs do not have strengths.

Standard "Resources"
- opportunities for career growth and professional development of teachers.

Standard "Transparency and documentation"
- according to this Standard, EPs do not have strengths.

Standard "Quality assurance"
- according to this Standard, EPs do not have strengths.

Standard "Ongoing monitoring and periodic evaluation of the joint educational program"
- according to this Standard, EPs do not have strengths.

Standard "Periodic external quality assurance procedures"
- according to this Standard, EPs do not have strengths.

(VIII) REVIEW OF QUALITY IMPROVEMENT RECOMMENDATIONS FOR EACH STANDARD

Recommendations for the EP ''6B04107 Social media marketing'', ''7M04107 Social media marketing'':

Standard ''Right to Participation (Eligibility)''
- JEP management to complete the coordination of programs and ensure their joint approval by authorized persons of partner universities (Deadline: 09/01/2023).
- the management of the JEP together with the legal service to consider the possibility of including in additional agreements to the Agreement on the preparation of students according to the JEP, regulating the periods of study of students of the EKTU at IITU, the following conditions for the implementation of the JEP: 1) the language of instruction, 2) requirements for learning outcomes, 3) forms of conducting attestation (in accordance with clause 2.3 of the Agreement on the preparation of students according to the JEP) (Term: no later than 1 month before the start of students' studies at IITU).

Standard ''Learning Outcomes''
- there are no recommendations for this EP Standard.

Standard ''Development and approval of the program''
- JEP management to develop a local act that defines the algorithm for selecting persons involved in conducting external reviews of the JEP, as well as establishing requirements for external experts (Deadline: 12/31/2023).
Additional recommendations for the EP ''6B04107 Social media marketing'':
- to develop a provision that ensures, when updating the JEP, the synchronization of the EP (correspondence of the labor intensity of modules, disciplines, courses of the JEP, etc.) implemented at IITU and the labor intensity provided for by the curriculum of the JEP (Deadline: regularly when concluding additional agreements that fix the list of disciplines for study in IITU).

Standard ''Admission, performance, recognition and certification of trainees''
- the management of the JEP should reflect in the Admission Rules the requirement for applicants to provide written consent to the conditions for the implementation of the JEP when concluding an agreement on the provision of educational services (Deadline: 07/01/2023).
- JEP management to determine the types of professional certification for which students can be trained, to determine the list of disciplines, the content of which is aimed at preparing them for certification (Deadline: 05/30/2024)
Additional recommendations for the EP ''6B04107 Social media marketing'':
- JEP management to determine the requirements for the level of English proficiency for students who want to study at the IITU in English (Deadline: 08/01/2023)
- conduct a regular assessment of the level of English proficiency for students who want to study at IITU in English (Deadline: no later than 1 month before the start of students' studies at IITU) .

Standard ''Student-centered learning, teaching, and learning assessment''
- there are no recommendations for this EP Standard.

Standard ''Learner support''
- JEP management to ensure that regular introductory meetings / organizational meetings are held with training JEPs sent to IITU for training, before they leave for a partner university in order to explain the procedure, conditions and features of training and stay at IITU (Deadline: no

later than 1 month before the start teaching students at IITU).

- the management of the JEP, together with the legal service, consider the possibility of providing in the Agreement on the preparation of students under the JEP (additional agreements to the Agreement) measures of social support for students, including assistance in finding housing for the period of their studies at IITU (in the absence of places in the dormitory of IITU), registration preferential travel passes for local transport, compensation for part of the cost of food, etc. (Deadline: 09/01/2023).

- to develop a program for scaling the barrier-free educational environment formed in the main building of the EKTU to the educational building where the School of Business and Entrepreneurship is located (Deadline: 01.02.2024).

Standard "Resources"
- JEP management to expand the range of specialized software with relevant programs and applications similar to solutions used in the field of SMM (for example: Brand Analytics , Popsters , Canva , Pinterest etc.) (Deadline: 05/31/2024).

Standard "Transparency and documentation"
- to provide the management of the JEP on the website of the EKTU with information about the role of the IITU in the implementation of the JEP, including the modules implemented by the IITU, courses, disciplines, practices, teachers involved in the implementation of the educational process, the procedures used for conducting exams, opportunities for internships in the course of training in organizations according to the JEP profile, languages of instruction, requirements for the level of language training. (Deadline: 09/01/2023).

Standard "Quality assurance"
- university management to define and document internal joint JEP quality assurance procedures governing the development and approval, monitoring and periodic evaluation of programs, collection and analysis of information as part of their implementation (Deadline: 12/31/2023).

Standard "Ongoing monitoring and periodic evaluation of the joint educational program"
- JEP management to expand the list of stakeholders involved in the discussion and revision of the JEP by involving graduates in this activity. (Deadline: 05/31/2024).

Standard "Periodic external quality assurance procedures"
- there are no recommendations for this EP Standard.

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

1. The university is recommended to pay attention to the creation of conditions for kandas (compatriots), and also, due to its geographical proximity to China, consider the possibility of establishing contacts with Chinese universities for academic mobility and opening joint programs.

2. The university is recommended to consider the possibility of paying for SMM services for students of accredited JEPs, which they provide for the needs of schools and faculties of the university.

(X)   <u>RECOMMENDATIONS TO THE ACCREDITATION COUNCIL</u>

The members of the EEC came to the unanimous opinion that the EP "6B04107 Social media marketing", "7M04107 Social media marketing" is recommended for accreditation for a period of 5 (five) years.

Annex 1. EVALUATION TABLE "Conclusion by the external expert commission"

Conclusion of the external expert commission for quality assessment of the EP "6B04107 Social media marketing", "7M04107 Social media marketing"

No.	Standards and criteria for international specialized (program) accreditation of a joint educational program of higher and (or) postgraduate education	Position of the joint educational program			
		strong	Satisfactory	Assumes improvement	Unsatisfactory
	Standard "Right to participate. Acceptability"				
1.	Educational organizations planning to implement a joint educational program must be recognized by the relevant authorities of the country in which they are located		+		
2.	Participation in the implementation of a joint educational program, the assignment of a joint academic degree must comply with national regulations		+		
3.	The academic degree(s) awarded must(s) be in accordance with the national qualification system of the countries in which the PA is located		+		
4.	A joint educational program should be developed and subject to implementation with the involvement of all partner educational organizations			+	
5.	The conditions for the development, implementation of a joint educational program should be clearly set out in a cooperation agreement between educational organizations - partners		+		
	The cooperation document should set out the following:				
6.	information about the academic degree (qualification, degrees) awarded for the development (completion) of the joint educational program		+		
7.	coordination and responsibility of the involved educational institutions-partners in relation to management and financial organization (including financing, cost and income sharing, etc.)		+		
8.	rules for admission and selection of students		+		
9.	mobility of students and teachers		+		

10.	rules for conducting examinations, methods for evaluating student performance, recognition of ECTS credits and procedures for conferring joint academic degrees		+		
	Total by standard		**9**	**1**	
Standard "Learning Outcomes"					
1.	The joint educational program should be designed in accordance with the established objectives, including the intended learning outcomes.		+		
2.	A qualification resulting from a joint educational program must be clearly defined, explained and correspond to a certain level of the national framework for qualifications in higher education and, therefore, the framework for qualifications in the European Higher Education Area (FQ-EHEA)		+		
3.	The disciplines of the joint educational program should ensure the achievement of the planned learning outcomes, including the knowledge, skills and competencies of the relevant field (areas) of education		+		
4.	A joint educational program should ensure the achievement of the planned learning outcomes by each student		+		
5.	The joint educational program, if relevant, must take into account the minimum agreed learning conditions set out in the European Union Directive 2005/36/EC or the relevant common learning framework established in accordance with the Directive		+		
	Total by standard		**5**		
Standard "Development and approval of the program"					
1.	The structure and content of the joint educational program should be defined and developed on the basis of a student-centered approach to learning to ensure the achievement of the planned results		+		
2.	A joint educational program should be developed with the participation of students and other stakeholders		+		
3.	The European Credit Transfer System (ECTS) must be applied correctly and credit allocation must be clear		+		
4.	The joint educational program provides coverage of the required volume of workload. The undergraduate program is at least 180-240 ECTS credits; a joint master's program is at least 90-120 ECTS credits and must not be less than 60 ECTS credits at the second level of the cycle (credit ranges according to FQ-EHEA); for joint PhD programs, the range of credits is not indicated		+		
5.	The joint educational program has mechanisms to control the study load and the average time to complete the program		+		

	Total by standard	**5**		
Standard "Admission, performance, recognition and certification students"				
1.	Partner educational institutions must have pre-defined, published and consistently applied admission rules and corresponding requirements for applicants	+		
2.	Selection procedures should correspond to the level of the joint educational program, regulate all periods of the "life cycle" of training, i.e. admission, performance, recognition and certification		+	
3.	Recognition of qualifications and periods of study (including recognition of prior learning) should be applied in accordance with the Lisbon Recognition Convention and supporting instruments	+		
	Total by standard	**2**	**1**	
Student-Centered Learning, Teaching and Assessment Standard				
1.	A joint educational program should be developed in accordance with the planned learning outcomes	+		
2.	Approaches to learning and teaching should be adequate to achieve the intended learning outcomes	+		
3.	A joint educational program should take into account the diversity of students, respect their needs, including potentially different cultural characteristics of students	+		
4.	The rules for conducting examinations and the assessment of the achieved learning outcomes must be consistent with the intended learning outcomes	+		
5.	Examinations and assessment of the results achieved by students should be conducted by partner educational organizations in accordance with established rules	+		
	Total by standard	**5**		
Student Support Standard				
1.	Partner educational organizations should ensure the functioning of appropriate student support services that contribute to the achievement of planned learning outcomes	+		
2.	Student support services should contribute to the achievement of planned learning outcomes	+		
3.	Student support services should take into account the possible specific problems of students with mobility		+	

45

4.	Support services should, when allocating, planning and providing educational resources, take into account the needs of various groups of learners (students on mobility, adults, working, distance learning, as well as learners with disabilities) and take into account the principles of a student-centered approach to learning and teaching			+	
		Total by standard	**2**	**2**	
Standard "Resources"					
1.	The teaching staff must be sufficient and adequate (qualifications, professional and international experience) to implement a joint educational program			+	
2.	The conditions provided must be sufficient and adequate, taking into account the intended learning outcomes.			+	
	Partner educational organizations are responsible for the quality of their employees and providing favorable conditions for their effective work. Therefore, educational organizations, recognizing the importance of teaching, should:				
3.	develop clear, transparent and objective criteria for hiring employees, appointments, promotions, dismissals and comply with them in their activities			+	
4.	provide opportunities for career growth and professional development of teachers		+		
5.	encourage scientific activity to strengthen the link between education and research			+	
6.	encourage the use of innovative methods of learning, teaching and the use of advanced technologies			+	
7.	The OO should strive to ensure that the educational equipment and software used to ensure that students achieve the planned results of the joint educational program are similar in their respective industries.			+	
		Total by standard	**1**	**6**	
Transparency and Documentation Standard					
1.	Relevant information about the joint educational program should be documented and published taking into account the specific needs of mobility learners			+	
2.	Information about the joint educational program should take into account admission requirements and procedures, catalog of courses/disciplines, examination and assessment procedures, etc.			+	

3.	Partner educational organizations must have and implement mechanisms for collecting and analyzing information about their activities, about the activities of a partner within the framework of a joint educational program and use the information received in the work of the internal quality assurance system	+		
4.	OO should ensure the involvement of students and employees in the collection, analysis of information and planning of subsequent procedures	+		
	When collecting information, the TOE should consider the following:			
5.	key performance indicators	+		
6.	information about the contingent of students	+		
7.	academic achievement, student achievement and dropout	+		
8.	satisfaction of students with the quality of implementation of the joint educational program	+		
9.	availability of educational resources and student support services	+		
10.	employment of graduates	+		
	Total by standard	**9**	**1**	
	Quality Assurance Standard			
1.	Partner Educational Institutions should have a published quality assurance policy as part of their strategic management.	+		
2.	Quality assurance policy is more effective if it reflects the relationship between learning, teaching, research and takes into account the national contexts in which partner education organizations operate.	+		
3.	Internal stakeholders should develop and implement this policy through appropriate structures and processes with the involvement of external stakeholders.	+		
4.	Partner educational institutions should apply joint internal quality assurance processes in accordance with part one of the ESG		+	
	Quality assurance policy supports			
5.	organization of a quality assurance system that provides for joint internal processes for quality assurance of educational partner organizations	+		
6.	departments, schools, faculties, institutes and other departments, as well as the management of the educational organization, employees and students who perform quality assurance duties	+		
7.	academic honesty and freedom, as well as intolerance to manifestations of various kinds of academic dishonesty	+		
8.	processes that provide intolerance of any kind or discrimination of students and teachers	+		
9.	participation of external stakeholders in quality assurance	+		
	Total by standard	**8**	**1**	

	Standard "Continuous monitoring and periodic evaluation of a joint educational program"				
1.	Partner educational institutions should monitor and periodically evaluate the joint educational program in order to achieve its goal and confirm compliance with the needs of students and society		+		
2.	The results of these processes should lead the OO to continuous improvement of the joint educational program		+		
3.	All stakeholders should be informed of any planned or undertaken actions in relation to the joint educational program		+		
4.	A joint educational program should be regularly evaluated and reviewed with the involvement of students and other stakeholders		+		
	Total by standard		**4**		
	Standard "Periodic External Quality Assurance Procedures"				
1.	Partner educational institutions must undergo external quality assurance procedures in accordance with the European Standards and Guidelines (ESG) on a regular basis		+		
2.	The educational organization should strive to ensure that the progress made since the last external quality assurance procedure is taken into account when preparing for the next procedure.		+		
	Total by standard		**2**		
	TOTAL	**1**	**57**	**6**	

Annex 2. PROGRAM FOR A VISIT TO AN EDUCATIONAL ORGANIZATION

AGREED
Chairman of the Board-Rector
_____S.Zh. Rakhmetullina
"11 April 2023 of the year

APPROVED
CEO NU "Independent Agencyaccreditation and rating"
_____A.B. Zhumagulova
"11 April 2023 of the year

PROGRAM OF THE VISIT OF THE EXTERNAL EXPERT COMMISSION OF THE INDEPENDENT AGENCY OF ACCREDITATION AND RATING (IAAR)NJSC "EAST KAZAKHSTAN TECHNICAL UNIVERSITY NAMED AFTER D. SERIKBAYEV" (SPECIALIZED AND PRIMARY SPECIALIZED ACCREDITATION)

Date hybrid visit: 25 − 27 April 2023 of the year
Program developed with taking into account time Ust-Kamenogorsk

Cluster	Educational program
Cluster 1. Specializedaccreditation	1) 6B04107 Social media marketing (joint educational program With Internationaluniversity information technologies) 2) 7M04107 Social media marketing (joint educational program With Internationaluniversity information technologies)
Cluster 2. Primaryspecialized accreditation	3) 6B07109 Medical engineering (Medical technique) (joint educational programWith Medical university Families) 4) 7M04102 Technological Entrepreneurship (joint educational program withKaraganda University Kazpotrebsoyuz)
Cluster 3. Primary specialized accreditation	5) 6B04109 State financial management 6) 6 B 11202 innovative control security emergency natural And technogenic character
Cluster 4. Primary specialized accreditation	7) 6B07312 Land inventory And land management 8) 7M11301 Organization transportation, movements And exploitation transport
Cluster 5. Specialized accreditation	9) 6B07309 BIM - technologies in designing 10) 7M07312 Land inventory And land management
Cluster 6. Specialized accreditation	11) 8D05401 Mathematics 12) 8D07103 Thermal power engineering

Date and time *(local time Ust-Kamenogorsk, GMT +6)*	Job WEC With targeted groups	Position and surname, name, patronymicparticipants targeted groups	Place of the procedure /Form connections
		21 April 2023	
15.00-16.00	**preliminary meeting WEC** *(discussion of key questions And programs visit)*	*External experts IAAR*	Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only For VEC)
		Day 1: 25 April 2023	
10.00-10.30	**Distribution responsibility of expertsorganizational questions**	*External experts IAAR*	**Audience G-1-139** (st. Serikbaev, 19) Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only For VEK)
10.30-11.00	**Interview with the Chairmanboards - Rector** *(Interview will be arranged V hybrid format: on- / off - line)*	*Chairman of the Board - Rector NJSC D. Serikbayev EKTU -* Rakhmetullina Saule Zhadygerovna, Ph.D., associated Professor	**Audience G-1-101** (st. Serikbaev, 19) Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
11.00-11.15	**Technical break**	*External experts IAAR*	**Audience G-1-101**
11.15-11.45	**Interview With Members Board-vice-rectors** *(Interview will be arranged V hybrid format: on- / off - line)*	1. *Member of the Board - Vice-Rector for Academic issues of NJSC D. Serikbayev EKTU* – Konurbaeva Zhadyra Tusupkanovna, Ph.D.,associated Professor 2. *Member boards - vice-rector By scientific research activities and digitalization NJSC D. Serikbayev EKTU* – Denissova Natalya Fedorovna, Associate Professor	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662

		3. *Member boards - vice-rector planned- economic activities NJSC D. Serikbayev EKTU* - Beisembaeva Galia Mustapaevna, Ph.D.	
11.45-12.00	**Interviews with vice-rectorspartner universities** *(Interview will be arranged Vhybrid format: on- / off - line)*	1. *Vice-Rector By academic And educational activities of the International university information technologies* - Mustafina Akkyz Kurakovna, Ph.D., assistant professor 2. *Vice-Rector By academic issues And strategic development Karaganda university Kazpotrebsoyuz* - Nakipova Gulmira Ermekovna, Doctor of Economics, Professor 3. *Vice-Rector By academic And educational work NAO "Medical university Families"* - Smailova Zhanargul Kaiyrgalievna, Ph.D.	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
12.00-12.15	**Technical break**	*External experts IAAR*	**Audience G-1-101**

| 12.15-13.00 | **Interviews with executives structural divisions** *(Interview will be arranged on hybrid format: on- / off - line)* | 1. *Boss management By academic activities* - Mashekenova Asiya Khasenovna, Ph.D.
 2. *Boss Division organizations And monitoring educational process* - DenisovaOksana Kasymovna, Ph.D., associated Professor
 3. *And about. chief Registrar's Office* - Zhaizhatyrova Meruert Sabyrovna
 4. *Director center career* - Trofimenko Svetlana Alexandrovna
 5. *Supervisor Reception commissions* - Muslimova Gulnar Ersainovna, Ph.D.
 6. *Director Department scientificresearch activities* - Uazirkhanova Gulzhaz Keneshankyzy, doctor Ph.D. , associated Professor
 7. *Boss Center " POSTGRADUATE "* - Ivashchenko Elena Nikolaevna, Ph.D.
 8. *Boss management By international cooperation* - Mukhamadiev Tahir Anuarbekuly | **Audience G-1-101**

 Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662Identifier conferences: 494 124 0662 |

		9. *Boss management By international cooperation* - Mukhamadiev Tahir Anuarbekuly 10. *Boss department By selection And development personnel* - Daniyarova Karlygash Manashevna 11. *Boss management By social cultural activities And youth politics* - Zhanabaeva Gulnara Nurtasovna 12. *Main accountant* - Any Natalia Victorovna 13. *Boss management strategies developmentAnd ensure quality* - Anop Daria Kamilievna, Ph.D., associated Professor 14. *Supervisor center informational politicians And media communications (Media center)* - Kasymova Karlygash Kanatovna 14. *Boss management By development infrastructure* - Edigenov Lancer Bulatovich 15. *Supervisor libraries* - TleubekovaNazimgul Ernazarovna 16. *Boss management escorts Andinformation technologies* - Zuev Vitaly Nikolaevich	
13.00-13.15	**Job WEC**	*External Experts IAAR*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only For VEK)
13.15-14.15	**Dinner**	*External experts IAAR*	**cafe "Pomegranate"**
14.15-14.30	**Technical break**	*External experts IAAR*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only For VEC)

14.30-15.00	**Interviews with deans / institute directors (schools)** *(Interview will be arranged Vhybrid format: on- / off - line)*	1. *Deputy dean faculty basic engineering training* - Aringozhina Zarina Yerzhanovna 2. *Dean of the School of Information Technology and intellectual systems* - Kumargazhanova Saule Kumargazhanovna, Ph.D., AssociateProfessor 3. *Dean of the School of Business and entrepreneurship* - Zakimova Alfiya Manarbekovna, Ph.D. 4. *Dean Schools technologies atomic And traditional energy* - Akaev AibekMuratbekovich, PhD _ 5. *Dean Schools metallurgy And enrichment useful fossil* - Onalbaeva ZhanarSagidoldinovna, PhD _ 6. *And about. dean Schools architecture And construction* - Aitkazina Ayazhan Kalelkhanovna 7. *Deputy dean Schools Sciences O Earth* - Asylkhanova Jeanne Alexandrovna 8. *Deputy Dean of the School mechanical engineering* - Baygereev Samat Rakimgalievich, doctor PhD	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
15.00-15.10	**Interviews with deans / institute directors (schools) partner university** *(Interview will be arranged Vhybrid format: on- / off - line)*	1. *Dean of the Faculty of Digital transformations of the International university information technologies* - Mukhamadiev Ardak Gabitovna 2. *Dean of the Faculty of Economics, Management and entrepreneurship of Karaganda university Kazpotrebsoyuz* - GimranovGalia Ilyasovna, Ph.D., Professor 3. *Dean of the School of Public healthcare, dentistry, pharmacy And nursing affairs NAO "Medical university Families"* - Kairkhanova Ynkar Akimzhanovna, PhD	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
15.10-15.25	**Technical break**	*External experts IAAR*	**Audience G-1-101**

| 15.25-16.05 | **Interviews with managers departments, heads EP (Parallel)** *(Interview will be arranged Vhybrid format: on- / off - line)* | **Leaders EP clusters 12, 3, 6:** *Supervisor EP 6B04107 Social mediamarketing, EP 6B04109 State financial management* – Baitikenov Gulzhan Alpekovna *Supervisor EP 7M04107 Social media marketing, EP 7M04102 Technological entrepreneurship* – Rakhimberdinova Madina Umargalievna, doctor Ph.D. , associated Professor *Supervisor EP 6B07109 Medical engineering (Medical technology)* – Orazova Araylym Zhanbolatkyzy *Supervisor EP 6B11202 innovative control security emergency natural And technogenic character* – Idrisheva Janat Kabylbekovna, Ph.D., assoc. Professor *Supervisor EP 8D05401 Mathematics* – Rakhmetullina Zhenisgul Toleukhanovna, Ph.D.- mat.s. 6. Head of EP 8D07103 Thermal power engineering – Segeda Tamara Alexandrovna, Ph.D., Associate Professor 7. Head. Department of "Foreign Languages" - Khasenova Lira Nurlanovna **Head department partner universities:** . *Head department «Media communications And story Kazakhstan" IITU* - Niyazgulov Aigul Askarbekovna, . *Head department economy And Entrepreneurship KarU Kazpotrebsoyuz* - Nevmatulina Karina Anvarovna, doctor PhD . *Head department physiological disciplines name well-deserved figure Sciences RK T.A. Nazarova NJSC "SMU"* - Rakhyzhanova Saule Oryngazievna, PhD . *Head department biochemistry And chemical disciplines NJSC "SMU"* - Olzhaev Rauza Romanovna, Ph.D. | **Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 1)* |

		Leaders EP clusters 4, 5 1. *Supervisor EP 6B07312 Land cadastre and land management* – Yuliya Gusarenko Dmitrievna 2. *Supervisor EP 7M11301 Organization transportation, movements and exploitation transport* – Konarbaeva Gulnur Nurlybekovna 3. *Head of EP 6B07309 BIM - technologies in designing* – Makhiev Bekbolat Espulovic, Ph.D., associated Professor 4. *Supervisor EP 7M07312 Land inventory and land management* – Rakhymberdina Marzhan Yesenbekovna, doctor Ph.D. ,associated Professor	Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 2)*
16.05-16.20	**Technical break**	*External experts IAAR*	**Audience G-1-101**
16.20-17.00	**Interviews with teachersEP** *(Interview will be arranged Vhybrid format: on- / off - line)*	**Clusters 12, 3, 6** *(Application #1 List teaching staff For interview)*	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 1)*
		Clusters 4, 5 *(Application #1 List teaching staff For interview)*	Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 2)*
17.00-17.15	**Technical break**	*External experts IAAR*	**Audience G-1-139**

17.15-18.30	**Questioning of teaching staff (parallel)**	*All teachers of assessed EPs (Appendix No. 1.1 List of teaching staff forsurvey)*	*Link to participate in the surveywill be sent to email teacher personally*
17.15-18.00	**Visual inspection of the TOE** *(Inspection of objects off - line participating experts)*	**cluster 2, 6** **Cluster 3** *6 B 11202 Innovative Management safety of emergencies of natural and man-caused character*	Route attached
		cluster 3 *Video (10-15 minute video clip about infrastructure EP 6B04109 Statefinancial management: audience, halls,laboratories, sports and other halls)* **cluster 14, 5** *Videos (10-15 minute video clip aboutinfrastructure EP: audience, halls,laboratories, sports and other halls)*	View videos **Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
18.00-18.30	**Results of the first day of workWEC**	*External experts IAAR*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (Only For VEC)
18.30-19.30	**Dinner**	*External experts IAAR*	**cafe "Brig"**
Day 2: 26 April 2023 of the year			
10.00-10.20	**Job WEC**	*External experts IAAR*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (Only For VEK)

10.20-11.00	**Interviews with students** *(Interview will be arranged Vhybrid format: on- / off - line)*	**Clusters 12, 3, 6** *(Application #2 List students)*	**Audience G-1-101** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 1)*
		Clusters 4, 5 *(Application #2 List students)*	Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 2)*
11.00-11.15	**Technical break**	*External experts IAAR*	**Audience G-1-139**
11.15-12.00	**Questionnaire studentsEP (parallel)**	**All students of the assessed EP** *(Appendix No. 2.1 List of EP students forsurvey)* *(Provide participation Not less 40%contingent students EP)*	*Link to participate in the surveywill be sent to email student personally*
11.15-13.00	**Work with documents** *(documents uploaded to foldersclouds)* **and attending classes PPP on schedule** *Appendix* 1.A "Extract from EP class schedules clusters" with links to ZOOM *(attending classes off -line participating expertsV traditional format)*	**Cluster 1** Cloud link: https :// drive . google . com / drive / folders / 1utfAq-_ IMTP 1 jwQdzDCiSNT - rRPhC 2 k ? usp = share_link _ _ **Cluster 2** Cloud link: https :// drive . google . com / drive / folders / 1 HxHWwE- anIoIoRdazqHSKR 5 JvPfL 3 zwQ ? usp = share_link _ _ **Cluster 3** Cloud link: https :// drive . google . com / drive / folders / 1 ASMxu_n3 _ _ L 3 FOC 0 ViKCq 4 FnMOZmmEb 7 AA ? usp = share_lin _ _k **Cluster 4** Cloud link: https :// drive . google . com / drive / folders / 17HLpZpMAvS 23 OAGAG - QNsjvWppmECKkE ? usp = share_link _ _ **Cluster 5** Cloud link: https :// drive . google . com / drive / folders /1 H 21 ZWiha AGK 1 NVBp _ Oh 9 r 0 QdqZYZW 43 r ? usp = share_link _ _	visit classes according to graphic arts **Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662

		Cluster 6 Cloud link: https :// drive . google . com / drive / folders /1 Cde 4 NtJvS KbnbZvN 9 uK 2 B 6 bI 0 x 4 XQuTe ? usp = share_link _ _	
13.00-14.00	**Dinner**	*External experts IAAR*	**cafe ''Pomegranate''**
14.00-16.00	**Visiting the practice bases of the EP (parallel)**	**cluster 2, 6** **Cluster 3** *(6 B 11202 Innovative Management safety of emergencies of natural and man-caused character)* *(Application 4.1 List practice base)*	Route By bases practitioner
		cluster 3 *Link to video (10-15 minute video about bases practitioner EP 6B04109 State financial management)* **Clusters 14, 5** *Link to video (10-15 minute video about bases EP practitioner)*	Watch videos by bases practitioner **Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
14.00-16.00	**Work with documents** *(documentation loaded V folders clouds)* **and attending classes teaching staff By schedule**	**Cluster 1** Cloud link: https :// drive . google . com / drive / folders / 1utfAq- _ IMTP 1 jwQdzDCiSNT - rRPhC 2 k ? usp = share_link _ _ **Cluster 2** Cloud link: https :// drive . google . com / drive / folders / 1 HxHWwE- anIoIoRdazqHSKR 5 JvPfL 3 zwQ ? usp = share_link _ _ **Cluster 3** Cloud link: https :// drive . google . com / drive / folders / 1 ASMxu_n3 _ _ L 3 FOC 0 ViKCq 4 FnMOZmmEb 7 AA ? usp = share_lin _ _ k **Cluster 4** Cloud link: https :// drive . google . com / drive / folders / 17HLpZpMAvS 23 OAGAG - QNsjvWppmECKkE ? usp = share_link _ _ **Cluster 5** Cloud link: https :// drive . google . com / drive / folders /1 H 21 ZWiha AGK 1 NVBp _ Oh 9 r 0 QdqZYZW 43 r ? usp =	**Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662

		share_link __ **Cluster 6** Cloud link: https :// drive . google . com / drive / folders /1 Cde 4 NtJvS KbnbZvN 9 uK 2 B 6 bI 0 x 4 XQuTe ? usp = share_link ___	
16.00-16.15	**Technical break**	*External experts IAAR*	**Audience G-1-139**
16.15-17.00	**Alumni InterviewsEP** *(Interview will be arranged Vhybrid format: on- / off - line)*	*Graduates* EP **Clusters 1, 5, 6** *(Application No. 3 List alumni EP)*	**Audience G-1-101** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 1)*
17.00-17.10	**Technical break**	*External experts IAAR*	**Audience G-1-101**
17.10-17.50	**Interview With employersEP** *(Interview will be arranged Vhybrid format: on- / off - line)*	*Employers* EP **Clusters 1, 5, 6** *(Application No. 4 List EP's employers)*	**Audience G-1-101** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 1)*
16.15-17.50	**Individual work experts WEC (parallel)**	*External experts IAAR* **clusters 2, 3, 4** *continue work With documents*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 *(session hall Zoom 2)*
17.50-20.00	**WEC work: summarizing results of the second day and parameter discussion profiles** *(ongoing record)*	*External experts IAAR*	**Audience G-1-139** Join a Zoom meetinghttps :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (Only For VEC)
20.00-21.00	**Dinner**	*External experts IAAR*	**cafe "Brig"**

Day 3: 27 April 2023			
10.00-11.30	**WEC work: development and discussion of recommendations** *(ongoing record)*	*External experts IAAR*	**Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only for VEC)
11.30-11.45	**Technical break**	*External experts IAAR*	**Audience G-1-139**
11.45-13.00	**WEC work: development and discussion recommendations**	*External experts IAAR*	**Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only For VEC)
13.00-14.00	**Dinner**	*External experts IAAR*	**cafe "Pomegranate"**
14.00-15.45	**WEC work: acceptance voting decisions***(ongoing record)*	*External experts IAAR*	**Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only for VEC)
15.45-16.00	**Technical break**	*External experts IAAR*	**Audience G-1-139**
16.00-16.30	**Final meeting WECWith leadership university**	*Management university, leaders EP,EEC IAAR*	**Audience G-1-101** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662
16.30-18.00	**Summing up the work WEC**	*External experts IAAR*	**Audience G-1-139** Join a Zoom meeting https :// us 02 web . zoom . us / j /4941240662 Identifier conferences: 494 124 0662 (only for VEK)
18.00-19.00	**Dinner**	*External experts IAAR*	**cafe "Brig"**
Departure off - line experts *28 April 2023*			

Annex 3. SURVEY RESULTS OF THE FACULTY

1. Total number of profiles: 57

2. Position

Professor	10 people	17.5 %
Assistant professor	11 people	19.3 %
Senior lecturer	18 people	31.6 %
Lecturer	11 people	19.3 %
Head department	3 people	5.3 %
Aassociate professor	2 people	3. 4 %
Head of the Central Committee of Ecology and Belarusian Railways	1 person	1.8 %
Acting Associate Professor	1 person	1.8 %

3. Academic degree, academic title

Honored Worker of the Republic of Kazakhstan	0 people	0 %
Doctor of Science	3 people	5.3 %
Candidate of Science	20 people	35.1 %
Master	17 people	29.8 %
PhD	13 people	22.9 %
Professor	1 person	1.8 %
Assistant professor	8 people	14 %
No	4 people	7 %
Aassociate professor	1 person	1.8 %

4. Work experience

Less than 1 year	1 person	1.8 %
From 1 to 5 years	7 people	12.3 %
More than 5 years	49 people	86 %

No	Questions	Very good	Fine	Relatively bad	Badly	Very bad	Didn't answer
6	To what extent does the content of the educational program meet your scientific and professional interests and needs?	42 people (73.7 %)	15 people (26.3 %)	0 people (0 %)	0 people (0%)	0 people (0%)	-
7	How do you assess the opportunities provided by the university for the professional development of teaching staff	32 people (56.1 %)	25 people (43.9 %)	0 people (0 %)	0 people (0%)	0 people (0%)	-
8	How do you assess the opportunities provided by the university for the career growth of teaching staff	26 people (45.6 %)	30 people (52.6 %)	1 person (1.8 %)	0 people (0 %)	0 people (0%)	-
9	How do you assess the degree of academic freedom of teaching staff	23 people (40.4 %)	33 people (57.9 %)	1 person (1.8 %)	0 people (0 %)	0 people (0%)	-
	To what extent can teachers use their own						
10	• Strategies	35 people (61.4 %)	22 people (38.6 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
11	• Methods	42 people (73.7 %)	15 people (26.3 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
12	• Innovation in the learning process	40 people (70.2 %)	17 people (29.8 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
13	How do you assess the work on the organization of medical care and disease prevention at the university?	39 people (68.4 %)	16 people (28.1 %)	2 people (3.5 %)	0 people (0%)	0 people (0%)	-
14	How does the management of the educational institution pay attention to the content of the	36 people (63.2 %)	21 people (36.8 %)	0 people (0%)	0 people (0%)	0 people (0%)	-

	educational program?						
15	How do you assess the sufficiency and availability of the necessary scientific and educational literature in the library?	3 2 people (56.1 %)	23 people (40.4 %)	2 people (3.5 %)	0 people (0%)	0 people (0%)	-
16	Assess the level of conditions created that take into account the needs of different groups of students?	29 people (50.9 %)	28 people (49.1 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
	Assess the accessibility of the guide						
17	• Students	40 people (70.2 %)	17 people (29.8 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
18	• Teachers	40 people (70.2 %)	16 people (28.1 %)	1 person (1.8 %)	0 people (0%)	0 people (0%)	-
19	Assess the involvement of teaching staff in the process of making managerial and strategic decisions	2 2 people (38.6 %)	33 people (57.9 %)	2 people (3.5 %)	0 people (0%)	0 people (0%)	-
20	How is the innovation activity of teaching staff encouraged?	2 2 people (38.6 %)	34 people (59.6 %)	1 person (1.8 %)	0 people (0%)	0 people (0%)	-
21	Assess the level of feedback from teaching staff with management	31 people (54.4 %)	26 people (45.6 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
22	What is the level of stimulation and involvement of young professionals in the educational process?	25 people (43.9 %)	31 people (54.4 %)	0 people (0%)	1 person (1.9 %)	0 people (0%)	-
23	Evaluate the created opportunities for professional and personal growth for each teacher and employee	32 people (56.1 %)	23 people (4 0.4 %)	1 person (1.8 %)	1 person (1.9 %)	0 people (0%)	-
24	Assess the adequacy of recognition of the potential and abilities of teachers	25 people (43.9 %)	32 people (56.1 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
	How is the work done						
25	• For academic mobility	20 people (35.1 %)	33 people (57.9 %)	4 people (7 %)	0 people (0%)	0 people (0%)	-
26	• To improve the qualifications of teaching staff	2 6 pers. (45.6 %)	27 people (4 7.4 %)	4 people (7 %)	0 people (0%)	0 people (0%)	-
	Evaluate the support of the university and its management						
27	• Research initiatives of teaching staff	2 6 pers. (45.6 %)	31 people (54.4 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
28	• Development of new educational programs / academic disciplines / methods	30 people (52.6 %)	2 7 pers. (47.4 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
	Assess the level of ability of teaching staff to combine teaching						
29	• With scientific research	25 people (43.9 %)	29 people (50.9 %)	3 people (5.3 %)	0 people (0%)	0 people (0%)	-
thi rty	• with practical activities	21 people (36.8 %)	31 people (54.4 %)	5 people (8.8%)	0 people (0%)	0 people (0%)	-
31	Assess the extent to which students' knowledge obtained at this university corresponds to the realities of the requirements of the modern labor market	31 people (54.4 %)	26 people (45.6 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
32	How does the leadership and administration of the university perceive criticism?	1 4 people (24.6 %)	43 people (75.4 %)	0 people (0%)	0 people (0%)	0 people (0%)	-
33	Assess how your workload meets your expectations and abilities	21 people (36.8 %)	2 9 people (50.9 %)	7 people (12.3 %)	0 people (0%)	0 people (0%)	-
34	Evaluate the focus of educational programs / curricula on the formation of students' skills and abilities to analyze the situation	2 5 people (43.9 %)	32 people (56.1 %)	0 people (0%)	0 people (0%)	0 people (0%)	-

	and make forecasts					
35	Assess how the educational program in terms of content and quality of implementation meets the expectations of the labor market and employers	29 people (50.9 %)	28 people (49.1 %)	0 people (0%)	0 people (0%)	0 people (0%)	-

36. Why do you work in this university?

       1. The leading technical university of the country, which is the center of advanced engineering education.

       2. It is possible to teach in English

       3. I am a graduate of this university

       4. Strong and promising university

       5. Like teaching activities and the opportunity to engage in research

       6. Good pay and the possibility of personal growth, as well as the implementation of scientific interests

       7. Zhaksy zhalaky, zhaksy zhұmys shart-zhagdayy

       8. My native university, I opened the specialty "Urban cadastre" in this university, the university creates all the conditions for teaching, scientific activities.

       9.Akparattyk technologylarmen tygyz baylanysy, kyzmettik өsuge zhagdai zhasaluy, bilim berudin practitioners bagytynyn basimdygy

37. How often do you have workshops and lectures with practitioners in your course?

Very often	11 people	19.3 %
Often	31 people	54.4 %
Sometimes	14 people	24.6 %
Pretty rare	1 person	1.8 %
Never	0 people	0%

38. How often do invited teachers (domestic and foreign) participate in the learning process?

Very often	20 people	35.1 %
Often	28 people	49.1 %
Sometimes	9 people	15.8 %
Pretty rare	0 people	0%
Never	0 people	0%

39. How often do you encounter the following problems in your work: (please give an answer in each line)

	Often	Sometimes	Never	No answer
Lack of classrooms	0 people (0 %)	24 people (42.1 %)	33 people (57.9 %)	-
Unbalanced study load by semesters	3 people (5.3 %)	38 people (66.7 %)	16 people (28.1%)	-
Unavailability of necessary literature in the library	0 people (0 %)	22 people (38.6 %)	35 people (61.4 %)	-
Overcrowding of study groups (too many students in the group)	0 people (0 %)	7 people (12, %)	50 people (87.7 %)	-
Inconvenient schedule	0 people (0 %)	25 people (43.9 %)	32 people (56.1 %)	-
Inappropriate conditions for classes in classrooms	0 people (0 %)	20 people (35.1 %)	37 people (64, 9 %)	-
No internet access/poor internet	0 people (0 %)	26 people (45.6 %)	31 people (54.4 %)	-
Students' lack of interest in learning	0 people (0%)	26 people (45.6 %)	31 people (54.4 %)	-
Untimely receipt of information about events	0 people (0 %)	12 people (21.1 %)	45 people (78.9 %)	-
Lack of technical facilities in classrooms	2 people (3.5 %)	35 people (61.4 %)	20 people (35.1 %)	-
Other problems	• No • No problem • No obvious problems • Technical equipment			

	• There are no problems, if any, they are solved privately, very quickly and all the needs of the teacher regarding the educational process are satisfied • Masele zhok • There are none • No problem • Missing • There are no problems • No warm water in winter to wash hands • Lack of software equipment • Bari zhaksy • Rather lengthy coordination of documents in the Directum system • There are no special technical and organizational problems • there are no unsolvable problems. Everything is solved gradually, or on-line, as needed. • Kazakh tilindegi mamandandyrylgan adebietterdin az boluy • Päder boyinsha keide kazaksha okulyktardyn zhetispeushiligi • Oku barysynda қoldanylatyn қazaқsha әdebietterdin azdygy • Kazakh tilinde әdebietterdin azdygy • Not all classrooms have excellent internet access • Technical equipment • No problem • a lot of paper work that can be converted into electronic form • Lack of computer classrooms • It is advisable to install graphic tablets connected to a PC and a projector in lecture halls • Difficulties in acquiring the necessary materials for scientific work through the state. purchase • no problem. • There are no special problems, something small happens • Weak internet in some classrooms • I would like 13 wages • Resolved as they arise • The growth in the number of students does not keep pace with material support, it is necessary to address the issues of the classroom fund • Aytarlyқtay masele zhok. • Student zhatakhananyn bolmauy

40. There are many different sides and aspects in the life of the university, which in one way or another affect every teacher and employee. Rate how satisfied you are:

Question	Completely satisfied	Partially satisfied	Not satisfied	Difficult to answer
The attitude of the university management towards you	43 people (75.4 %)	13 people (22.8 %)	1 person (1.8 %)	0 people (0 %)
Relationships with direct management	52 people (91.2 %)	5 people (8.8 %)	0 people (0 %)	0 people (0 %)
Relationships with colleagues in the department	55 people (96.5 %)	2 people (3.5 %)	0 people (0 %)	0 people (0 %)
Participation in management decision making	41 people (71.9 %)	1 4 people (24.6 %)	0 people (0 %)	2 people (3.5 %)
Relations with students	55 people (96.5 %)	2 people (3.5 %)	0 people (0 %)	0 people (0 %)
Recognition of your successes and achievements by the administration	44 people (77.2 %)	12 people (21.1 %)	1 person (1.8 %)	0 people (0 %)
Support for your suggestions and comments	44 people (77.2 %)	12 people (21.1 %)	0 people (0 %)	1 person (1.8 %)
The activities of the administration of the university	3 9 pers. (68.4 %)	17 people (29.8 %)	0 people (0 %)	1 person (1.8 %)
Terms of pay	26 people (45.6 %)	29 people (50.9 %)	1 person (1.8 %)	1 person (1.8 %)
Working conditions, list and quality of services provided at the university	47 people (82.5 %)	9 people (15.8 %)	0 people (0%)	1 person (1.8 %)

Occupational health and safety	48 people (84.2 %)	9 people (15.8 %)	0 people (0 %)	0 people (0 %)
Management of changes in the activities of the university	40 people (70.2 %)	16 people (28.1 %)	1 person (1.8 %)	0 people (0 %)
Providing a social package: rest, sanatorium treatment, etc.	22 people (38.6 %)	26 people (45.6 %)	4 people (7 %)	5 people (8.8 %)
Organization and quality of food at the university	42 people (73.2 %)	15 people (26.3 %)	0 people (0 %)	0 people (0 %)
Organization and quality of medical care	44 people (77.2 %)	12 people (21.1 %)	1 person (1.8 %)	0 people (0 %)

Annex 4. SURVEY RESULTS OF STUDENTS

Questionnaire for students

Total number of profiles: 177

6B04107 Social media marketing	8	4.52%
7M04107 Social media marketing	2	1.13%
6B07109 Medical engineering (Medical equipment)	11	6.21%
7M04102 Technology Entrepreneurship	4	2.26%
6B04109 State financial management	27	15.25%
6B11202 Innovative safety management of natural and man-made emergencies	10	5.65%
6B07312 Land cadastre and land management	84	47.46%
7M11301 Organization of transportation, traffic and transport operation	4	2.26%
6B07309 BIM - technologies in design	6	3.39%
7M07312 Land cadastre and land management	13	7.34%
8D05401 Mathematics	2	1.13%
8D07103 Thermal power engineering	6	3.39%

Sex:

Male	60.5
Female	39.5

Rate how satisfied you are:

Questions	Completely satisfied	Partially satisfied	Partially dissatisfied	Not satisfied	I'm at a loss answer
1. Relations with the dean's office (school, faculty, department)	85.9	14.1			
2. The level of accessibility of the dean's office (school, faculty, department)	84.7	13.6	1.7		
3. The level of accessibility and responsiveness of the leadership (university, school, faculty, department)	83.6	14.7	1.1	0.6	
4. Availability of academic counseling	80.2	18.7			1.1
5. Support with educational materials in the learning process	78.5	18.1	3.4		
6. Availability of personal counseling	73.4	19.3	5.6	0.6	1.1
7. Relationship between student and teacher	78.5	18.7	2.8		
8. The activities of the financial and administrative services of the educational institution	70.6	22.6	3.4	1.1	2.3
9. Availability of health services	73.4	19.7	2.3	0.6	4
10. The quality of medical care at the university	69.5	22	1.7	1.7	5.1
11. The level of availability of library resources	91	7.3	1.1	0.6	
12. The quality of services provided in libraries and reading rooms	87	10.2	1.7	1.1	
13. Existing educational resources of the university	86.4	11.3	1.7		0.6
14. Availability of computer classes	74	19.2	3.4	1.7	1.7
15. Availability and quality of Internet resources	71.2	20.9	5.1	1.7	1.1
16. The content and information content of the website of educational organizations in general and faculties (schools) in particular	89.3	9.6	1.1		
17. Study rooms, auditoriums for large groups	77.4	17.5	2.8	1.7	0.6
18. Lounges for students (if any)	76.3	17.4	1.7	0.6	4
19. Clarity of disciplinary procedures	79.7	15.8	1.7		2.8
20. The quality of the educational program as a whole	83.6	14.7	1.7		
21. The quality of study programs in the EP	81.9	16.9	0.6	0.6	
22. Teaching methods in general	75.7	20.9	1.7	1.7	
23. Quick response to feedback from teachers on the educational process	79.7	17.5	1.7		1.1
24. Overall quality of teaching	83.1	15.2	1.7		
25. Academic load / requirements for the student	71.2	21.5	5.6	1.1	0.6
26. The requirements of the teaching staff for the student	79.1	15.2	2.3		3.4

Statement					
27. Information support and clarification before entering the university of the rules for admission and the strategy of the educational program (specialty)	85.3	10.7	2.3	1.1	0.6
28. Informing the requirements in order to successfully complete this educational program (specialty)	86.4	11.3	1.7	0.6	
29. The quality of examination materials (tests and examination questions, etc.)	80.8	17.5	0.6		1.1
30. Objectivity in assessing knowledge, skills and other educational achievements	79.1	16.5	2.2	2.2	
31. Available computer classes	73.5	22	1.7	1.7	1.1
32. Available scientific laboratories	74.8	17.8	2.3	1.1	4
33. Objectivity and fairness of teachers	71.2	22	5.1		1.7
34. Informing students about courses, educational programs and the academic degree received	85.8	9.6	2.3	0.6	1.7
35. Providing students with a hostel	76.2	11.3	2.3		10.2

How much do you agree with:

Statement	Full consent	Agree	Partially agree	Disagree	Complete disagreement	Didn't answer
36. The course program was clearly presented	78	17.5	4.5			
37. Course content is well structured	73.4	19.8	6.2	0.6		
38. Key terms adequately explained	68.9	27.7	3.4			
39. The material proposed by the teacher is relevant and reflects the latest achievements of science and practice	67.8	26	6.2			
40. The teacher uses effective teaching methods	64.4	25.4	7.9	1.7	0.6	
41. The teacher owns the material being taught	74	22.6	3.4			
42. The lecturer's presentation is clear	68.4	25.4	6.2			
43. The teacher presents the material in an interesting way	61.5	23.2	12.4	2.3	0.6	
44. Objectivity in assessing knowledge, skills and other educational achievements	62.7	24.3	9.6	3.4		
45. The timeliness of assessing the educational achievements of students	63.8	26.6	7.9	1.7		
46. The teacher meets your requirements and expectations for professional and personal development	63.3	27.7	7.3	1.7		
47. The teacher stimulates the activity of students	63.9	23.7	11.3	1.1		
48. The teacher stimulates the creative thinking of students	59.8	26.6	11.3	1.7	0.6	
49. Appearance and manners of the teacher are adequate	72.3	25.4	1.7	0.6		
50. The teacher has a positive attitude towards students	67.8	22.6	9.6			
51. The system for assessing educational achievements (seminars, tests, questionnaires, etc.) reflects the content of the course	71.7	24.9	2.8	0.6		
52. Evaluation criteria used by the teacher are clear and accessible	72.3	22.6	5.1			
53. The teacher objectively evaluates the achievements of students	65.5	24.3	9.6	0.6		
54. The teacher speaks a professional language	75.6	21.5	2.3	0.6		
55. The organization of education provides sufficient opportunities for sports and other leisure activities.	71.2	21.5	5.6	1.1	0.6	
56. Facilities and equipment for students are safe, comfortable and modern	68.9	20.9	8.5	1.1	0.6	
57. The library is well equipped and has a sufficient fund of scientific, educational and methodical literature	79.1	16.9	2.8	1.1		
58. Equal opportunities for mastering the EP and personal development are provided to all students	76.8	19.8	1.1	2.3		

Other concerns regarding the quality of teaching:

- -
- No
- No problem
- No problem
- No
- There are no problems
- Maseleler zhok
- no problem

- No problems regarding the quality of teaching
- Eshkandai maslele zhok, bari өte zhogargy deңgeyde.
- Baska maseleler baikalmady, kalganymen tolyktai kelisemin
- Okytu sapasyna katysty masleler zhok
- Jock
- Zhok
- zhok
- Zhatakhana tural saualnama
- No problem
- .
- Barlygy zhaksy zhasalgan al suraqtar tuyndasa curator of the deanery arkyly sheshuge bolady azirge suraқtar maseler zhok osy oku ornina rizamyn
- Menin oyymsha auditoriumlarda materialdyk bazany birneshe ese zhaksartsa.
- There are no problems.
- The University needs renovation!
- Meni university_mnin оқu sapas қanaғattandyrady!
- Bilim take bagdarlamasy men university okytuyna көңilim tolyқtai tolady. Menin oyymsha, audience of men materialdyk bazalardy zhaksartsa dep oylaymyn.
- No problem.
- No problem
- None
- Barlygy kolzhetimdi zhane sapali, 1-course bolgandyқtan ali biraz akparatpen tanysu kerek
- Masele zhok, oku sapasy zhaksy
- Everything is fine
- Masele zhok
- No offers
- Bizdin mamandyk boyinsha bilim I take sapas öte zhaksy! Men wasps bilim beretin university student tüskenime kuanamyn!
- Yeshkanday masele zhok
- most of the teachers do not like university activists, although activists raise the university very much no worse than any laboratories or discoveries
- Creativity and the ability to attract attention
- No
- Dissatisfied with the schedule
- No
- No
- No problem. Excellent teaching staff.
- Teachers are incompetent
- Bilim aluga kyzyktyratyn sharalar uyimdar zharystar zhok deuge bolady, sapasy nashar bolsada. Tekhnikalyқ mamandyқ қyzyқsyz көrinedi oku barysy. Ozge univerlerge baru zharyska katysu ushin tek en myktylar gana barady onyn ozinde ozine senimdi. Al köpshiligi zhai student bolip kalady.ashyluғa мүmkindik az
- Didn't notice any problems
- Baska maseleler zhok
- If we talk about teaching in my school, then there are no problems at all, but subjects that do not belong to my profession are complete nonsense. Why the hell do they strain me with absolutely unnecessary subjects when I entered the profession, I spend an incredible amount of energy in order to pass an unnecessary subject so that I would not be expelled, wow, this is so cool. In order to study everything else, I can go back to school, this nonsense at the university is not needed, it only wastes the student's time, and especially the nerves, I lost interest in studying due to the fact that they put under my nose the wrong subjects that should be , 1 course is just a bunch of piled something for show.